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# EVENT SPONSORSHIP

# Event Development Fund

# Application

## EVENT DETAILS

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Please detail how the event will drive visitation to the Orange360 region, encourage international visitation or undertake a new activity that will increase length of stay and average spend in the local economy.

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Please indicate how the amount sought from Council is essential to the success of the event. As financial sustainability is an eligibility requirement, how does your organisation plan to sustain this activity into the future?

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## EVENT DETAILS (CONTINUED)

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Please outline the long term strategic plan that identifies the event's potential to continue to grow and demonstrate event sustainability. If a strategic plan has been developed, please attach it to your application.

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Please outline the strategies that will be used to promote the event to both local and out of region audiences and how the success of these strategies will be measured. If a marketing plan has been developed, please attach it to your application.

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Please provide details of how the event will involve and engage local businesses, sporting groups, artists, community groups and or interested individuals that will assist in building the reputation of Orange by associating with positive and inclusive activities in the Orange community.

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As a critical eligibility item, financial sustainability of the organisation has to be assessed. Please complete the table below.

Current cash on hand and in accounts	\$
Current assets	\$
Net Assets	\$
Current debts	\$
Current financial position	\$

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