

Major Events Sponsorship Application

Form Preview

Contact Details

* indicates a required field

Application Number

This field is read only.

The identification number or code for this submission.

Organisation Name *

Organisation Name

List all current board or committee members. *

Organisation Primary Address *

Address

Address Line 1, Suburb/Town, State/Province, Postcode, and Country are required.

Organisation Postal Address

Address

Organisation Primary Phone Number *

Must be an Australian phone number.

Organisation Primary Email *

Must be an email address.

Organisation Primary Website

Must be a URL.

Organisation Incorporation Number ID

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What is your organisation type? *

- ☐ Community organisation / Not for Profit? ☐ Commercial organisation?

Does the organisation have an ABN? *

- ☐ Yes ☐ No

ABN

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register	
ABN	
Entity name	
ABN status	
Entity type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	More information
ACNC Registration	
Tax Concessions	
Main business location	

Must be an ABN.

Is the organisation GST registered? *

- ☐ Yes ☐ No

Applicants Details

* indicates a required field

Applicant *

- ☐ Individual ☐ Organisation

Organisation Name

Title First Name Last Name

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Applicant Position *

Applicant Primary Phone Number *

Must be an Australian phone number.

Applicant Primary Email *

Must be an email address.

Applicant Mobile Phone Number

Must be an Australian phone number.

Secondary Contact

Secondary Contact *

☐ Individual ☐ Organisation

Organisation Name

Title First Name Last Name

Secondary Contact Position *

Secondary Contact Primary Phone Number *

Must be an Australian phone number.

Secondary Contact Primary Email *

Must be an email address.

Secondary Contact Mobile Phone Number

Must be an Australian phone number.

Event Details

* indicates a required field

Event Title *

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Event Location *

Short description of the event *

Word count:

Must be no more than 30 words.

Provide a short description (30 words or fewer recommended) of your project - what are you out to do?

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 (June - September is peak)

Start Date 1 *	End Date 1 *	Comments
<input type="text"/>	<input type="text"/>	<input type="text"/>

Must be a date.

Must be a date.

Start Date 2	End Date 2	Comments
<input type="text"/>	<input type="text"/>	<input type="text"/>

Must be a date.

Must be a date.

Start Date 3	End Date 3	Comments
<input type="text"/>	<input type="text"/>	<input type="text"/>

Must be a date.

Must be a date.

Event frequency *

Is this a new event? *

☐ Yes

☐ No

Will the event be held on Council controlled land? *

☐ Yes

☐ No

Will you require a road closure for your event? *

☐ Yes

☐ No

Will your event include? *

☐ Catering

☐ Food vendors

☐ No catering or food vendors

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Sponsorship Funding Request

Total Cash Amount Requested

Year 1	Year 2	Year 3
\$	\$	\$
Must be a dollar amount.	Must be a dollar amount.	Must be a dollar amount.

Total in-kind amount requested?

Year 1	Year 2	Year 3
\$	\$	\$
Must be a dollar amount.	Must be a dollar amount.	Must be a dollar amount.

Total Amount Requested

\$

This number/amount is calculated.

Expenditure Items

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

Expenditure Item	Funding Type

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

Economic and Tourism Benefits

* indicates a required field

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

Must be a number.

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

Participants (Athletes, Performers, Artists)

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

Local participants *

Must be a number.
Attendees from the Cairns Regional local government area.

Interstate participants *

Must be a number.
Australian attendees from outside Queensland.

Intrastate participants *

Must be a number.
Queensland attendees from outside the Cairns region.

International participants *

Must be a number.
Attendees from outside Australia.

Total Participants

This number/amount is calculated.

Attendees (Spectators, support staff, media, sponsors, officials, volunteers)

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

Local attendees *

Must be a number.
Attendees from the Cairns Regional local government area.

Interstate attendees *

Must be a number.
Australian attendees from outside Queensland.

Intrastate attendees *

Must be a number.
Queensland attendees from outside the Cairns region.

International attendees *

Must be a number.
Attendees from outside Australia.

Total attendees

This number/amount is calculated.

Visitor Nights

Number of overnight stay attendees (participants and attendees) * Average length of stay for overnight visitors in Cairns *

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Must be a number.

Must be a number.

Total visitor nights generated

This number/amount is calculated.

Visitor Expenditure

Average likely expenditure per day for overnight visitors? *

\$

Must be a dollar amount.

