

# Major Events Sponsorship Proposal

**Important - Before you begin this application, there are two things you must do:**

**1. Read the [Major Events Sponsorship Policy](#) for conditions, information acquittal and eligibility requirements for this funding.**

**2. Contact the Major Events team at Cairns Regional Council to discuss your proposal at least six months before the event.**

- Phone: 1300 692247
- email: [events@cairns.qld.gov.au](mailto:events@cairns.qld.gov.au)

As part of your application, you will be required to submit:

- Event Budget
- Marketing and/or Promotional plan
- Community engagement plan
- Letters of support from the community (a letter of support is not required from your divisional Councillor or Mayor)
- Provision of evidence to demonstrate the organisation's operational and financial capacity to deliver the event. This may include details of the applicants' previous experience and capabilities delivering events of a similar scale and nature.

If you wish to complete this form over time, please use the 'Save and Complete Later' button, which will generate a URL that allows you to save your progress and return to the form at a later time.

## Privacy and data collection

Cairns Regional Council is collecting your personal information for the purpose of processing your grant application. The collection of this information is authorised under the Local Government Act 2009. Your personal information will not be disclosed to any other person or agency unless you have given your permission or Council is required to by law.

## Section 1: Contact details

Organisation name \*

List all current board or committee members: \*

Postal address \*

Suburb \*

State \*

Postcode \*

Street address \*

Email Address \*

Website \*

What is your organisation type? \*

- Community organisation  
 Commercial organisation

Does the organisation have an ABN? \*

- Yes  
 No

Is the organisation GST-registered? \*

- Yes  
 No

Incorporation number

## Applicant contact details

Applicant contact name \*

Position in organisation \*

Phone \*

Mobile number \*

Your email address \*

Alternative contact name \*

Position/ Job title \*

Work phone \*

Mobile \*

Email \*

## Section 2: Event details

Event name \*

Proposed location/ venue(s) of the event \*

Will the event be held on Council-controlled land? \*

- Yes  
 No

Is this a new event? \*

- Yes  
 No

Event frequency \*

Will you require a road closure for your event? \*

- Yes  
 No

Will your event include? \*

- Catering  
 Food vendors  
 No catering or food vendors

Tell us about your event in 30 words or fewer \*

## Event dates

Please provide up to three years of dates. Note that events held during the low and shoulder season have greater value to the region.

## Section 3: Grant funding request

Cash contribution requested from Council (excluding GST) \*

Please use numbers only. e.g. 2000 not \$2,000

Funding requested for hiring of Council venues/ resources \*

Please use numbers only. e.g. 2000 not \$2,000

Total requested from Council

Please list all expenditure items that will be covered using Council's grant funding, including hire of Council venues/resources \*

## Council funding history

Please provide any details of previous funding you have received from Council. (For example: Funds of \$10,000 received in 2014 for marketing & promotions.)

## Section 4: Economic and tourism benefits

How many attendees do you expect at your event? \*

Attendees refers to all people who attend the event, including athletes, performers, support staff, media, sponsors, officials and volunteers.

### Event attendees

Please provide an estimated breakdown of where your attendees are from.

#### Athletes/Performers

Local athletes/ performers \*

attendees from the Cairns Region local government area

Intrastate athletes/ performers \*

Queensland attendees from outside the Cairns region

Interstate athletes/ performers \*

Australian attendees from outside Queensland

International athletes/ performers \*

Attendees from outside Australia

Total athletes/ performers

This field auto-calculates

#### Spectators and partners

Local spectators and partners \*

attendees from the Cairns Region local government area

Intrastate spectators and partners \*

Queensland attendees from outside the Cairns region

Interstate spectators and partners \*

Australian attendees from outside Queensland

International spectators and partners \*

Attendees from outside Australia

Total spectators and partners

This field auto-calculates

#### Support staff, media, sponsors, officials and volunteers

Local support staff etc \*

Intrastate support staff etc \*

Use numbers only e.g. 1000

attendees from the Cairns Region local government area

Please use numbers only

Queensland attendees from outside the Cairns region

**Interstate support staff etc \***

Use numbers only e.g. 1000

Australian attendees from outside Queensland

**International support staff etc \***

Use numbers only e.g. 1000

Attendees from outside Australia

**Total support staff**

[Greyed out input field]

This field auto-calculates

**Visitor nights**

**Number of overnight stay attendees (participants and supporters) \***

[Input field]

**Average length of stay for overnight visitors in Queensland \***

[Input field]

**Total Visitor Nights generated \***

[Input field]

# of overnight visitors x Ave length of stay

**Visitor expenditure**

**Average likely expenditure per day for overnight visitors \***

[Input field]

E.g. \$185 per day, per visitor

**How did you arrive at the above estimate? Describe if any, previous attendee surveys or research conducted? \***

[Text area]

N.B. Visitor expenditure may include: • Accommodation for overnight guests • Meals, food and beverage • Tourism and leisure activities • Transport such as taxis, public transport, petrol, car hire • Any other expenses such as groceries, supplies, clothing etc.

