For Office Use	
Date rec:	
Ref No:	
Initials:	

CORPORATE EVENTS SPONSORSHIP 2018-19
APPLICATION FORM

ONLY TYPED COPIES WILL BE ACCEPTED

Contact Details				
Name				
Name of Organisation				
Position in Organisation				
Address of Organisation				
Contact Address for correspondence				
Daytime Tel No		**Mobile Tel No**		
Email Address				

What is the title of your event?

Date of the Event: Start Date_____ End Date_____

What will be the duration of your event (No. of Days)?

Where will your event be held?

Is the event open to the general public? Yes ☐ No ☐

Will there be an admission Charge? Yes ☐ No ☐

(If yes, please state how much per person/family) £_____

Please indicate the amount of sponsorship you are requesting from Antrim and Newtownabbey Borough Council (up to maximum of £10,000)

£_____

What percentage of the total budget for your event does this represent?

_____%

Has your organisation received any financial assistance from Antrim & Newtownabbey Borough Council in the past?		
Project	**Amount Offered £**	**Claimed £**

Estimated visitors - How many from the:					
Antrim & Newtownabbey Borough		Northern Ireland		Outside Northern Ireland	
Estimated event participants - How many from the:					
Antrim & Newtownabbey Borough		Northern Ireland		Outside Northern Ireland	

Please describe the main elements of this event programme

How do you propose to market your event? Please outline proposed media and budget.

PROPOSED MEDIA	BUDGET
Total Budget	**£**

Project Eligibility: In seeking Sponsorship from Council you are expected to demonstrate how your event will deliver the outcomes listed below:

Have a direct and indirect economic benefit to the Borough *How will local businesses benefit from the event?* *Will the event lead to employment opportunities?*	
Increase Visitor Spend *Estimate the level of visitor spend in the Borough generated through the event*	

Increase bed nights within the Borough *Provide evidence of additional bed nights resulting from the event*	
Increase visitor numbers *Provide an estimate of the number of visitors attending the event*	

Enhance the visitor experience *Explain how the event adds value to the visitor experience to the Borough*	

Raise the profile of the Borough *How will the event be promoted locally, regionally and internationally?*	

Develop and promote tourism opportunities *How can the event complement or add to other tourism attractions/activities in the Borough?*	

Economic Calculator
Please complete the attached economic calculator for your event and submit with your application. Please insert the Return on Investment figure below:

Return on Investment: _____/_____

Accommodation
Where are your participants/spectators likely to be accommodated in Antrim and Newtownabbey Borough during the event (i.e. names of hotels, guesthouses, self-catering establishments, caravan parks, campus accommodation)?

Accommodation	Location	No. of People	No. of Nights	Total

Finance

Proposesed Expenditure for the event under relevant headings e.g. marketing (including advertising and promotion), entertainment, staffing, equipment hire, stewarding, venue hire, hospitality, waste collection

Item/Activity	Description	Cost £

Please detail all expected income/support in kind/sponsorship/ticket sales to be raised in relation to this event.

Source of Income	**Description of Income**	**Amount £**

Please detail other funding requests made or to be made in relation to this event

Funders	Applied for £	Offered/Awaiting (Please state)

The Council will consider providing deficit funding towards the cost of an eligible event (i.e. to help meet the gap between income and expenditure). Please clearly demonstrate why your event requires deficit funding