

Guidelines for eligibility of funds for Community Events

To be read in association with the Event Sponsorship Policy.

Applications for sponsorship from the Community Events fund are invited to propose innovative, free or low cost, high profile community activities. While the primary aim of providing sponsorship to these community events is to support diversity in Hamilton, a secondary aim is to add entertainment and activity in the city.

To be eligible for a Community Event fund, the event should:

- Be sporting, community, youth, cultural or arts based
- Be located within Hamilton
- Have broad community appeal
- Have a targeted attendance of more than 1,000 people
- Has the potential to grow and develop into a Special Event.

The application will be assessed on the event concept, quality of information provided and its potential to satisfy Hamilton's criteria in the Event Sponsorship Policy.

All proposals should be submitted using the correct application form and must:

- Present a concept or broad outline including the history of the event
- Explain the purpose of staging the event
- Identify who owns the event and who will be delivering or producing it and their experience
- Nominate a date and time for the event
- Provide details of the proposed location or venue
- Outline the benefits offered to Hamilton
- Provide a simple budget outlining the event costs together with cash flow projections, profit and loss forecasts. This will also include a list of confirmed and potential sponsors both financial and in-kind (with dollars confirmed/sought).
- Provide marketing and promotional plan designed to capture target market which includes:
 - Marketing objectives
 - Marketing strategies including advertising/PR activity
 - Marketing and promotions plan budget.

All applications for Community Event funding should be made to the General Manager Communication and Marketing, Hamilton City Council.