**Event funding application form**

Experience Gold Coast (EGC) welcomes the opportunity to collaborate with event organisers to support an inspiring and diverse portfolio of events for our city.

EGC’s Event Partnerships Program offers funding for major events that attract national and international visitation and contribute to positioning the Gold Coast as one of the most sought-after destinations to present an event, attend an event and participate in an event – *the ultimate events destination*.

Prior to submitting an application, all event organisers are required to read the Event Partnerships Program funding guidelines available [here](https://destinationgoldcoast.stylelabs.cloud/api/public/content/c77d3286e30246d1a74e527ebda2b827?v=1cc23bf5).

Once you have reviewed the funding guidelines, please complete the below Event Funding Checklist.

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| Initial checklist | | |
| 1. Have you read the Event Partnerships Program funding guidelines and confirmed that your event aligns with the program’s purpose and eligibility criteria? | Yes | No |
| 1. Are you able to accurately provide the total number of event unique attendees? | Yes | No |
| 1. Are you able to accurately provide the above by location (local, intrastate, interstate and international)? | Yes | No |
| 1. Are you able to accurately provide event economic value data, including overnight visitation and daily expenditure? | Yes | No |
| 1. Are you able to accurately provide event media coverage information, including the size and type of audiences? | Yes | No |
| 1. Do you have a confirmed financial model for the delivery of the event and can provide a detailed budget? | Yes | No |
| 1. Is the event date more than nine months away? | Yes | No |
| 1. Do you have a successful track record in delivering events for at least 3 years? | Yes | No |

If you answered **NO** to any of the above questions, please **do not** complete this application and email [eventpartnerships@experiencegoldcoast.com](mailto:eventpartnerships@experiencegoldcoast.com). We will be in touch to discuss our funding guidelines and event eligibility.

If you answered **YES** to all of the above questions, please complete this application in full.

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| 1.0 Event details | |
| Event name |  |
| Event dates |  |
| Venue and location |  |
| Event website |  |
| New or existing event? | New  Existing |
| Event frequency |  |
| Number of events previously held? |  |
| Is the event free or ticketed? | Free  Ticketed. Approx price- $ |

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| 2.0 Applicant / organiser details | | | |
| Name |  | | |
| Position |  | | |
| Organisation name |  | | |
| ABN |  | | |
| Address |  | | |
| Phone |  | Mobile |  |
| Website |  | Email |  |

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| 3.0 History and background | |
| Organisational history / background / experience |  |
| Event history / background |  |
| Event overview |  |
| Event objectives / purpose |  |

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| 4.0 Budget / funding | | |
| Total event cost | Ex GST | |
| Total funding support requested per annum | Ex GST | |
| % of the total annual event cost |  | |
| If seeking funding for multiple years, which years? |  | |
| If successful, how will you use this funding? |  | |
| Proposed local business engagement / supply arrangements |  | |
| Additional funding sources:  What other sponsorship / grants / funding have been sought / confirmed for the event?  \*\*Please Note\*\* - this includes any City or State government monies (including that from local, regional, state or national tourism bodies) |  | |
| Has this event received City of Gold Coast funding in the past? | Yes  No | |
| If Yes, for how many years? |  | |
| If Yes, please provide details of City of Gold Coast funding in the last 3 years only. | Year | Amount |
|  | Ex GST |
|  | Ex GST |
|  | Ex GST |

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| **5.0 Attendance** | | | | |
|  | **Last event (actual)** | | **This event (projected)** | |
| Participants | Spectators, accompanying persons etc. | Participants | Spectators, accompanying persons etc. |
| Local |  |  |  |  |
| Intrastate |  |  |  |  |
| Interstate |  |  |  |  |
| International |  |  |  |  |
| Total |  |  |  |  |
| What is the average number of nights each non-local attendee will stay on the Gold Coast? (broken down by type of attendee if applicable) | |  | | |
| How were the above attendance numbers and average length-of-stay calculated? | |  | | |
| Who is your target audience? | |  | | |

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| **6.0 Key dates** (list key dates including public event announcement, media launch, ticket/registration release, VIP events, other associated events, etc.) |
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| **7.0 Event program** (include full program of activity) |
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| **8.0 Event marketing / media summary** (overview of: proposed marketing plan including size and type of audience; summary of channels to be used, media partners, details of any confirmed TV broadcast or livestreaming) |
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| **9.0 Outcomes and benefits to the Gold Coast** (overview of: economic impact data including overnight visitation and expenditure; media value; community / social; environmental; sustainability etc) |
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| **10.0 Growth strategy** (how you plan to increase attendance / out-of-region audience / destination coverage etc) |
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| **11.0 Investment benefits** (what benefits do you propose to provide EGC - signage, logo association etc) |
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| **12.0 Summary of attachments** (provide up to 10 attachments of no more than 10MB total and indicate below what attachments have been provided as part of this application) |
| * Event budget (required) * Marketing plan * Detailed event program * Site map * Proposal document * Previous post-event and/or economic impact reports * Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ * Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ * Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ * Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

### Submitting this application form

1. Ensure an event budget is included in your attachments, and that any additional attachments do not exceed a total of 10 documents or 10MB in total.
2. Submissions can only be received electronically with this form to remain as a Microsoft Word document.
3. Email all submissions to [eventpartnerships@experiencegoldcoast.com](mailto:eventpartnerships@experiencegoldcoast.com) with the subject heading EVENT SUPPORT REQUEST – (insert event name).
4. The application must be completed in full and submitted at least nine months prior to the event date.

**Contact**

Experience Gold Coast

1300 035 189

[eventpartnerships@experiencegoldcoast.com](mailto:eventpartnerships@experiencegoldcoast.com)

**Privacy statement**

Experience Gold Coast Pty Ltd is collecting your personal information in accordance withthe *Local Government Act 2009* in order to review funding applicants. The information will only be used by authorised officers for the purpose of determining if an event will be supported by EGC. Your information will not be given to any other person or agency unless you have given us permission or we are required or allowed to by law.

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| Office use only | | | |
| Date received |  | Saved to folder |  |
| Received by |  | Completed in full | Yes No |