

# **DRAFT BUSINESS PLAN TO SUPPORT APPLICATIONS FOR GRANT FUNDING OR SPONSORSHIP PROPOSALS FOR COMMUNITY EVENTS**

This template of a Business Plan is designed to assist Communities when seeking grant funding or sponsorship for Community events such as Race Meetings, Rodeos, Bronco Branding events, Town Festivals or Fairs, Concerts, Field Days, or 4WD Events.

## **1 Cover Page**

Name of Event

Name and address of event organiser

Contact telephone/facsimile numbers, e-mail address

## **2 Table of Contents**

## **3 Executive Summary**

This is the first item that will be read. It should be no more than one page in length and should include a Mission Statement and explain the aim of the event. The summary should briefly explain the contents of the business plan and give a good overview of the event.

## **4 Purpose of the application or proposal**

Here you should indicate why you are seeking grant funding or sponsorship and how the money will be spent. This could be to build or replace infrastructure, for prize money, or to help cover costs and ensure the success of the event.

## **5 Description of the Event**

Describe what the event is about, its history and its current status, whether it is a local regional, state or a national event, and whether it is part of a circuit of events or a one-off event.

## **6 Location of the Event**

Give the address and description of the event venue. Include in your response such things as seating or spectator capacity, availability of space for vendor stalls, sponsor's displays, ease of access, event secretariat, catering facilities, and facilities to accommodate participants or competitors and if a horse event, their horses; include car and coach parking capacity. The existing infrastructure such as

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power, water, public toilets are important. Access to medical assistance and public transport is also important. Include photographs if possible.

### 7 Management Structure and Team support

Here you outline the legal structure of the organising body. Indicate whether incorporated or not, or registered for GST. Give details of the Management team/the Event Secretariat and any specialist technical support, or key advisors, if applicable. Mention affiliations with any other relevant body.

This section would include the previous experience of the organising body and its members. It should also identify the number of people required to run the event and availability of personnel/community volunteers to do so, to demonstrate that you have sufficient human resources to stage the event.

### 8 Operation and Value Adding

Outline the duration of event including its start and finishing time. Include details of any extra activities you would hold that would add value to the main event. These might attract greater numbers to the event and could be:

- A concert following the event
- A cabaret, or
- An exhibition or art show
- Market stalls

For example the Marree Race Club held a successful meeting in 2003 and added value to the occasion by staging a concert at the racecourse after the event, followed by a cabaret in the community hall in the evening.

### 9 Marketing Plan

This should include the following:

- *Identify your Target Markets*  
Give details of any Branding policy i.e., if you have a logo
- *Marketing budget, strategies and action plan*, i.e. implementation and timing.  
This section should include details of advertising and promotional activities such as the
  - production and distribution of fliers and posters,
  - radio and TV advertising,
  - press releases in local papers and
  - any co-operative marketing activities with the South Australian Tourism Commission, or any of the South Australian Regional Tourism Marketing bodies e.g. FROSAT, Eyre Peninsular Tourism, local businesses, interstate

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regional marketing bodies – Broken Hill, Thargomindah (Outback Qld) for example.

In the plan you should

- **name the activity** i.e. production of a flier or poster, press release or radio or TV ad, advertisements in magazines, local newspapers etc
- **when** it/they will be produced and distributed
- **where** it will be distributed, in the case of radio or TV let the sponsor know the area of coverage of the network such as Imparja or other TV station, and if there is any interstate promotion planned either in regional centres or capital cities
- **cost** of production and distribution

**The table below is an example of how to set out a marketing strategy and action plan**

Activity	Distribution	Timing	Responsibility	Cost
What action? i.e. production of flier, preparation of media release etc	Where fliers to go to – local, interstate? Where will media releases be sent?	(date by which this should be done)	Who will have responsibility for implementing the task	\$

### NOTE:

Your marketing plan is important to sponsors. They will evaluate your proposal in terms of their return from investing in your event, which means they will look at the the plan to see where they will benefit and how much publicity they are likely to receive from your advertising campaign.

- *Participants*

Identify who will be the participants – what are the likely numbers of competitors based on previous events, (if relevant) how you will attract competitors and where will they come from.

- *Trends in the market and projections of attendance based on previous events*  
Provide attendance figures at the event over the past three years, or estimates if there are no exact records. Estimate projected attendance for this event and the potential for future events. Comment on any obvious anomalies i.e. Year of the Outback may have been a special occasion and given an exceptional boost to numbers, alternatively on the down side, rain may have had a big impact and almost washed the event out causing a big reduction in numbers

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If there are reasons why attendance for this event is expected to be different from that of previous years, explain why you believe this will be the case.

- *Incentives to attract spectators*

Indicate if you are offering incentives such as packages built around accommodation, event fee if applicable and entry to any additional activities taking place over the same weekend.

## 10 SWOT Analysis

Include a SWOT analysis. Here you examine and list the strengths, weaknesses threats and opportunities of your event.

