

- Only not-for-profit events held in Tamworth Local Government Area between 1 July 2019 and 30 June 2020 are eligible to apply.
- Events can apply for between \$100 and \$750 financial assistance for marketing and promotional purposes only. Please note: this includes in-kind services.
- Applications must be submitted by the closing date. No late applications will be accepted.
- Please refer to the [Eligibility Criteria and Guidelines](http://www.destinationtamworth.com.au) prior to submitting an application. This document can be found at [www.destinationtamworth.com.au](http://www.destinationtamworth.com.au)

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## Applicant Information

Name of event \_\_\_\_\_

Name of organisation \_\_\_\_\_

Contact Person \_\_\_\_\_

Organisation Address \_\_\_\_\_

Suburb / Town \_\_\_\_\_ State \_\_\_\_\_ Postcode \_\_\_\_\_

Postal Address  
(If different to street address) \_\_\_\_\_

Suburb / Town \_\_\_\_\_ State \_\_\_\_\_ Postcode \_\_\_\_\_

Contact Number \_\_\_\_\_ Mobile \_\_\_\_\_

Email Address \_\_\_\_\_

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## Event Overview

Is this a new or existing event? \_\_\_\_\_

Event start date \_\_\_\_\_ Event finish date \_\_\_\_\_

Venue \_\_\_\_\_

Is the committee aware of any other events being held on the same date/s within a 2 hour radius? \_\_\_\_\_

If yes, which ones? \_\_\_\_\_

What are the operational hours of the event? From \_\_\_\_\_ To \_\_\_\_\_

Same each day? \_\_\_\_\_

Please indicate the entry cost for the event

Free of charge	
Donation entry	\$ _____
Fee for entry;	
Adult	\$ _____
Child	\$ _____
Student	\$ _____
Senior	\$ _____

**Event Overview cont.**

How often is the event held/planned to be held?

Annually

Biannually

Biennially

A one off event

How many times has the event been held previously? \_\_\_\_\_ times

And if applicable, year commenced \_\_\_\_\_

What are the top 3 key aims of the event?

1.

2.

3.

Briefly describe your events' activities or attach an event program or draft outline

Will the event involve other organisations/partners? \_\_\_\_\_

If yes, please explain the nature of the collaboration or partnership or if no, why not?

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## Event Sustainability

Will the event proceed without financial support from Destination Tamworth? \_\_\_\_\_

Who are the other funding stakeholders that are financially sponsoring or investing in this event?

Please detail what actions, if any, are being taken to ensure this is a sustainable event for the future?  
Disregard for one off events.

Are there any extra steps that Destination Tamworth could assist with to ensure sustainability and future growth of this event?

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## Event Marketing & Promotion

It is a condition of the program that all events be listed on the [Destination Tamworth](http://Destination Tamworth) website. This is an obligation of the applicant. This listing will be used by Destination Tamworth to assist in promoting the event through Destination Tamworth marketing channels.

Has this been completed? \_\_\_\_\_ If you require assistance, please contact us.

What is the contact number for the public if they would like more information \_\_\_\_\_

What is/will be the event website? \_\_\_\_\_

Is it active yet? \_\_\_\_\_

If no, when will it go live? \_\_\_\_\_

Please list the event social media channels that will be used.

*Note: Council can assist you to build a suitable online presence*

Facebook

Twitter

Instagram

Other – please identify

## Event Marketing & Promotion cont.

Describe what steps you have taken to attract people to the event from outside the region?

Has the event previously received funding through: If yes, please specify details of amount and date

Destination Tamworth	_____	Amount	\$ _____	Date	_____
Tamworth Regional Council	_____	Amount	\$ _____	Date	_____
Destination NSW (NSW State Tourism)	_____	Amount	\$ _____	Date	_____

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## Event Support

Please detail the in-kind assistance you would like to receive from Destination Tamworth.

Please note that anything here may be provided by Destination Tamworth in support of the event marketing and through Destination Tamworth channels. Destination Tamworth cannot do all of the marketing for the event.

Is there a specific targeted amount of funding being sought? \_\_\_\_\_

If yes, what is the amount? \$ \_\_\_\_\_

If successful, in what month would you require funds? \_\_\_\_\_

Do you have someone on your committee dedicated to marketing your event? \_\_\_\_\_

For this event, will you be applying for other assistance (in-kind or financial) from Tamworth Regional Council, or any of its subsidiaries (ie – TRECC, Town Hall, Capitol Theatre, Sports Dome, Community Centre, AELEC etc)? \_\_\_\_\_

If yes, please detail the support being separately sought? \_\_\_\_\_

\*Please note that this will not preclude your application for marketing support.

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## GST Declaration

Is your organisation registered for GST? \_\_\_\_\_

Does your organisation have an ABN? \_\_\_\_\_ ABN: \_\_\_\_\_

## Check List

- Completed application form
- Event program or draft outline
- Budget showing income / expenses and event profitability
- Event marketing plan or overview
- Event business plan or similar

## Declaration and Conditions of Grant

I have read the Application Guidelines and meet the general eligibility criteria.

All of the statements made in this application are true to the best of my knowledge and any supporting material is my own work or the work of people involved in organising the aforementioned event.

I acknowledge that this request may not be accepted.

I acknowledge that there are no known activities under our control that will impact the safety and well being of workers, visitors, contractors.

I acknowledge that if successful in gaining this funding, the responsibility of Tamworth Regional Council is limited to only the provision of grant support as outlined within this document and has no responsibility or liability for the operation or organisation of the event or its related operations, including, but not limited to, event safety and adherence of WHS rules and regulations.

I acknowledge that if this application is accepted, Destination Tamworth may be limited by annual budget restrictions and may not fund the full amount requested in the application.

I confirm the information provided in this application, including my contact details, can be used in Destination Tamworth materials and on the website.

If this request is approved, I consent to the media or members of Tamworth Regional Council receiving information about the funded project and being contacted directly them.

I confirm that Tamworth Regional Council and Destination Tamworth logos will be displayed on all collateral including, but not limited to, printed marketing materials and websites and other online properties, TV commercials or when promoting the event through radio.

I confirm I will provide the completed Event Report and submit with supporting documentation no later than 30 days post event. **This is optional.**

I understand that checking this box constitutes a legal signature confirming that I acknowledge and agree to the above conditions.

NAME \_\_\_\_\_ DATE \_\_\_\_\_

POSITION \_\_\_\_\_

Please submit to: [trc@tamworth.nsw.gov.au](mailto:trc@tamworth.nsw.gov.au) or PO Box 555, Tamworth NSW 2340

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