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## EVENT SPONSORSHIP

# Flagship Event Fund Application

### EVENT DETAILS

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How many years has your event operated for and what were the levels of attendance (both local and visitor) at the event(s)?

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Please detail how the sponsorship will help the event grow the diversity of sub-events and activities to attract additional visitors to the local economy or increase the length of stay and average spend consistently over time.

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## EVENT DETAILS (CONTINUED)

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How will the event involve and engage local businesses, sporting groups, artists, community groups and or interested individuals? How will it assist in building the reputation of Orange by associating with positive and inclusive activities in the Orange community?

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

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How does the event fit into the annual event calendar and is the organising committee mindful of peak tourism periods for the Orange360 region?

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Are you applying for an annual single year grant or 3 years of confirmed funding?

Single year grant

3 year grant

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