**Major Events Sponsorship Program**

**Application**

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| **Introduction** |
| The Sunshine Coast is one of Australia’s most desirable tourism and event regions, renowned for its natural attributes and high-quality tourism experiences.  Council’s vision for the Sunshine Coast Major Events Strategy 2018-2027 is for the region to be recognised as the ***premier regional events destination in Australia – where major events deliver maximum results.*** The full Strategy can be found at <https://www.sunshinecoast.qld.gov.au/Council/Planning-and-Projects/Council-Strategies/Sunshine-Coast-Major-and-Regional-Events-Strategy>.  The Major Events Sponsorship Program is funded from Council’s [Tourism and Major Events Levy](https://www.sunshinecoast.qld.gov.au/Pay-and-Apply/Rates/Levies) and delivers for the region by attracting, supporting and leveraging events that meet the following criteria:   1. **Maximise direct economic return** to the region 2. **Showcase the Sunshine Coast as a destination** and increase the region’s appeal to potential visitors 3. Use the audience reach of major events to **promote the Sunshine Coast** within target audiences 4. **Spread the impacts and benefits as widely as possible** across the region and the calendar year 5. **Promote and engage the region’s high value industries, and** 6. **Are in keeping with Sunshine Coast community values** and Council’s vision to be ***healthy, smart and creative.***   ***NOTE:***   * ***Please be realistic when supplying estimated numbers of participants/exhibitors/artists in this application*** * ***Provide statistical evidence from past events or events of a similar nature supporting your estimates*** * ***If your application is successful, the participants/exhibitors/artists estimates you provided will be used as a basis to set Agreed Performance Outcomes (key performance indicators) in the sponsorship contract that the event will be expected to achieve*** * ***The estimates in this application will be contrasted with the actual numbers/supplied in your Acquittal Report.*** |

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| **Privacy**  Council will use any personal information provided for the intended purpose only and for remaining in contact with you. Council is authorised to collect this information in accordance with the *Local Government Act 2009* and other Local Government Acts. Your personal information is only accessed by persons authorised to do so. Your personal information is dealt with in accordance with Council’s privacy policy. |

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| **Event Name** | |
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| **Event Date** | |
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| **Location** | |
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| **Sponsorship Request (excluding GST)** | **Sponsorship Term** |
| **$** | **1 Year ( ) 3 Years ( ) Other ( )** |
| **Brief description of event (30 words or less)** | |
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| **Describe how your event meets the criteria on page 2** | |
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| **Define the benefits to the Sunshine Coast of hosting your event** | |
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| 1. **Applicant Details** | | | |
| **Surname** |  | **Given Names** |  |
| **Postal Address** |  | | |
| **Suburb** |  | **State** | **Postcode** |
| **Business Phone** |  | **Mobile** |  |
| **Email Address** |  | | |

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| 1. **Business Details** | | | |
| **Business Name** |  | | |
| **Postal Address** |  | | |
| **Suburb** |  | **State** | **Postcode** |
| **Contact Name** |  | **Position** |  |
| **Business Phone** |  | **Mobile** |  |
| **Email Address** |  | | |
| **Website** |  | | |
| **ABN** | *(If you do not have an ABN you must complete, sign and attach the Statement of Supplier form available online at:* [*https://www.ato.gov.au/uploadedFiles/Content/MEI/downloads/Statement%20by%20a%20supplier.pdf*](https://www.ato.gov.au/uploadedFiles/Content/MEI/downloads/Statement%20by%20a%20supplier.pdf)*)* | | |
| **Is your organisation non-profit?** | | ( ) Yes ( ) No | |
| **Is your organisation registered for GST?** | | ( ) Yes ( ) No | |
| **Is your organisation incorporated** | | ( ) Yes ( ) No If no, please complete Section 3 | |

