

Event Sponsorship - Community Event (sponsorship up to \$5,000) Application Form

Section One - Applicant Event Details

Name of Event

Date(s) of Event

Time/s of Event

Location or Venue

Is the Event an annual/biennial (every two years) event?

Type of Event – sporting/community/youth/cultural/arts etc.

Amount of sponsorship requested \$

Name of applicant organisation

Is it a legal entity?	YES	<input type="checkbox"/>	NO	<input type="checkbox"/>	Please qualify - is it a company, incorporated society, partnership or sole trader?
-----------------------	-----	--------------------------	----	--------------------------	---

Is it GST registered? If yes, provide GST number

Name of contact person for this application

Postal address

Telephone

Fax

Mobile

Email

Name of organiser

Contact address (if different from above)

Telephone

Fax

Mobile

Email

Is the event organiser paid or voluntary?

Please list previous event experience of both the organisation and the event organiser.

Is there a contract in place with the event organiser or organisation team?

Does your organisation hold intellectual property rights to the event? If not, who?

Section Two - Event Description

Concept or broad outline of the event

History of the event

Sponsorship Proposal. Please attach the proposal and clearly outline the benefits offered to Hamilton.

Section Three - Budget and Marketing Plan

Please attach the following documentation, which is required to enable us to fully assess your application.

Current Event Budget. This should include the following:

- Detailed budget including cash flow projections, profit and loss forecasts
- A list of confirmed and potential sponsors both financial and in-kind (and dollars confirmed/sought)

Marketing and Promotion Plan. This should include the following:

- Target market
- Marketing objectives
- Marketing strategies including advertising/PR activity and timeline
- Who is responsible for the marketing and promotions plan?
- Do they have experience in either events/marketing/PR? If so, what experience
- Itemised marketing and promotions plan budget

Expected attendance figures for the event

Waste Minimisation - Hamilton City recognise that event organisers have the most influence in minimising waste at public events and therefore require a commitment to the avoidance, reduction and recycling of waste materials at your event. Please use the attached Waste Minimisation Planner to outline the waste management plan for your event and tell us about your planning process.

For assistance with developing your plan and how to go about organising a waste wise event, go to the Hamilton City Council website: www.hamilton.co.nz/eventrecycling.

Please ensure you have –

1. Completed all information requested in this application form. **Your application should not exceed 14 pages in total.**
2. Attached all relevant documents.
3. Provided one black and white unbound copy of your application. Additional coloured material can be supplied.

Please forward your application before the closing dates to:

Communication & Marketing

Hamilton City Council

Private Bag 3010

Hamilton 3240

Or email to eventsfunding@hcc.govt.nz

Event Waste Minimisation Planner

Please attach answers to this questionnaire and return with your sponsorship application. For assistance with developing your plan and how to go about organising a waste wise event, go to www.hamilton.co.nz/eventrecycling.

Section One - Event Details

Name of Event

Date(s) of Event

Location or Venue

Name of organisation

Name of contact person

Telephone

Fax

Mobile

Email

At each event hundreds or thousands of people gather to enjoy themselves, but in doing so they generate thousands of tonnes of waste – empty bottles, used paper plates, plastic cutlery and glasses, packaging, unwanted food and drink, waste water, cartons, general waste and plastic bags. Event recycling directly reduces the cost of waste removal, as well as generating a positive event image.

Most New Zealanders care about the environment and will be pleased to support an event as patrons and sponsors, where waste minimisation is undertaken and promoted. You can make a real difference.

Policy

Does your organisation have a Waste Management Policy, or an Environmental Policy that identifies waste as an issue? (Please attach a copy)

How is the policy communicated to sponsors, staff, vendors, service contractors and patrons?

Does your organisation have an environmental representative, or someone who is responsible for overseeing waste management? If so, describe the responsibilities allocated to, and the resources available to this person.

Planning

Describe the process used by your organisation to identify the amount of waste generated at your event and the potential for reduction.

Include a waste management site plan. The waste management site plan will:

- Identify the location of food and beverage vendors that will require waste collection
- Identify the number of recycling facilities you'll require and the type and size of these facilities
- Identify the best positions for recycling signage

- Identify the placement of areas for tables and chairs where people will eat and drink and therefore the best position for bins and recycling facilities
- Show access lanes for service vehicles such as equipment suppliers, vendors and waste and recycling service contractors before, during and after the event.

Explain the types of controls, management programmes, initiatives or incentives implemented by your organisation, in order to reduce the amount of waste generated.

Purchasing

How, if at all, do your purchasing decisions support the events waste reduction objectives? Please provide an example of your policy, vendor contracts procedures and examples of services purchased.

If you have any questions regarding this particular form please contact –
Environmental Policy Advisor
Sustainable Environment Team
Email sustain@hcc.govt.nz