SECTION 1 // APPLICATION OVERVIEW

Before beginning please confirm you:

Top of Form

 Have read the guidelines for this grant

 Have read the grant criteria (see below)

 Are a NSW Resident and have been living here for at least one year

GRANT CRITERIA

Applications will be assessed against the following criteria:

* Artistic merit / industry reception
* Financial viability
* Engagement of local artists and businesses (partnerships)
* Diversity of project teams and line ups
* Support of existing City of Sydney venues
* Relevance and accessibility for young people
* Quality of media and marketing strategy
* Access to audiences

ELIGIBILITY

Applications will be accepted from venues, promoters, collectives and organisations. To be eligible for the funding applicants must:

* Present a ticketed all ages show between February – June 30 2017 within the City of Sydney [Local Government Area](http://www.cityofsydney.nsw.gov.au/council/our-responsibilities/areas-of-service)
* Be a resident of NSW for at least 12 months prior to the closing date
* Demonstrate how they will ensure their event is strictly drug and alcohol free
* Use the funds specifically for artist fees, marketing, publicity, venue hire and/or production costs (administrative fees or wages not included)
* Engage artists/bands performing original music (no cover bands)
* Feature at least one NSW artist/band on the lineup appropriately remunerate the musicians and bands performing
* Ensure the grant is successfully acquitted within 4 weeks of the event taking place
* Report on specific KPIs outlined in the application process

SECTION 2 // APPLICANT’S DETAILS

|  |  |
| --- | --- |
| Applicant Name*(this is the primary contact person)* |  |
| Street Address |  |
| Postcode  |  |
| Suburb |  |
| Mobile |  |
| Email |  |
| Organisation / Business / Venue / Collective Name(if applicable) |  |
| Your Organisation / Business / Venue / Collective Biography |  |
| ABN |  |
| Website |  |
| Facebook |  |
| Twitter |  |

SECTION 3 // EVENT DETAILS

|  |  |  |
| --- | --- | --- |
|  |  | Confirmed ( Y / N ) |
| Event Title |  |  |
| Date |  |  |
| Venue |  |  |
| Venue Capacity |  |  |
| Venue Address |  |  |
| Does the venue have an alcohol licence? |  |  |
| Headline Act |  |  |
| Where is the headline act from? (OS, Interstate, Sydney etc) |  |  |
| Support Acts |  |  |
| Number of women performing |  |  |
| Description of Event (100 words) |  |  |
| Ticket Price |  |  |
| Venue Contact Name |  |  |
| Venue Contact Email |  |  |
| APRA Licence (Y / N) |  |  |
| Public Liability Insurance (Y / N ) |  |  |
| Public Liability Cover Amount |  |  |

SECTION 4 // ALL AGES RISK ASSESSMENT

1. Please describe how you plan to ensure the event is drug and alcohol free.
*(400 words max.)*

1. If the venue is licenced, please detail how you plan to ensure the venue is prepared for under 18s audiences.
*(200 words max.)*
2. Please identify any significant risks associated with putting on your event and the actions you’ll take to ensure they’re mitigated.

|  |  |
| --- | --- |
| Risk | Preventative Actions |
| e.g. a ticket holder turns up drunk | e.g. ensure security is thoroughly briefed, ensure all ticket buyers are aware your event is strictly drug and alcohol free through marketing and promotion, etc |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

SECTION 5 // MOTIVATION AND HISTORY

1. Tell us about events you’ve run in the past and how they have equipped you with the skills and knowledge to successfully deliver an all ages show.
*(400 words max.)*
2. Why do you want to put on this event?

*(200 words max.)*

1. What do you think are key ingredients for delivering a successful all ages event?

*(200 words max.)*

SECTION 6 // MARKETING & PROMOTION

1. Summarise your marketing plan for the event.
*(500 words max.)*

1. Please detail your existing networks and access to all ages audiences.

*(200 words max.)*

1. Please list key dates for your marketing timelime.
2. Will you be developing artwork for your event? If so, how will you be utilising this? (eg posters, flyers, Facebook & Instagram)
*(200 words max.)*
3. Will you be engaging a publicist to help promote the event? If so, who?
*(100 words max.)*

SECTION 7 // BUDGET

|  |  |  |
| --- | --- | --- |
| INCOME | DESCRIPTION | TOTAL |
| MusicNSW AAA Grant |  |  |
| Ticketing Income |  |  |
| Sponsorship Income |  |  |
| Other funding income |  |  |
| Other |  |  |
|  | TOTAL | $ |

|  |  |  |
| --- | --- | --- |
| EXPENDITURE | DESCRIPTION | ESTIMATED COST |
| Artist Fees |  |  |
| Headliner |  |  |
| Support Acts |  |  |
| Catering |  |  |
| Travel  |  |  |
| Accommodation |  |  |
| Production |  |  |
| Venue Hire |  |  |
| Security  |  |  |
| Stage Hire |  |  |
| Safety |  |  |
| Staging & Barriers |  |  |
| Lighting hire |  |  |
| Technical & Stage Crew |  |  |
| Marketing & Promotion |  |  |
| Artwork & Design |  |  |
| Printing |  |  |
| Advertising |  |  |
| Publicity |  |  |
| Distribution of posters/flyer |  |  |
|  | TOTAL | $ |

|  |  |
| --- | --- |
| Total Income | $ |
| Total Expenditure | $ |
| Surplus / (deficit) | $ |

SECTION 8 // SUPPORTING DOCUMENTS

This section details relevant supporting documents that you can include with you application. Supporting documents are used to support your application for funding, so only include information that will strengthen your case.

Please note the asterix indicates whether the item is compulsory.

* At least one, but no more than three Support Letters \*
*(this could include letters from venues, confirmed artists, sponsors, and media partners)*
* Draft or final artwork
* Marketing & Publicity Strategy
* Band / artist imagery
* Copies of agreements for confirmed artists, funding, partners, sponsors or media etc.

SECTION 9 // KEY PERFORMANCE INDICATORS

If successful in your funding application, we will ask you to keep record of specific data and KPIs for reporting and assessing the success of your event.

Please fill out the following information

|  |  |
| --- | --- |
| Estimated audience |  |
| Estimate number of bands |  |
| Estimated total number of artists |  |
| Estimated total number of NSW artists |  |
| Estimated total ticketing income |  |
| Estimated total number of female artists |  |
| Estimated gender split of all staff / volunteers / contractors |  |

SECTION 9 // DECLARATION

I \_\_\_\_\_\_[YOUR NAME]\_\_\_\_\_\_\_\_\_\_\_confirm that the information I have provided in this funding application is true and correct. Should I be successful in my funding application I will ensure that a complete funding acquittal is submitted within 4 weeks of delivering the event.

|  |  |
| --- | --- |
| Name |  |
| Date |  |