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| 1. **Administering Organisation’s Details  *- complete this section if your organisation is NOT incorporated, indicated in Q2*** | | | | | | |
| **Administering Organisation’s Name** | |  | | | | |
| **Postal Address** | |  | | | | |
| **Contact Person** | |  | | | | |
| **Business Phone** | |  | | **Mobile** | |  |
| **Email Address** | |  | | | | |
| **Website Address** | |  | | | | |
| **Certification**  The certification of this application must be signed by the Chair or Chief Executive of the Incorporated Organisation, eligible applicant or sponsor as appropriate.   * I certify to the best of my knowledge that the statements made in this application are true. * I understand that approval of the sponsorship is subject to mutual agreement between the Sunshine Coast Regional Council and the applicant. * The project will be covered by appropriate insurance. * I understand that if the Sunshine Coast Council approves a sponsorship, I will be required to accept the conditions of the sponsorship in accordance with Sunshine Coast Regional Council requirements. * I understand that the Sunshine Coast Council does not accept any liability or responsibility for the proposal in this application and that it is the responsibility of the applicant or their sponsor to provide the appropriate insurance cover.   I agree that if funded, I will supply an acquittal report within 60 days of the event completion. | | | | | | |
| **Name** |  | | **Position** | |  | |
| **Signature** |  | | **Date** | |  | |
| **Name of Witness** |  | | | | | |
| **Signature of Witness** |  | | **Date** | |  | |
| ***Attachments***   * *Attach a copy of Letter of Agreement from your Administering Organisation to auspice your sponsorship.* * *Attach a copy of Administering Organisation’s Certificate of Incorporation* | | | | | | |

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| 1. **Event Details** |
| **Provide full description of event including background** |
| **List the event objectives** |
| **Does this event fall on a Queensland school holiday, a public holiday or other prominent date?**  ( ) Yes - If yes, which holiday ……………………………………………………………………………………..  *(eg Easter, long week-end, public holiday, Father’s Day, Mother’s Day, school holiday period)*  ( ) No |
| **Is the timing of the event flexible to allow it to be scheduled in a low tourism season time slot?**  ( ) Yes  ( ) No |
| **Is this a new or existing event in the Sunshine Coast Region?**  ( ) New  ( ) Existing  *It is recommended that all NEW sponsorship applications be accompanied by a letter of support from the local Chamber of Commerce or Business Tourism Group.* |
| **Has this event been held anywhere else?**  ( ) Yes – if yes, where?...........................  ( ) No |
| **Is this a “one-off” or “annual” event?**  ( ) One-off  ( ) Annual |
| **Year of the first event** |
| **Number of times this event has been staged** |
| **Will the event be ticketed?**  ( ) Yes  ( ) No |
| **Does the event have a current written business plan?**  ( ) Yes - If yes, attach a copy to this application  ( ) No |
| **Is the event sanctioned or recognised by any official body?**  ( ) Yes - If yes, provide details below  ( ) No |
| 1. **Event Management and Planning** |
| **Has the organisation run events within the Sunshine Coast region before?**  ( ) Yes – If yes, outline the events  ( ) No – If no, provide a referee who can attest to the organisation’s ability to provide event management |
| **Provide an outline of the event management structure (key personnel & relevant experience)** |
| **Provide evidence of an event plan (program of activities/event schedule)** |

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| 1. **Risk Assessment** |
| **What are the major risks associated with the event?** |
| **How is the event going to mitigate against these risks?** |

