**Event Proposal Template**

A full event proposal isrequired for applicationsover $5000 (total funding including cash and/or in kind) to Council's Local Events and Sponsorship or Major Eventsand Sponsorship Programmes. Please use either thistemplate or submit your own Event Proposal. (An appropriate level of detail is expected to reflect the value of the Grant requested).

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| Name of the Event | |  | | | | |
| Description of the event  Cultural festival, sports day, art show, launch of new program | | | | | | |
|  | | | | | | |
| Time/s |  | | Location/s |  | | |
| Event Coordinator | | |  | | | |
| Contact Numbers | | Business Hrs |  | | Mobile |  |
| Contact Person during the Event | | |  | | | |
| Contact Numbers | | Business  Hrs |  | | Mobile |  |
| Event Overview - What  What is the event and why are you holding it? What is the history and possible future of the event?  Is there a message, what are you trying to communicate with your audience and how are you going to do that? | | | | | | |
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| Event Program | | | | | | |
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| Stakeholders/ Target Audience - Who  Who is the target audience and whatis their need for the event? |
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| What community involvement is there in the event? |
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| What Community or Business partners do you have for this event? What are they contributing to the event? |
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| Objectives - Why  What outcomes do you hope to achieve with this event? |
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| Marketing and Promotional Plan  How do you intend to promote your event? |
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| Resources/Equipment  What resources (labour, plant and equipment, entertainment etc) will be required for the event? |
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| --- | --- | --- | --- | --- | --- | --- |
| Risk Assessment  What are identified as possible risks and what strategies will you have in place to minimise them? Example risk chart and assessment sheet provided. | | | | | | |
| Impact | Likelihood | | | | | |
| Rating | A  (frequent) | B  (probable) | C  (occasional) | D  (remote) | E (improbable) |
| A  (catastrophic) |  |  |  |  |  |
| B  (critical) |  |  |  |  |  |
| C  (marginal) |  |  |  |  |  |
| D  (negligible) |  |  |  |  |  |
| Measures of impact  A (catastrophic): Death - severe injury (eg loss or crushed limbs, brain damage) B (critical): Major Injuries - require medical assistance (inc. Concussions)  C (marginal): Minor Injuries - cuts, treated internally (incl. Minor sprains) D (negligible): No Injury  Measures of lik elihood  A (frequent): Will occur regularly - day to day  B (probable): Will occur on most occasions, circumstances C (occasional): Will occur from time to time  D (remote): May occur but not regularly or often  E (improbable): Unlikely to ever occur | | | | | | |

Risk assessment sheet

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| --- | --- | --- | --- | --- | --- |
| What potential Risks have you identified | Problems Detected? | Likelihood | Impact | Risk Rating | Who will fix the problem?  Who will sign off on completion? |
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Please insert more pagesas required.

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| Site and Venue Assessment | | |
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|  | | |
| Finance - Budget | | |
| INCOME | | |
| Items | Proposed total | Proposed total (Inc GST) |
|  |  |  |
|  |  |  |
|  |  |  |
| Applicant Contribution |  |  |
| Other Income |  |  |
| Council Grant |  |  |
| EXPENSES | | |
| Items | Proposed total | Proposed total (Inc GST) |
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| TOTALS |  |  |
|  | | |
| Evaluation Criteria which will be used to assess the success of the event  What were our aims/objectives?  Did we achieve what we set out to do? Did it come in on budget?  What were the intended/unintended outcomes? How do we measure effectiveness?  What tools do we use to measure our success? | | |
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