**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).

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 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?* | | | | | | |
|  | | | | | | |
| Event Program | | | | | | |
|  | | | | | | |

|  |
| --- |
| Stakeholders/ Target Audience - *Who*  *Who is the target audience and whatis their need for the event?* |
|  |
| What community involvement is there in the event? |
|  |
| What Community or Business partners do you have for this event? What are they contributing to the event? |
|  |
| Objectives - *Why*  *What outcomes do you hope to achieve with this event?* |
|  |
| Marketing and Promotional Plan  *How do you intend to promote your event?* |
|  |
| Resources/Equipment  *What resources (labour, plant and equipment, entertainment etc) will be required for the event?* |
|  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 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

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

Please insert more pagesas required.

|  |  |  |
| --- | --- | --- |
| Site and Venue Assessment | | |
|  | | |
|  | | |
| Finance - Budget | | |
| INCOME | | |
| Items | Proposed total | Proposed total (Inc GST) |
|  |  |  |
|  |  |  |
|  |  |  |
| Applicant Contribution |  |  |
| Other Income |  |  |
| Council Grant |  |  |
| EXPENSES | | |
| Items | Proposed total | Proposed total (Inc GST) |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| 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?* | | |
|  | | |