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| 1. **Sponsorship Request** | |
| **Sponsorship Request (excluding GST) $**  *(The amount of sponsorship requested should not be greater than 25% of the total cash expenditure budget.)* | |
| **What is the total cash expenditure budget? $** | |
| **What percentage of the total cash expenditure budget does the sponsorship amount requested represent? %** | |
| **Increase in Sponsorship Substantiation**  *(If the amount of sponsorship requested has increased substantially from previous applications, the organisers need to clearly substantiate the basis for the increase – either through significant growth in the event, or through the addition of new components to the event that are likely to result in significant further growth.)* | |
| **Please detail previous funding provided by Sunshine Coast Council in the past 3 years, inclusive of the amount and year/s of funding** | |
| **Have you submitted a current funding application to Sunshine Coast Council via the Community Grants Program?**  ( ) Yes  ( ) No | |
| **Please provide detail previous funding received from Tourism and Events Queensland’s *Queensland Destination Events Program (QDEP)* or any other sources, inclusive of amount and year/s of funding.** | |
| **Have you submitted a current funding application to Tourism and Events Queensland for either the Queensland Destination Events Program (QDEP) or Major Event Investment for this event?**  ( ) Yes - If yes, please indicate which program  ( ) No | |
| 1. **Sponsorship Use** | |
| **Eligible uses of sponsorship**  Event sponsorship funds can be used for one or more of the following uses:   * Marketing costs associated with the event that increase awareness of the Sunshine Coast and increase visitation to the Sunshine Coast. This can include online marketing, webcasts, brochures, posters, TV or radio advertisements, etc. * Strategic plans to address long-term development of the event. This can include business plans or succession plans, etc. * The engagement of short-term (maximum 6 months) specialised personnel to further develop and/or market the event. * Hire of temporary infrastructure that will improve access, visitor experience or the safety of the event, such as temporary toilets, fencing, disability equipment etc.   **Ineligible uses of sponsorship**   * Insurance and legal costs * Capital or equipment costs * Prize money * Appearance fees and travel costs * Sanctioning fees * Entertainment * Full-time employment costs * Administration expenses/sundries.   Council may, at its absolute discretion, consider a degree of flexibility to the uses of funds with appropriate justification. | |
| **If successful, how will the sponsorship funds be used?**  *(Please provide a* ***specific breakdown*** *of your request, including allocated amounts that correspond to specific uses. Refer to the above re sponsorship use in regards to what the event sponsorship funds can and cannot be used for.)* | |
| **Use** | **Allocated Amount $** |
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| 1. **Budget** | | |
| **What is the budget for the event? $Complete and attach Budget Summary**  *(Provide full and accurate financial details for your event. The assessment panel needs to see that your event is financially viable.* ***Take care*** *– lack of sufficient financial planning, errors or insufficient detail to explain your event will directly influence the result of your application.)* | | |
| **If the budget indicates a profit, how will these funds be utilised? (eg employ short-term staff for future events, increased marketing, etc)** | | |
| **If the budget indicates a loss (exclusive of sponsorship amount), how will this be covered and how is the event working toward future sustainability?** | | |
| **( ) Tick** | **I certify that as event organiser I have assessed the financial risks inherent in this project and confirm that the organisation is in a position to meet all obligations to its suppliers and creditors.** | |
| **In-kind support**  *(In-kind support means free materials, services, assistance and so on, that are given to you, or that you contribute towards the event. The cost of the time that volunteers spend working on the event should also be included as in-kind support. In-kind contributions should not be ambit claims. Volunteer labour should be calculated at a maximum $17 per hour (ex GST). Generally, you will have to estimate the value of any in-kind support you expect to receive.*  *Any individual in-kind support amounts that have an estimated value above $5,000 (ex GST) must provide support documentation, eg sponsors or supplier letter.)*  **Please provide a list of in-kind supporters of the event, together with the level of their support.** | | |
| **In-kind supporters** | | **$ value of support** |
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| **Total** | |  |

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| 1. **Economic Benefits** |
| *NOTE:*   * *Please be realistic when supplying estimated numbers of participants/exhibitors/artists in this application.* * *Provide statistical evidence from past events or events of a similar nature supporting your estimates.* * *If your application is successful, the participants/exhibitors/artists estimates you provided will be used as a basis to set Agreed Performance Outcomes (key performance indicators) in the sponsorship contract that the event will be expected to achieve.* * *The estimates in this application will be contrasted with the actual numbers/supplied in your Acquittal Report.*   *The economic impact generated for the Sunshine Coast by an event is important for future funding considerations. It is therefore important that the event organisers endeavour to capture as much data as possible. Survey techniques to consider are:*   * *For participants/exhibitors/artists, this information may be captured at point of registration or at event entry.* * *For attendees to a ticketed event, this information is best sourced from online ticket sales and gate sales.* * *For attendees to a non-ticketed event, this information is best sourced during the event (via a survey).* * *Council has developed a generic survey which may be adapted for your event.* * *Please supply the following information and provide details on how this information was derived and the figures calculated.* |
| ***Please answer each question concisely and succinctly into the space allocated.***   * ***For SPORTING EVENTS – complete QUESTON 10A*** * ***For CULTURAL/MUSIC/LIFESTYLE EVENTS – complete QUESTION 10B*** |

