

• Please give details of any 'in kind' funding your group is contributing to the project

(In-kind support is when goods/services or time are given to the project for free. In detailing this support it reflects the real cost of your project. A timesheet will be provided to record hours related to the delivery of your project. We would expect you to be making at least a 20% contribution to the project.)

Details (Volunteer hours/goods/services provided)	Total (hours/£)
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• Please give details of any 'cash' funding your group is contributing to the project

Detail	Contribution (£)
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• Have you applied for or received any other grants or funding for this project Yes No

(If yes - please give details of any other funding you have applied for to help with **this event**, including the name of the fund, how much you have applied for and when you expect to hear if your application has been successful.)

CONTRACT I confirm that the organisation named in question 1 has given permission for me to submit this application on their behalf and that all information provided in this application is correct to the best of my knowledge. We confirm and understand that:

- We will use any funding for exactly the purposes set out in this application.
- Any funds issued will be after a receipt of invoices and bank statement proof only.
- No applications for capital funding (eg building works) will be considered. Only revenue applications (eg marketing activity) are processed.
- On applying for funding we agree to a meeting with the adventa Festival & Events Coordinator to further discuss the project.
- On receipt of funding we will provide adventa with an agreed number of completed visitor survey forms and monthly returns as outlined in the guidance notes.

Name
 Position in group
 Signed
 Date

All information given in this form will be held on file, but will not be shared with any other parties and will be used in accordance with the Data Protection Act 1998



Festival & Events Marketing Innovation Fund

Application Form

NOTES Please refer to the guidance notes beneath questions while you are completing this form.

Please write clearly in black ink or type.

Tell us about your groups

1 Event Details

• Name of the events	Event 1	Event 2
• Date(s) of the events	Event 1	Event 2
• Where will the events take place?	Event 1	Event 2

• What is the purpose of your event?
 (Please outline the reasons your group has for holding this event, indicating its purpose and what you hope to achieve, for example, increased visitor numbers to the area)

Event 1
Event 2

2 Contact Details (lead applicator)

• Name of the group or organisation

• What type of group are you?

Public Sector Town/Community Council Registered Charity
 Private Sector Voluntary Other

• Name of event organiser/marketing officer (This should be the person making the application.)

Title First name Surname

Contact address

Postcode

Daytime telephone Evening telephone

Email Fax



Tell us about your co-ordinator pilot project bid

3 Project Details

• **How do you intend to promote and market your event?**

(Please give a general overview of existing and planned marketing activity.)

• **What specific activity is the funding required for?** (In line with the guidance notes)
(Please outline the specific promotional and marketing project that the funding is required for.)

• **How is this activity different or additional to what you usually do?**
(Please give details of why you have chosen to promote and market your event in this way.)

4 Project Outcomes

• **How will the funding add value to and/or improve your event?**
(On carrying out the proposed promotional and marketing activity, how do you foresee this making an impact on your event? For example accessing new markets, or attracting new visitors.)

• **Briefly describe how you intend to fund this aspect of your event in future if the Pilot is deemed to be successful.**

(Please detail how you foresee continuation of this marketing project, eg other future promotional and marketing projects.)

• **How do you intend to measure and evaluate the impact that this activity has had on your event?**

• **Explain how your proposed activity idea meets the criteria as set out in the guide lines.**

Tell us about the funding you want

5 Costs

• **How much are you applying for?** Applications can be made for up to £500 per event per year

• **Please provide an estimated breakdown of costs for the project**

Detail	Cost (£)
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• **Please provide an estimated breakdown of costs you will incur 'above the line'**

Detail	Cost (£)
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