

Nelson Events Marketing & Development Programme: Sponsorship Funding

Application Requirements - Signatory & Major Events

- Applicant must be a **Legal Entity**.
 - e.g. an Incorporated Society; Trust or Association; or a Business recognised under the Companies Act 1993.
 - Certificate or documentation of proof must be supplied.
- The event must aim to become a **regular** occurrence and **self sustaining** in it's own right in the longer term.
- The event has not received funding by the Nelson City Council by some other means for the **same purpose**.
- The event has documented support from other appropriate key agencies and sponsors, and/or is **financially sustainable** in its own right.
- Applicant must acknowledge that sponsorship funding may be **tagged to specific activities** such as promotions, marketing or event/business development.
- Event Managers must agree to set **targets**, monitor results and report back and may be required to use Economic Impact Assessment tools and processes at the conclusion of the event.
- Event organisers must submit their application at least six months prior to the start of event.
 - Exceptions to this may be considered in the 2009/2010 financial years.
- The following are not eligible for sponsorship funding: conferences, symposiums, conventions, seminars, workshops, political events.

For more information, please contact:

Victoria Bruce-Miller
Events Marketing & Development Coordinator
Nelson Tasman Tourism
Email: events@NelsonNZ.com
Ph: (03) 545 6856