**Explain your growth strategies and outline how you will grow the value of your event in future years. \***

[Text area]

**Raising the profile of Cairns**

**Tell us how your event will assist in raising the profile and awareness of the Cairns region \***

[Input field]

This can be impacted by: • Event audience and connections (outside of participants) • Queensland or national interest and following • Marketing and media reach • Broadcast • Social media • Ability to showcase the region through your event location, imagery, local links and activities • Links to high profile individuals, teams or groups (that may appeal to both your event audience, and wider markets) • Any other reasons why your event will help to tell a positive story of Cairns

## Event uniqueness

Tell us what makes your event unique and attractive \*

This can be impacted by: • How does it differ from other regional events, and what specific opportunities and benefits does it offer to Cairns? • What makes your event unique to Cairns? • How would the event drive community pride in our region? • If you are staging this event multiple times in other regions – how is the Cairns offering different and engaging? • Why do people attend, participate in, or pay attention to, your event? • How can your event help Cairns to communicate other important factors? (eg Tourism, Environment, Accessibility, Sustainability, Inclusion, Community)

## Section 5: Event budget

Has Tourism Tropical North Queensland (TTNQ) confirmed support for your event? \*

- Yes  
 No

Have you applied to Tourism and Events Queensland for support for your event? \*

- Yes  
 No

*\* All figures to be provided as GST exclusive. For Income and Expenditure, please list the dollar amount only in the 'income' boxes.*

*Provide more detailed explanation of the budget line item in the subsequent boxes.*

### Income/ revenue

Grants income \*

Use whole numbers only

Detailed explanation/ breakdown of all grant sources, which will include Cairns Regional Council \*

Donations/ sponsorship income \*

Use whole numbers only

List individual donors/ sponsors and amounts provided here \*

Ticket and admissions income \*

Use whole numbers only

Detailed explanation/ breakdown of sales revenue expected \*

Vendors/ Exhibitors income \*

Use whole numbers only

Detailed explanation/ breakdown of vendors and exhibitors income \*

Other funding sources/ income \*

Use whole numbers only

Detailed explanation/ breakdown of other income sources \*

Total income

## Operating expenses

Venue hire \*

Equipment \*

Staff costs \*

Marketing, advertising and promotion \*

Administration \*

Entertainment \*

Catering \*

Sound/ audio-visual \*

Other expenses \*

Total expenses

Please use this field to provide further explanation/ clarification of budget expenses

Net gain/loss

## In-kind contributions

Please calculate the total in-kind contribution amount \*

How will you use any profits or surplus generated? \*

Outline initiatives to grow funding sources in future years \*

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## Section 6: Community and environment

### 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 \*

## Sustainability

Tell us how your event will pursue a more environmentally friendly event \*

Is there anything else you would like to share about the event?

N.B Where appropriate, additional outcomes may be taken into account for assessment purposes. These include increased sports participation, health and wellbeing, education and cultural benefits, multiculturalism, Indigenous culture, environment and sustainability, trade relations, and upgrades to, and utilisation of public infrastructure such as stadiums, arenas, parks and transport systems. In particular, development, awareness and acceptance of cultural ideals and customs should be favourably viewed.

## Section 7: Marketing and promotion

Please supply addresses, handles and URLs as applicable.

Event website \*

Facebook

Instagram

Youtube or other video stories

Twitter

Other platforms

How will you promote the event to encourage positive publicity and exposure for the community? \*

How will your promotion strategy and activities maximise attendance? \*

How will you leverage the event and brand the region to create atmosphere, local pride, exposure to visitors? \*

**Please note: You will be required to submit details and evidence of media coverage/ marketing efforts related to past events and plans to maximise future media coverage in the mandatory supporting documentation section.**

# Section 8 - Supporting documents

Marketing and/or Promotional Plan

 [Browse](#)

Community Engagement Plan

 [Browse](#)

Letters of support from the community (letter is not required from your Divisional Councillor/Mayor)

 [Browse](#)

Evidence that demonstrates the organisation's operational and financial capacity to deliver the event. This may include details of the applicant's previous experience and capabilities delivering events of a similar scale and nature.

 [Browse](#)

**Declaration of authority and accuracy**

- By submitting this application form I certify that I am authorised by the organisation to prepare and submit this application.
- I have read the guidelines relating to the grant and certify that to the best of my knowledge the information provided in this is correct and discloses full and accurate information of expenditure and activity proposed.
- I agree to provide Council with any additional information required to assess this application.
- I agree to comply with all requirements of the Grant funding stream.
- I will acknowledge the support of Council in all relevant promotional and printed material. I confirm that the appropriate level of Public Liability Insurance will be arranged for the event that is described in this application.

\*

Full name

Date of declaration