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

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

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 *

Supporting Documentation

Please upload evidence that supports the expected visitation / visitor expenditure. This may include economic impact / tourism value reports, event surveys, and postcode data

Upload here

Attach a file:

Raising the profile of Cairns

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

Word count:

Must be at least 200 words.

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

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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. *

Word count:

Must be at least 200 words.

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)

Event Budget

* indicates a required field

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

*

☐ Yes

☐ No

☐ In process

Have Tourism and Events Queensland (TEQ) confirmed support for your event? *

☐ Yes

☐ No

☐ In process

Budget

Provide clear descriptions for each budget item in the 'Income' and 'Expenditure' columns.

Examples of income could include 'registrations/ ticket sales', 'exhibition/ stall fees', 'commercial or government sponsorship'.

Examples of expenses could include 'event operations', 'marketing/ promotions', 'travel/ accommodation'.

Use the 'Notes' column for any additional information you think we should be aware of.

Your budget **MUST** balance (TOTAL INCOME AMOUNT = TOTAL EXPENDITURE AMOUNT). Please **do not add commas** to figures - e.g. type \$1000 not \$1,000 - this will ensure your figures for each table total correctly.

Income / Revenue	Income Type	Confirmed Funding?	Amount \$	Description Notes
			\$	

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			\$	
			\$	
			Must be a dollar amount.	

Event Costs (excl GST)

Operating Expenses	Expense Type	Amount \$	GST	Description Notes
		\$	\$	
		\$	\$	
		\$	\$	
		Must be a dollar amount.	This number/amount is calculated.	

Budget Totals

Total Income / Revenue	Total Operating Expenses (ex GST)	Total GST	Net Gain / Loss
\$	\$	\$	\$
This number/amount is calculated.	This number/amount is calculated.	This number/amount is calculated.	This number/amount is calculated.

Event Costs (incl. GST)

Operating Expenses	Expense Type	Amount \$	Description Notes
		\$	
		\$	
		\$	
		Must be a dollar amount.	

Budget Totals

Total Income / Revenue	Total Operating Expenses (incl. GST)	Net Gain / Loss
\$	\$	\$
This number/amount is calculated.	This number/amount is calculated.	This number/amount is calculated.

How will you use any profits or surplus generated? *

Outline initiatives to grow funding sources in future years. *

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Supporting Documentation

Please upload evidence that demonstrates the organisation's operational and financial capacity to deliver the event (i.e. bank statement, P&L statement, previous event operating budget) *

Attach a file:

Community and Environment

* indicates a required field

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 *

Supporting Documentation

Please upload your Community Engagement Plan

Attach a file:

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

Attach a file:

Sustainability

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

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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 well being, education and cultural benefits, multiculturalism, Indigenous culture, environment and sustainability, trade relations and upgrades to, 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.

Marketing and Promotion

* indicates a required field

Please supply addresses, handles and URL's as applicable.

Event Website *

Must be a URL.

Facebook

Must be a URL.

Instagram

Must be a URL.

YouTube or other video stories

Must be a URL.

Twitter

Must be a URL.

Other platforms

Must be a URL.

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? *

Supporting Documentation

Please submit details and evidence of media coverage / marketing efforts related to past events and plans to maximise future media coverage.

Marketing and/or Promotional plan *

Attach a file:

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Certification

* indicates a required field

Certification

By submitting this application I/we, as the applicant, authorise Cairns Regional Council to undertake any necessary due diligence and hereby certify that all details provided in this application are true and correct and understand the Council's policy on confidentiality, commercial in-confidence and privacy statement.

- I certify that I am authorised by the organisation to prepare and submit this application.
- I have read the guidelines relating to the sponsorship and certify that to the best of my knowledge the information provided in this is correct.
- I have disclosed full and accurate information of income and expenditure for the project proposed.
- I agree to provide Council with any additional information required to assess this application.
- I agree to comply with all requirements of the sponsorship funding stream and will return any unspent grant monies.
- 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 project described in this application.

Name of authorised person *

Title First Name Last Name

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Position *

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Position held in applicant organisation (e.g CEO, Treasurer)

Contact Email *

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Must be an email address.

Cairns Regional Council Privacy Statement

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. Your personal information will be handled in accordance with the Information Privacy Act 2009. Cairns Regional Council and its offices are subject to the Queensland Right to Information Act 2009. For further information regarding the Cairns Regional Council Privacy Statement [Click here](#)

