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**2024 COOLAMON SHIRE EVENT FUNDING PROGRAM**

**APPLICATION FORM**

# Applicant Details

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| Contact Name |  |
| Event Name |  |
| Postal Address |  |
| Mobile / Business Phone |  |
| Email |  |

# Organisation Details

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| --- | --- |
| Incorporated Body *(or the name of the sponsoring incorporated body the event is run under)* | |
| ABN(if applicable) |  |
| Are you Registered for GST | Yes / No |
| Do you have Public Liability to cover this event? | Yes / No |
| Description  *Please provide a short description and history of your organisation including examples of similar projects you have managed.* | |

# Event Details

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| Event Date (s) |  |
| Event Time |  |
| Which town will the event take place? |  |
| Event Description  *Please provide a short, one or two sentence description of your project.* | |
| Website |  |
| Social Media Pages (eg: Facebook) |  |
| The Event has been running for how many years |  |
| Anticipated Attendance | Min: Max: |
| Total Attendance Previously | 2022: 2023: |
| Do visitors typically stay overnight when attending this event?  If yes, please specify how many nights they would typically stay in Coolamon Shire. | |

# Goals and Objectives

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| Please outline your goals and objectives in terms of growth and development. You may like to refer to the event program, the variety of activities and experiences on offer, venue, committee, grants and funding, finance, collaboration and partnerships, VIPs and guest speakers, attendance  *e.g. number of participants, spectators, stallholders, guests etc* |
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# Coolamon Shire Community Strategic Plan

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| Please outline how your event aligns with the Coolamon Shire Community Plan. |
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# Collaboration

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| Please provide evidence of collaboration with other events, businesses and/or tourism operators. If possible, please list any groups or organisations that are involved in the project and briefly state the nature of their involvement. |
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# Marketing

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| Please describe your target market  *e.g. families with young children, visiting friends and relatives, car enthusiasts, Coolamon Shire residents, youth of Coolamon* | |
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| How do you plan to promote your event? Please tick if appropriate. | |
| 🞏 Council Website (www.visitcoolamonshire.com.au)  🞏 Poster  🞏 Flyer/Postcard/Other  🞏 Television  🞏 Radio  🞏 Print Advertising eg: Newspaper, magazines  🞏 Word of Mouth  🞏 Free Event Listings | 🞏 Council Website (coolamonshire.com.au)  🞏 Direct Mail  🞏 E-Newsletters  🞏 Community Newsletters  🞏 Social Media eg: Facebook, Instagram  🞏 PR (Local, Regional, National)  🞏 Event Ambassador  🞏 Other ………………………………………………………….. |

# Budget

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| Please supply a budget outlining all anticipated income and expenses. Within the budget, please breakdown your marketing expenditure.  Other items to consider could include:  - Collateral design and print (e.g. flyer, poster, other), Paid advertising (e.g. Television, radio, print, Facebook, digital), Graphic design for digital marketing, Photography, Signage and/or Merchandise  *(Attach budget which highlights marketing spend)* |

# Funding

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| **Maximum amount of grant requested by applicant?** *(Maximum $3,000 per event)*  ­­­­­$................................................................. |
| Have you or your organisation applied for any other grants or funding opportunities for the 2024 event? Yes/No  If yes, please outline. |

**Mandatory Supporting Material**

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| Mandatory attachments:   * A copy of the organisation’s most recent annual report and/or financial statements * A copy of the organisation’s Certificate of Currency for Public Liability Insurance * If the applicant is not legally incorporated, a letter from a sponsoring incorporated body * A completed Coolamon Shire Event Registration Form (For inclusion in the It’s On Brochure) * A completed Event Budget, highlighting the marketing expenditure * A completed Risk Assessment * First year event application must provide documentation and/or business plan highlighting future event sustainability |

**Any Additional Comments**

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# Signature of Applicant

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| Applicant (Name) |  |
| On Behalf of Organisation |  |
| I acknowledge that by submitting this application, I have read the Coolamon Shire Community Strategic Plan of which my event directly aligns.  I, being the organiser nominated for the above event hereby consent to the making of this application. | |
| Date |  |
| Signature |  |