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| **10A. Sporting Events**  **– *complete this section for SPORTING events only*** | | | |
| **PARTICIPANTS** | **Estimate the number of unique participants to the event** | | |
|  | **Demographics** | **Numbers** | **%** |
|  | Sunshine Coast region |  |  |
|  | Intrastate (from outside the Sunshine Coast region) |  |  |
|  | Interstate |  |  |
|  | International |  |  |
|  | **Total** |  | **100%** |
|  | **Estimate the average number of nights stayed per participant from outside the Sunshine Coast** *(Provide details of how this was calculated, eg average 2 nights stayed)* | |  |
|  | **Estimate the total number of nights stayed by all participants from outside the Sunshine Coast** *(Provide details of how this was calculated, eg 100 participants x average 2 nights stay = 200 nights stayed)* | |  |
| **NON-PARTICIPATING FAMILY & FRIENDS** | **Estimate the average number of non-participating family/friends that travel with each participant from outside the Sunshine Coast** *(Provide details of how this was calculated, eg average 2 family/friends per participant)* | |  |
|  | **Estimate the total number of non-participating family/friends travelling with participants** **from outside the Sunshine Coast** *(Provide details of how this was calculated, eg 100 participants x average 2 family/friends per participant = 200 family/friends travelling with participants)* | |  |
|  | **Estimate the average number of nights stayed per non-participating family/friend from outside the Sunshine Coast** *(Provide details of how this was calculated, eg average 2 nights stayed)* | |  |
|  | **Estimate the total number of nights stayed by all non-participating family/friends travelling with participants from outside the Sunshine Coast** *(Provide details of how this was calculated, eg 100 participants x average 2 nights stay x average 2 family/friends per participant = 400 nights stayed)* | |  |
| **SUPPORT PERSONNEL** | **Estimate the total number of SUPPORT PERSONNEL likely to be involved in the event** *((Provide details of how this was calculated, eg coaches, trainers, volunteers, mechanics, caddies, referees, etc)* | |  |
|  | **Number of support personnel from within the Sunshine Coast** | |  |
|  | **Number of support personnel from outside the Sunshine Coast**   * **Intrastate** * **Interstate** * **International** | |  |
|  | **Estimate the average number of nights stayed per support personnel from outside the Sunshine Coast.** *(Provide details of how this was calculated, eg average 2 nights stayed)* | |  |
|  | **Estimate the total number of nights stayed by all support personnel from outside the Sunshine Coast** *(Provide details of how this was calculated, eg 50 support personnel x average 2 night stay by support personnel = 100 nights stayed)* | |  |
| **Please complete the section below if your event is ticketed/gated** | | | |
| **UNIQUE ATTENDEES** | **Estimate the total number of unique attendees** (other than the participants, family/friends and support personnel) **likely to attend the event.** *(Provide details of how this was calculated)* | |  |
|  | **Number of unique attendees from within the Sunshine Coast** | |  |
|  | **Number of unique attendees from outside the Sunshine Coast**   * **Intrastate** * **Interstate** * **International** | |  |
|  | **Estimate the average number of nights stayed per unique attendee from outside the Sunshine Coast.** *(Provide details of how this was calculated, eg average 2 nights stayed)* | |  |
|  | **Estimate the total number of nights stayed by all unique attendees from outside the Sunshine Coast.** *(Provide details of how this was calculated, eg 50 paying attendees x average 2 night stay by support personnel = 100 nights stayed)* | |  |

