

Do visitors typically stay overnight when attending this event?
If yes, please specify how many nights they would typically stay in Coolamon Shire.

Goals and Objectives

Please outline your goals and objectives in terms of growth and development. You may like to refer to the event program, the variety of activities and experiences on offer, venue, committee, grants and funding, finance, collaboration and partnerships, VIPs and guest speakers, attendance
e.g. number of participants, spectators, stallholders, guests etc

Coolamon Shire Community Strategic Plan

Please outline how your event aligns with the Coolamon Shire Community Plan.

Collaboration

Please provide evidence of collaboration with other events, businesses and/or tourism operators. If possible, please list any groups or organisations that are involved in the project and briefly state the nature of their involvement.

Marketing

Please describe your target market
e.g. families with young children, visiting friends and relatives, car enthusiasts, Coolamon Shire residents, youth of Coolamon

How do you plan to promote your event? Please tick if appropriate.

- | | |
|--|---|
| <input type="checkbox"/> Council Website
(www.visitcoolamonshire.com.au) | <input type="checkbox"/> Council Website (coolamonshire.com.au) |
| <input type="checkbox"/> Poster | <input type="checkbox"/> Direct Mail |
| <input type="checkbox"/> Flyer/Postcard/Other | <input type="checkbox"/> E-Newsletters |
| <input type="checkbox"/> Television | <input type="checkbox"/> Community Newsletters |
| <input type="checkbox"/> Radio | <input type="checkbox"/> Social Media eg: Facebook, Instagram |
| <input type="checkbox"/> Print Advertising eg: Newspaper, magazines | <input type="checkbox"/> PR (Local, Regional, National) |
| <input type="checkbox"/> Word of Mouth | <input type="checkbox"/> Event Ambassador |
| <input type="checkbox"/> Free Event Listings | <input type="checkbox"/> Other |

Budget

Please supply a budget outlining all anticipated income and expenses. Within the budget, please breakdown your marketing expenditure.

Other items to consider could include:

- Collateral design and print (e.g. flyer, poster, other), Paid advertising (e.g. Television, radio, print, Facebook, digital), Graphic design for digital marketing, Photography, Signage and/or Merchandise

(Attach budget which highlights marketing spend)

Funding

Maximum amount of grant requested by applicant? *(Maximum \$3,000 per event)*

\$.....

Have you or your organisation applied for any other grants or funding opportunities for the 2024 event? Yes/No
If yes, please outline.

Mandatory Supporting Material

Mandatory attachments:

- A copy of the organisation's most recent annual report and/or financial statements
- A copy of the organisation's Certificate of Currency for Public Liability Insurance
- If the applicant is not legally incorporated, a letter from a sponsoring incorporated body
- A completed Coolamon Shire Event Registration Form (For inclusion in the It's On Brochure)
- A completed Event Budget, highlighting the marketing expenditure
- A completed Risk Assessment
- First year event application must provide documentation and/or business plan highlighting future event sustainability

Any Additional Comments

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Signature of Applicant

Applicant (Name)	
On Behalf of Organisation	
I acknowledge that by submitting this application, I have read the Coolamon Shire Community Strategic Plan of which my event directly aligns. I, being the organiser nominated for the above event hereby consent to the making of this application.	
Date	
Signature	