

Southern Grampians Shire Council

Application for Events and Conferences Promotional Assistance For major new events and conferences



Southern Grampians
Shire Council

Organisation/Name:			
Incorporation Number:			
Contact Person:			
Address:			
Telephone:		Fax:	
E-mail:			
Event Title:			
Venue:			
Event date(s):			
Event Description: <i>Please attach a list of activities and more details if necessary</i>			
In what years has the event received Council funding in the past?			
Committee Cash Contribution	\$		
Contribution from other sources	\$		
In Kind Contribution: <i>Please provide written evidence such as hourly rates, equipment and material value. (In kind labour is to be valued at \$10/hour)</i>			
Council contribution requested for	\$		

promotion. <i>(Minimum \$500, Maximum \$2000)</i>	
Total Event Cost	\$

EVENT DETAILS

Is the event local, Shire wide, regional, State, National or International?	
Is the event part of an integrated promotional plan (ie supported/organised by Tourism Victoria, Grampians Marketing Inc etc)	YES/NO
Has the promotion the potential to draw visitors from outside the Shire?	YES/NO
What is your event's estimated attendance figure?	
How many visitors from outside the Shire are expected?	
How many visitors would stay overnight?	
How many nights would visitors stay?	
What type of accommodation will be required?	
Who are the main members of the organising committee?	
Detail expertise and previous experience in event organisation?	
Is the event one off, or will it become a regular event?	
Please detail the steps the event will take to show a commitment to being waste wise/recycling?	

EVENT MARKETING

1.	Please provide a description of the proposed advertising and promotion that will occur for the event (including expenditure).
2.	Who is your target audience? Where do you expect visitors to come from?
3.	How will the support of the Southern Grampians Shire be acknowledged?
4.	What benefits to the community are expected from the event and how will they be measured?

5.	Briefly describe what promotional materials will be available for the event?
6.	Please detail methodology and timeline for the planning and implementation of the event.
7.	Please attach a clear and accurate project budget including income and expenditure items <i>(See attached budget template. Note: This template is a guide only, you may choose to use this or your own budget)</i>

Attach other information as necessary.

Please return completed form to:

***Sardie Edgar
Events Coordinator
Development and Tourism Unit
117 Brown St
(Locked Bag 685)
Hamilton VIC 3300
Telephone: (03) 5573 0239***

EVENTS AND CONFERENCES PROMOTIONAL ASSISTANCE

BUDGET TEMPLATE

EXPENDITURE		INCOME	
Entertainment		Applicant Contribution	
Sub-total		Sub-total	
Promotion & Marketing		Grants/Sponsorship	
		Southern Grampians Shire (n/c)	
Sub-total		Sub-total	
Materials & Equipment		Ticket Sales	
Sub-total		Sub-total	
Catering		Other	
Sub-total		Sub-total	
Venue Hire			
Sub-total			
Miscellaneous			
Sub-total			
TOTAL EXPENDITURE		TOTAL INCOME	

Please indicate whether income is confirmed (c) or non-confirmed (n/c)

Note: This template is supplied as a guide only, you may choose to use this or a budget of your own