

# Event Sponsorship – Hallmark Event (three year sponsorship) 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 Council sponsorship sought: \$

Name of applicant organisation

Is it a legal entity?	YES		NO		Please qualify - is it a company, incorporated society, partnership or sole trader?
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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

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

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

YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
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Does your organisation hold intellectual property rights to the event? If not, who?

**Section Two - Event Description and Attachments** Please attach documentation related to this section.

**Event outline** (basic description of your event including the objectives and history of the event and if there is a special theme or focus of the event). **Maximum of one page preferred.**

**Three year business plan for the event.** This should include the following information –

- Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes
- Projected budgets (main figures only for years 2 and 3)
- Organisational structure

**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 markets
- 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

**Sponsorship Proposal Package.** Please attach the specific benefits offered to Hamilton.

**Economic Impact and Profile.** This should include the following:

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? If yes, please attach latest data along with who collated this material.

**Attendance** (please do not exaggerate) -Numbers expected from Hamilton and from outside Hamilton broken down into the categories – overseas, participants, spectators and trade.

**Entry Fees** – Cost of entry for adult, child, older persons, other.

**Accommodation** – anticipated number of beds and number of nights broken down into the following categories - hotels, motels, camping grounds, schools and home hosted. Will all accommodation be located in Hamilton? If not, where? What is the anticipated average stay in Hamilton for participants?

**Waste Minimisation** - Hamilton recognises 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](http://www.hamilton.co.nz/eventrecycling).

**Please ensure you have –**

1. Completed all information requested in this application form. **Your application should not exceed 12 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 date to:

Communication & Marketing  
Hamilton City Council  
Private Bag 3010  
Hamilton 3240

Or email to [eventsfunding@hcc.govt.nz](mailto: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](http://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](mailto:sustain@hcc.govt.nz)