

# Event and Festivals Funding Framework

In your proposal please address the criteria stipulated for the appropriate funding level in the Funding Framework. If your proposal does not address it, we will assume that your event is not able to achieve what is required for funding.



## Criteria for Icon Event Funding

1. Show how event is unique and exclusive to Christchurch
2. Show evidence that it will bring in \$10m plus in direct expenditure to the local economy
3. Demonstrate the international and national appeal of the event
4. Demonstrate how you plan to bring international and national media attention to the event including television
5. Estimate how many visitors outside Christchurch will come for how many days (Strategic target is 10,000 visitor days to Christchurch)
6. Show how the event will reinforce the city's visitor marketing brand identity
7. Show what the event will do to build Christchurch's economy and assist with building sector capability
8. Identify which Christchurch 'season' your event will promote through the BeThere.co.nz Four Season's campaign
9. Describe the event's target markets
10. Give a detailed summary of all other forms of funding approached and how else you intend to raise funds

## Criteria for Major Events Funding

1. Demonstrate how you plan to bring international and national media attention to the event including television
2. Is this a one-off event? If so –show previous successes elsewhere
3. Show evidence that the event will bring in \$1m direct expenditure to the Christchurch economy (*Strategic target is 3000 visitor days to Christchurch*)
4. Estimate how many visitors will be attracted to the event
5. Identify which 'season' your event will help promote through the BeThere.co.nz Four Season's campaign?
6. Describe the event's target markets
7. Give a detailed summary of all other forms of funding approached and how else you intend to raise funds

## Criteria for Metropolitan Community Events Funding

1. Show how the event adds value to the city's image and distinctive city features
2. Show how the event will help support other Council outcomes  
Address up to two of the following outcomes:
  - a. healthy lifestyles  
(*physical activity, good diet, responsible use of alcohol and smoking cessation*)
  - b. understanding and celebrating the city's cultures  
(*Maori, Pakeha, migrant and refugee*)
  - c. minimising waste
  - d. improving the environment
  - e. building strong communities
  - f. central city revitalisation
3. Estimate how many people you expect will attend the event  
(*8,000 attendees on one day targeted*)
4. Describe the event's target markets
5. Give a detailed summary of all other forms of funding approached and how else you intend to raise funds

## Criteria for Small Community Events Funding

Locally funded events are funded through Community Boards\*, however there is a \$50,000 fund identified for events with a metropolitan focus (i.e bring people together from across the city rather than focusing on a 'ward'). This fund is for events which celebrate a particular community and the diversity of the city. It is allocated on a rotational basis for start-up events or events celebrating a special year. An event can apply once every three years.

1. Describe what part of the city/community you will be celebrating
2. Show how this event will aid the social cohesion, 'feel good' and vibrancy of the city
3. Show how the event help support other Council outcomes i.e.
  - a. healthy lifestyles  
(physical activity, good diet, responsible use of alcohol and smoking cessation)
  - b. understanding and celebrating the city's cultures  
(Maori, Pakeha, migrant and refugee)
  - c. minimising waste
  - d. improving the environment
  - e. building strong communities
  - f. central city revitalisation
4. Comment on why is it important to fund your event this financial year

*\* to apply for Community Board Funding visit [www.ccc.govt.nz/community/funding](http://www.ccc.govt.nz/community/funding) or contact your nearest service centre.*

## Criteria for Sports Events Funding

Sports events will be considered across the categories already outlined. Responsibility for the identification, bidding, support and hosting of regional, national and international sports events is lead by the Sports Services Team, on a case by case basis. Contact them at **sportsdestination@ccc.govt.nz**

Any sports events which contribute to the identity of Christchurch can apply for funding through the Events and Festivals funding round in relation to the funding levels detailed in the Events Funding Framework.

## Community Grants Funding

Local Event Funding is determined by Community Boards. Application forms and information brochures are available from your nearest Council Service Centre, Civic Offices or on the Council's website – **www.ccc.govt/community/funding**

The Community Grants Group also provide small funds for developing communities. If you feel your event's purpose is to develop your community please contact **Michael.mcnabb@ccc.govt.nz** for information. Remember – your event will be assessed against a whole range of community funding projects, not just events.