

Selwyn Event Development Programme

Expressions of interest form – March 2023

This programme is for community event organisers who are interested in attracting visitors outside of Selwyn to their event. Expressions of interest open from Tuesday 28 March to Friday 21 April 2023.

The Selwyn Event Development Programme is limited. Selection will consider events that align to the Selwyn Strategic Events Plan.

Applicants will be notified if they have been successful in the first week of May. For more information about the programme visit: selwyn.govt.nz/event-development-programme

Please complete the following;

1. Contact Name _____

2. Email _____

3. Phone _____ 4. Name of event _____

5. Is your event:

a) Existing event b) New event

6. Description of your event

7. Purpose of your event

8. Event date/s _____ 9. Event location/s _____

10. Website _____

11. Current or expected attendee numbers: _____ 12. Maximum capacity of attendees: _____

13. What is the management structure of your event? eg. paid personnel, volunteers, committee, board

14. How often do you run your event? eg. annually, biannually

15. What are your current funding sources? eg. ticket sales, sponsorship, exhibitors

16. Who is your current target audience? ie. demographics of who you are currently targeting

17. Do you have some good quality photos or videos from past events you can use for marketing and advertising?

18. What do you believe the point of difference is about your event?

19. Describe your goal for the future of your event:
