
Tourism Events & Festivals Funding Application (T.E.F.F.A)

**APPLICATION FORM
MARKETING SPONSORSHIP
FOR
EVENTS, FESTIVALS & PROJECTS
(Approved April 2015)**

Please read the guidelines carefully and answer all questions.
For further information contact Council's Promotions on 5382 9706 / 5382 9702

A THE APPLICANT**1. ORGANISATION DETAILS**

Name of Applicant Organisation: _____

Postal Address: _____

Telephone: _____ Fax: _____

Email: _____

2. ORGANISATION STATUS

i) Is your organisation incorporated? Please attach copy YES / NO

ii) Do you have an Australian Business Number? YES / NO

iii) If yes, what is your ABN? _____ Are you registered for GST? YES / NO

iv) Does your organisation have:

- A business or marketing plan YES / NO
- An annual report YES / NO
- An audited financial statement YES / NO
- Does your organisation hold public liability insurance? Please attach copy YES / NO

Please attach copies of the above:

3. CONTACT DETAILS

Name of contact person: _____

Position title: _____ Telephone: _____

Mobile: _____ After hrs telephone: _____

Fax: _____ Email: _____

B THE PROJECT

4. PROJECT DETAILS

i) Name of project: _____

ii) (a) Date/s of project: _____

(b) Are other major events on at the time of your planned event? Yes No

iii) Is this a new event? Yes No

iv) Is this a new component to an existing event Yes No

5. DESCRIPTION

Briefly describe your event, festival or project. (Attach programme draft if available)

6. PROJECT MANAGEMENT

Who will manage the project? (Please list contact details if different from applicant)

7. EVALUATION

How will the success of the project be evaluated? _____

8. MARKETING

Outline your marketing campaign and the target audience/s (specifically its relations to marketing outside the Region)

9. CONTRIBUTION TO THE REGION

What will your event, festival or project contribute to this region that is unique and demonstrate how the event will positively raise the profile of Horsham as a city to host major events?

10. PARTICIPATION / INVOLVEMENT:

Estimate the numbers of participants and audience from:

- i) Horsham Rural City Council municipality _____
- ii) Wimmera region _____
- iii) Elsewhere in Victoria _____
- iv) Others (Include Interstate and International) _____

11. LONG TERM PLANS

What are the long term development plans for your event, festival or project?

12. Value to the Horsham Municipality Economy

What will be the value of your event to the regions economy?

C BUDGET

Please note that

- The Marketing Sponsorship is only available for 50% of the total marketing budget.
- Sponsorship refers to a formal agreement with a business or other entity to provide goods, services or cash in return for a benefit such as advertising.
- Your budget is an important part of your application and will be closely examined. It is important for you to check it thoroughly.
- Has your organisation applied to Council for any other funding for your event? YES/NO Please advise.

13. YOUR MARKETING BUDGET (amounts to be exclusive of GST)

| | |
|---|----|
| EXPENDITURE | |
| MARKETING AND PUBLICITY | |
| Brochure / flyer printing | \$ |
| Distribution of material costs Postage etc. | \$ |
| Newspaper advertising Local - Wimmera Mail Times - Weekly Advertiser | \$ |
| Out of Region publications List publications: | \$ |
| Television advertising Name regions that advertising will be conducted in: | \$ |
| Radio advertising Indicate local stations | \$ |
| Out of region stations | \$ |
| Social Media Online / direct email / digital magazine | |
| Total Marketing | |

| | |
|---|----|
| INCOME | |
| Total cash contribution from event organisation | \$ |
| Other cash contribution (please list) | \$ |
| TOTAL cash contribution | \$ |
| Total sought for matching | \$ |

Event Street Signage is un matched dollars

TAC general supports a one off payment for two signs at a total cost of \$500
(Do you require this funding, please circle **Yes** **No**)

14. BUDGET SUMMARY

- i) Total budget for whole event \$ _____
- ii) Marketing budget \$ _____
- iii) Amount requested from Horsham Rural City Council \$ _____

D CERTIFICATION

To be completed by Applicant Organisation

I certify that all details supplied in this application form and in any attached documents are true and correct, to the best of my knowledge, and that the application has been submitted with the full knowledge and agreement of the management/committee of the applicant organisation. I have read the accompanying guidelines and information to applicants, provided with this application form.

Signature of contact person: _____ Date: _____

Name: _____
(PLEASE PRINT)

EMAIL YOUR APPLICATION TO EITHER:

Gloria McRae gloria.mcrae@hrcc.vic.gov.au Chris McClure chrsi.mcclure@hrcc.vic.gov.au

Or simply post your application to:

Horsham Rural City Council
Promotions Department
P.O. Box 511
Horsham VIC 3402