

APPLICATION FORM FOR 2023 EVENTS / ACTIVITIES

Event Details:

1) Name of the event / activity:

2) Date / Duration of the event / activity:

3) Location of the event / activity:

4) Description of the event / activity:

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5) Is this a one-off event / activity? (Yes or No)

6) If No, what is the long term plan for the event / activity?

(Please provide details on how you expect it to develop and over what duration)

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Contact for the event / activity

Contact Name:

Organisation:

Organisation Type:

E-mail:

Phone number:

Event Context:

7) What is the context of the event / activity?

International

National (UK & CI)

Regional (CI only)

Local (Guernsey only)

Please give details eg: *Regional – Inter-Island Knock out football competition*

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Impact on Visitor numbers to the Island:

8) How will this event / activity be promoted (please provide details)

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9) Where will the event / activity be proactively marketed?

- Other CI
- UK
- Europe
- International

10) How will the event / activity be marketed? (Please provide details against each, on and off island)

- Website/s
- E-marketing
- Social Media
- Press adverts
- PR
- Radio adverts
- Other

11) How do you expect this event / activity to impact on the visitor experience and how it will be measured?

Please provide details

eg. A new event to enjoy on the island, will provide activity for cruise liner visitors, will provide an enhanced environment for visitors, will augment an existing event, etc

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12) How many visitors are confidently expected to be attending the event?

(Please give details on how this proposed number has been arrived at)

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Economic and Entrepreneurial Opportunity

13) Will the event / activity create new commercial opportunities that benefit local businesses?

(Please give details of the type of opportunities expected)

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14) Will the event / activity create an environment that will establish new local enterprises?

(Please give details)

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Finances

15) What is the total cost of the event / activity:

16) How do you expect the total cost will be funded:

eg: *Sponsors, revenue, donations etc*

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17) How much funding / underwriting is required from the Events Fund:

(£ and % of total costs)

£ %

18) Other supporting comments

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