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| **10B. Cultural/Music/Lifestyle Events**  ***– complete this section for CULTURAL/MUSIC/LIFESTYLE events only*** | | | |
| **EXHIBITORS/ ARTISTS** | **Estimate the number of unique exhibitors/artists to the event** | | |
| **Demographics** | **Numbers** | **%** |
|  | Sunshine Coast region |  |  |
|  | Intrastate (from outside the Sunshine Coast region) |  |  |
|  | Interstate |  |  |
|  | International |  |  |
|  | **Total** |  | **100%** |
|  | **Estimate the average number of nights stayed per exhibitor/artist from outside the Sunshine Coast** *(Provide details of how this was calculated, eg average 2 nights stayed)* | |  |
|  | **Estimate the total number of nights stayed by all exhibitors/artists from outside the Sunshine Coast** *(Provide details of how this was calculated, eg 100 participants x average 2 nights stay = 200 nights stayed)* | |  |
| **FAMILY & FRIENDS** | **Estimate the average number of family/friends that travel with each exhibitor/artist from outside the Sunshine Coast** *(Provide details of how this was calculated, eg average 2 family/friends per participant)* | |  |
|  | **Estimate the total number of family/friends travelling with exhibitors/artists** **from outside the Sunshine Coast** *(Provide details of how this was calculated, eg 100 participants x average 2 family/friends per participant = 200 family/friends travelling with participants)* | |  |
|  | **Estimate the average number of nights stayed per family/friend from outside the Sunshine Coast** *(Provide details of how this was calculated, eg average 2 nights stayed)* | |  |
|  | **Estimate the total number of nights stayed by all family/friends travelling with exhibitors/artists from outside the Sunshine Coast** *(Provide details of how this was calculated, eg 100 participants x average 2 nights stay x average 2 family/friends per participant = 400 nights stayed)* | |  |
| **SUPPORT PERSONNEL** | **Estimate the total number of SUPPORT PERSONNEL likely to be involved in the event** *(Provide details of how this was calculated, eg coaches, trainers, volunteers, mechanics, caddies, referees, etc)* | |  |
|  | **Number of support personnel from within the Sunshine Coast** | |  |
|  | **Number of support personnel from outside the Sunshine Coast**   * **Intrastate** * **Interstate** * **International** | |  |
|  | **Estimate the average number of nights stayed per support personnel from outside the Sunshine Coast.** *(Provide details of how this was calculated, eg average 2 nights stayed)* | |  |
|  | **Estimate the total number of nights stayed by all support personnel from outside the Sunshine Coast** *(Provide details of how this was calculated, eg 50 support personnel x average 2 night stay by support personnel = 100 nights stayed)* | |  |
| **Please complete the section below if your event is ticketed/gated** | | | |
| **UNIQUE ATTENDEES** | **Estimate the total number of unique attendees** (other than the exhibitors/artists, family/friends and support personnel) **likely to attend the event.** *(Provide details of how this was calculated.)* | |  |
|  | **Number of unique attendees from within the Sunshine Coast** | |  |
|  | **Number of unique attendees from outside the Sunshine Coast**   * **Intrastate** * **Interstate** * **International** | |  |
|  | **Estimate the average number of nights stayed per unique attendee from outside the Sunshine Coast.** *(Provide details of how this was calculated eg average 2 nights stayed)* | |  |
|  | **Estimate the total number of nights stayed by all unique attendees from outside the Sunshine Coast.** *(Provide details of how this was calculated, eg 50 paying attendees x average 2 night stay by support personnel = 100 nights stayed)* | |  |

