

Major Events

SPONSORSHIP PROPOSAL RECOMMENDED CONTENT



Major Event Sponsorship proposals are competitive. Cairns Regional Council will enter into Sponsorship agreements for event opportunities that create the best outcomes for the region.

Applicants opting not to use the online Major Event Sponsorship [application form](#) should ensure the following information is contained in their proposal. Incomplete proposals may delay the approval process. It is important that any proposal contains realistic and achievable estimates and targets as they will become binding terms in any future contract with Council.



APPLICANT DETAILS

- Full details of the organisation (legal entity and trading name of business) including street address, email address, website, ABN number and GST status.
- List of current board, committee or directors.
- Primary and secondary direct contact details for the applicant.
- Event name, location, start and end dates.
- A brief description of the event.
- Event history – Is this a new or existing event? How long has it been running, frequency, etc.
- Total value of sponsorship proposed (excluding GST) split into components – cash and hire of council venues/resources.
- Number of years request is for.
- Value of any sponsorship previously received from CRC, when and what it was used for.

ECONOMIC IMPACT

- Estimated number of event participants (participating, managing or directly attending) and supporters (family and friends, non-ticketed onlookers), broken down into local, intrastate, interstate and international.
- Estimated number of overnight stay attendees (participants and supporters), average length of stay for overnight visitors and total visitor nights generated (# of overnight visitors x average length of stay).
- Visitor expenditure (ie accommodation, meals, tourism/leisure activities, transport) – average likely expenditure per day for overnight visitors, detailing how that estimate was calculated.
- Include any previous attendee surveys or research conducted.

RAISING THE PROFILE OF CAIRNS

- Event audience and connections (outside of participants); demonstrating level of interest and following.
- Showcase the region through event location, imagery, links and activities.
- Links to high profile individuals, teams or groups.
- Any other reasons your event will help tell a positive story of Cairns.





UNIQUENESS

- Explain what makes your event unique and attractive to Cairns and how does it differ from other regional events.
- How would the event drive community pride?
- How can the event help Cairns to communicate other important factors (eg tourism, environment, accessibility, sustainability, inclusion, community)?

EVENT BUDGET

- Provide details of the event's operational budget, with costs broken down into categories and an estimated \$ spend in the Cairns region.
- Full details of Council's in-kind contributions if required.
- Detail any other support for your event, ie Tourism Tropical North Queensland.
- Detail any support sought or confirmed from Tourism and Events Queensland.

FOSTER COMMUNITY PRIDE

- How does your event enhance the overall quality of life in the local community
- Is your event inclusive and accessible by all? If so, how?
- Outline any proposed community activations, communications or activities related to your event.

MARKETING AND PROMOTIONS

- Tell us how you will promote the event to encourage positive publicity and promotion exposure for the community, maximise attendance and leverage the event and brand the region to create atmosphere, local pride, exposure to visitors.

ENVIRONMENTAL BENEFITS

- Explain how your event will pursue a more environmentally friendly event and align with Council's [Climate Change Strategy 2030](#).