- Strengths
- Weaknesses (these are *within* the organisation/event)
- Opportunities
- Threats (these come from *outside* )

This will help to show why the event will be a success and ought to be more favourably regarded than other events that are competing for the same sponsorship dollars.

This analysis is a useful tools for the organisation because by identifying areas of weakness within an organisation and threats from outside, such as lack of transport, or too much competition, organisers themselves are made aware of those things that may potentially threaten the success of the event. By examining the opportunities they may also find ways of adding value to their event. It shows funding bodies that the organisation is doing its homework and making a realistic appraisal of the event's potential.

## 11 Monitoring Performance

Outline any debriefing process undertaken at the end of the event. Describe any monitoring procedures you have in place or intend to implement, such as a visitor survey form that will measure the success of this event and also provide information that will assist when planning future events. This will be encouraging to sponsors and demonstrate the event organisers' determination to maintain a high standard by identifying areas where improvements might be needed. You should develop and implement a reliable means of assessing attendance figures if this is not already in place.

## 12 FINANCIAL DATA

### Grants and Sponsorship

Indicate how much money you are seeking and whether it is from a grant or through sponsorship.

Sponsorship can be in a number of forms:

- Money

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- Donation of trophies, prizes
- in kind assistance i.e. use of equipment, provision of services from local contractors
- provision of materials if infrastructure is required to be built

### *Sponsorship proposals*

When preparing a sponsorship proposal give a clear outline of the arrangements – what you are asking for, how much, what will the money be used for and how sponsors will benefit in return. Consider offering different levels of sponsorship, such as Gold, Silver or Platinum. Each of these offers the sponsor a different level of exposure and benefits relating to the amount of money offered. Gold sponsorship for instance may secure naming rights to the event as well as being recognised in all advertising activities and receiving a number of complimentary tickets to the event. Silver and Platinum levels of sponsorship will be offered less.

Remember when sponsors are considering proposals they evaluate what they will receive in return for their sponsorship dollars. They will be looking for and expect to be given recognition and publicity.

Their return may take the form of:

- The opportunity for naming rights for the overall event
- Individual event naming
- Media exposure
- Recognition in all promotional literature and press releases – use of their logos on all literature
- Enhancement of their corporate image because they are being seen as good corporate citizens supporting local communities
- Acknowledgment in signage around the event area at the event
- The opportunity to put their own signage around the venue
- Allocation of seats and complimentary tickets to the event and any value added attractions or activities
- Meals, hospitality at the event
- Opportunities to showcase their product at the event i.e. space available for sponsors tents (this is not always the case and depends very much on the type of event and company offering sponsorship)
- An official role such as presentation of the trophies.

### *Grant Funds*

Grant Funding applications often require an indication of the benefits the grant will bring to the community. You will need to identify what these. They could be:

- Economic benefits to businesses in town
- An opportunity for the community to work together as a team
- Employment opportunities – through benefits to local businesses
- Social benefits to the community especially in remote areas
- General publicity for the town - increasing tourism and bringing tourism dollars into the town

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- An opportunity to put money towards improving community facilities
- Support for local organisations, eg RFDS, RDNS, Schools, Youth Groups or other groups

### Income and Expenses Statement

#### *Pricing*

The price of your event entry tickets directly affects the financial success of the event. Therefore it is important to consider the total costs of staging the event including a margin for profit when determining your pricing strategy for competitor and spectator entry fees, catering, space hired to vendors or sale of souvenirs etc.

Give details of projected income from all sources and expenses (where applicable) in the table below.

Income Sources	\$	Expenses	\$
Competitor Entry Fees		Catering costs	
Sponsorship/Grants		Licenses	
Gate takings		Security (if necessary)	
Hire of space to vendors		Hiring costs (from infrastructure table)and including sponsors tents	
Catering – Food		Capital costs	
Drinks		Public Liability and other Insurance	
Donations		Production of promotional items	
Sale of souvenirs		Marketing expenses (from Marketing Plan)	
Raffles		Public address system	
Other value adding activities e.g. Concert tickets, competitions		Gifts to Special Guests	
Other			
<b>TOTAL</b>			

#### *Infrastructure Requirements*

Identify additional infrastructure that might be required for the event. This might be hired or installed as capital work. This could also be one of the reasons you are looking for sponsorship. To help work out the costs set the needs out in table form.

CAPITAL ITEMS	COST	HIRE ITEMS	COST
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<b>TOTAL</b>			

- **Profit and Loss Statements**

- Give a three-year summary of the profit and loss statement of the event, or for the years the event has been run if less than three years
- Give income statements for past three years or for the years the event has run if less than three years.

Include any explanatory comments on the reports if necessary.

### **13 Supporting Documentation**

Provide supporting documents which may include the following:

- Copies of licenses or approvals,
- Proof of Public Liability Insurance Cover
- Copies of any contracts or agreements relating to the event
- Examples of promotional material and media releases relating to previous events
- Other appropriate documentation
- Photographs of event site.