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| 1. **Local Business Support** | |
| **Does your organisation have a commitment to supporting local businesses through the event, and if so, how?** | |
| **Provide a list of goods and services, including dollar values of each, which are likely to be sourced by the event organiser from local businesses on the Sunshine Coast. Calculate the total dollar value figure for all goods and services.**  *(****DOT NOT*** *include any accommodation value, except in the case where the event organiser and participants are staying in the one hotel, as this value will be determined from the information provided above. Also* ***DO NOT*** *include hire costs of Council owned/managed venues.)* | |
| **Goods and Services List** | **Value $** |
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| 1. **Marketing Strategy**  * ***please attach the event’s Marketing Strategy/Plan including advertising, promotions, social media and media plans*** | | | |
| **What are the key marketing activities to attract participants (sporting events) or exhibitors/artists (cultural/music/lifestyle events) to the event? Indicate the audience reach of each activity (eg the size of a database, circulation of a magazine, web visitation, social media audience, email/e-direct mail circulation).** | | | |
| **If your event is ticketed, list the key marketing activities to attract attendees (other than participants or exhibitors/artists, their family/friends and their support personnel)****to the event? Indicate the audience reach of each activity (eg the size of a database, circulation of a magazine, web visitation, social media audience, email/e-direct mail circulation).** | | | |
| **Overview of Marketing Plan**  *Indicate the marketing activities, where applicable that are planned to advertise/promote the event. Please provide the name of the digital mode and the circulation population. Also indicate where ach activity will be distributed with specific details.* | | | |
| **Marketing Activity** | **Details** | **Indicate area and provide details where applicable** | **Audience Reach (if known)** |
| Television |  | Local / State / National / Internat’l  Details: |  |
| Newspaper |  | Local / State / National / Internat’l  Details: |  |
| Radio |  | Local / State / National / Internat’l  Details: |  |
| Event Launch |  | Local / State / National / Internat’l  Details: |  |
| Magazines |  | Local / State / National / Internat’l  Details: |  |
| Other |  | Local / State / National / Internat’l  Details: |  |
| Website |  | |  |
| Facebook |  | |  |
| Twitter & other social media platforms |  | |  |
| e-newsletters |  | |  |
| e-magazines |  | |  |
| Blogs |  | |  |
| Other |  | |  |

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| 1. **Television Broadcast** |
| **Will the event be broadcast live or will the event be packaged and broadcast at a later date?**  ( ) Yes - If so, please outline the extent of the coverage. *(Do not include anticipated television news coverage or planned television advertising.)*  ( ) No |

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| 1. **Webcasting** |
| **Will the event be webcast or distributed at a later date, via the internet?**  ( ) Yes - If so, which organisation will undertake the webcast?  ( ) No |

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| 1. **Hospitality/Ticketing Benefits** |
| **Does the event offer hospitality elements to Sunshine Coast Council?**  ( ) Yes - If yes, please indicate the extent of the hospitality.  ( ) No |
| **Does the event offer ticketing entitlements to Sunshine Coast Council?**  ( ) Yes - If yes, please indicate the extent of the ticketing.  ( ) No |

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| 1. **Social Benefits** |
| **Will the event source local community groups to provide services in return for contributions to those clubs and organisations?**  ( ) Yes - If yes, please indicate the local community groups, the services they will provide and the contribution to be made to these groups for their services, if confirmed.  ( ) No |
| **Will the event contribute to community health and wellbeing?**  ( ) Yes - If yes, briefly describe how.  ( ) No |

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| 1. **Environment** |
| **Briefly outline how you intend to manage the environment impact of your event**. *(Factors to consider will include waste management, recycling, noise levels/management, pollution, impact on community infrastructure, parking, etc)* |
| **Does the event employ environmentally friendly practices in the staging of the event?**  ( ) Yes - If yes, please outline.  ( ) No |
| **Identify any environmental benefits arising from the event for the Sunshine Coast region** |

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| 1. **Youth Involvement** |
| **Does the event include a youth or schools program?**  ( ) Yes - If yes, please outline  ( ) No |

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| 1. **Event Improvement** |
| **Describe what measures are in place that will improve and develop the event or enhance the participant and visitor experience.**  *(What new elements have been added to the event or new processes that have been implemented?)* |

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| 1. **Event Growth Potential** |
| **Provide an assessment of what continued growth potential the event has and how that might be achieved.** |

