



Alpine Shire

# ALPINE SHIRE COUNCIL EVENT FUNDING APPLICATION FORM

If you have any queries please contact the Events Team at the Alpine Shire Council:  
**Phone** (03) 5755 0555 or **Email** [info@alpineshire.vic.gov.au](mailto:info@alpineshire.vic.gov.au)

*Complete all sections marked with \* where applicable*

| Part 1 – General Information  |  |  |   |
|---|--|--|---|
| Name of event*  |  |  |   |
| Date(s)*  |  |  |   |
| Location*   |  |  |   |
| Part 2 – Contact Details  |  |  |   |
| Organisation or business  |  |  |   |
| Contact person*   |  |  |   |
| Postal address*   |  |  |   |
| Telephone*<br>WH &/or mobile  |  |  |   |
| Email*  |  | Website                                  |   |
| ABN/ACN*  |  |  |   |
| Trading Name  |  |  |   |
| Part 3 – Category* (Tick all that apply)  |  |  |   |
| <input type="checkbox"/> Nature based tourism   | <input type="checkbox"/> Cultural events         | <input type="checkbox"/> Sporting events |   |
| <input type="checkbox"/> Culinary adventure   | <input type="checkbox"/> Music and entertainment | <input type="checkbox"/> Other (specify) |   |
| Part 4 – Event Background   |  |  |   |
| <b>Please attach an event management plan for your event*</b>   |  |  |   |
| Ensure your plan includes the following:  |  |  |   |
| <ul style="list-style-type: none"> <li>➤ Why is the event being held? (Mission and Vision Statement)</li> <li>➤ Who is the event for? (e.g. tourists, community, families, couples etc.)</li> <li>➤ When will the event be held? (consider current events calendar and suitability for season)</li> <li>➤ Where will the event be held? (consider aspects such as wet weather contingency plans, parking availability, impact on public spaces etc.)</li> <li>➤ What type of event will it be? (e.g. market, music festival, cycling event etc.)</li> </ul> |  |  |   |
| An event management plan template is available from the Events Team upon request.   |  |  |   |
| Is this an inaugural event?*  | <input type="checkbox"/> Yes                     | <input type="checkbox"/> No              | If 'No', please complete the questions below: |
| Number of years running:  |  | Year event started:                      | Frequency of event:                           |

| Part 5 – Event Impact  |   |   |  |
|--|---|---|--|
| Expected number of participants/spectators: *  |   |   |  |
| Expected number of participants/spectators visiting from other areas: *  |   |   |  |
| Expected number of nights visitors from outside region will stay (average):  |   |   |  |
| Number of visitors from last year's event (if applicable):   |   |   |  |
| Part 6 – Logistical funding  |   |   |  |
| <i>Logistical funding is non-monetary or in-kind funding designed to assist event organisers with covering the costs of services provided by Council. Logistical funding may be requested by any event being held in the Alpine Shire.</i>   |   |   |  |
| Are you seeking logistical funding?*   | <input type="checkbox"/> Yes <input type="checkbox"/> No  |   |  |
| <p>If 'Yes, please indicate the logistical support you require:*</p> <p><i>(Tick all that apply)</i></p> <p><b>Please note the power distribution board and generators are no longer available.</b></p>  | <input type="checkbox"/> Traffic management plan development<br><input type="checkbox"/> Road closure advertising<br><input type="checkbox"/> Traffic management plan implementation<br><input type="checkbox"/> Waste management<br><input type="checkbox"/> Facilities and/or open spaces maintenance (mowing, facility cleaning etc.)<br><input type="checkbox"/> Use of Council resources (not including traffic management signage)<br><i>Please specify:</i><br><input type="checkbox"/> Bollards/Witches hats <input type="checkbox"/> Metal barriers (temp fencing) <input type="checkbox"/> Barrier tape<br><input type="checkbox"/> Star pickets <input type="checkbox"/> VMS board <input type="checkbox"/> Bunting (mesh) <input type="checkbox"/> Portable PA<br><input type="checkbox"/> Use of Council's marquee (not including erection or dismantling costs)<br><input type="checkbox"/> Other <i>Please specify:</i><br><div style="border: 1px solid black; height: 20px; width: 100%;"></div> |   |  |
| Part 7 – Sponsorship funding   |   |   |  |
| <i>Sponsorship funding is designed to support tourism events held within the Alpine Shire. Sponsorship can be used towards operational or marketing expenses for the event. Sponsorship is only available to tourism events.</i>   |   |   |  |
| Are you seeking sponsorship? *   | <input type="checkbox"/> Yes <input type="checkbox"/> No  | If 'No', please proceed to Part 8.<br>If 'Yes', how much are you seeking? (\$)* |  |
| How will this funding be used for your event?*   |   |   |  |
| <p><b>Please attach a copy of the marketing/promotional plan for your event*</b></p> <p>Ensure your plan includes the following:</p> <ul style="list-style-type: none"> <li>➤ Objectives (as identified in the Event Management Plan)</li> <li>➤ Target audience (Who will attend/participate in the event?)</li> <li>➤ Branding (Do you have a clear name for the event? Consistent logo design? Statement or slogan?)</li> <li>➤ Marketing strategies (Identify 3-5 strategies you will use to achieve your objectives)</li> <li>➤ Evaluation (How will you evaluate how your marketing contributed to the success of your event?)</li> <li>➤ Marketing budget</li> </ul> <p>A marketing/promotional plan template is available from the Events Team upon request.</p> |   |   |  |

## Part 8 – Authorisation\*

|                         |   |
|-------------------------|---|
| I, <input type="text"/> | (name), hereby declare that I am authorised to sign on behalf of the                      |
| <input type="text"/>    | (committee/event organiser) to apply for the above funding from the Alpine Shire Council. |
| <input type="text"/>    | <input type="text"/>  |
| Signature               | Date (dd/mm/yyyy)   |

### FINAL CHECKLIST

- ✓ Have you completed all relevant sections?
- ✓ Have you attached the Event Management Plan?
- ✓ Have you attached the Marketing/Promotional Plan (if applicable)?
- ✓ Have you signed and dated the application?

Completed applications must be submitted via one of the following methods:

Email: [info@alpineshire.vic.gov.au](mailto:info@alpineshire.vic.gov.au) *Please ensure all documents are in .pdf format.  
Electronic signatures are acceptable for email submissions.*

Mail: Alpine Shire Council  
ATTN: Events Department  
PO Box 139  
BRIGHT VIC 3741

In person: Alpine Shire Council offices  
Corner Churchill Ave and Great Alpine Rd, Bright

**Applications must be received by 5pm on Friday 10 July 2015.  
Late submissions will not be accepted.**