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| 1. **Event Add-On Potential** |
| **Are there any add-on opportunities to stage (for instance) a training/coaching session or business forum in conjunction with this event?**  ( ) Yes - If yes, please describe the opportunity  ( ) No |

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| 1. **Use of Public Land** |
| **Is the event planned to be staged on “public land” (eg Council parks, beaches, roads, etc)?**  ( ) Yes - If yes, please nominate the site and describe the area to be used.  ( ) No  *Note: Event organisers are required to obtain a permit from Council for events and festivals planned in* ***public spaces****, parks, or on roads. For further information about a Temporary Event Application, please contact Council’s Community Land Permits Officer, Joanne Rushton on (07) 5420 7429.* |
| **If the event is to be staged on “public land”, do you intend charging an entry fee or seek a gold coin donation.**  ( ) Yes - If yes, please provide details.  ( ) No |

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| 1. **Use of Private Land** |
| **Is the event planned to be staged on “private land”?**  ( ) Yes - If yes, please provide details.  ( ) No  *Note: Event organisers conducting events on* ***private land*** *are required to contact Council to determine if an event permit is required. Please contact Council’s Community Land Permits Officer, Joanne Rushton on (07) 5420 7429.* |

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| 1. **Council Venue Usage (Council Owned and Managed)** |
| **Is the event planned to be staged at a Council owned and managed venue?**  ( ) Yes - If yes, please nominate the venue  ( ) No  *Note: A Venue Hire Agreement needs to be entered into a minimum of three (3) months prior to the staging of the event.)* |
| **Have you made a booking with the Venue Manger?**  ( ) Yes  ( ) No |
| **If the event is to be staged at a Council owned and managed venue, do you intend charging an entry fee or seek a gold coin donation from attendees.**  ( ) Yes - If yes, please give details  ( ) No |

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| 1. **Attachments** | | |
| *Below is a list of all attachments to this application form. Please review carefully and attach the documents relevant to this application* | | |
| **Section Within This Application** | **Attachment** | **Yes / No** |
| 2 – Business Details | Statement of Supplier Form (if no ABN) |  |
| 3 – Event Information | New event only - Letter of support from Chamber of Commerce or Business Tourism Group |  |
|  | Business Plan |  |
| 6 – Administering Organisation | Letter of agreement from your Administering Organisation |  |
|  | Administering Organisation’s Certificate of Incorporation |  |
|  | Public Liability and Workers Compensation Insurance Certificates |  |
| 9 - Budget | Budget Summary |  |
|  | Sponsor/supplier letter for in-kind support of a value over $5,000 |  |
| 12 – Marketing Strategies | Marketing Plan/Strategy and Advertising Plans |  |

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| 1. **Lodging This Application** |
| **This application and attachments can be lodged via:**   * **email to** [**suncoastevents@sunshinecoast.qld.gov.au**](mailto:suncoastevents@sunshinecoast.qld.gov.au) * **post to Sunshine Coast Council, Economic Development Branch, Tourism and Major Events Unit, Locked Bag 72, Sunshine Coast Mail Centre Qld 4560** * **Lodge at any Council Customer Contact Centre**   **Caloundra Office** 1 Omrah Avenue Caloundra Qld 4551  **Maroochydore Office** 10 First Avenue Maroochydore Qld 4558  **Nambour Office** Corner Currie and Bury Streets Nambour Qld 4560 |

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| 1. **Declaration of Applicant** | |
| **I/We, the applicant, declare that the above information is correct in all respects, at the time of lodgement of this application with Sunshine Coast Regional Council. Should any of the details given in relation to this application be changed in the future, the applicant shall advise Sunshine Coast Regional Council in writing prior to any such change being implemented.** | |
| **Signature** | **Date** |

[**www.sunshinecoast.qld.gov.au**](http://www.sunshinecoast.qld.gov.au) **|** [**mail@sunshinecoast.qld.gov.au**](mailto:mail@sunshinecoast.qld.gov.au) **| T 07 5475 7272**

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