**BID Event and Project Funding**

**Application Form**

Our mission is to help make Canterbury a vibrant, exciting, well connected and successful business community; an attractive, clean, green, safe and enjoyable destination for customers and clients, shoppers and staff, residents, students and visitors; and a profitable place in which to do business.

We want to hear your ideas, no matter how big or small.

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| **1. Name of your event** |  |
| **2. Total funding support requested** | £  (average sponsorship allocation is between £500 - £1.5k, but can vary) |
| **3. Contact Name** |  |
| **4. Organisation/business Name** |  |
| **5. Contact Address** |  |
| **6. Tel Number / Mobile** |  |
| **7. Email** |  |
| **8. Website** |  |
| **9. Describe your event, festival or project activity**  This must convey:   * the essence of what the event is about * When and where it will take place * aims & objectives * how it will benefit the city within the Canterbury BID area * if this is a new or existing event, festival or project.   If you have previously been successful in receiving BID event funding please state the additional benefits this new funding will bring to your event |  |
| **10. Has Market Research been undertaken?**  (Has a need been identified within the BID area for this event?) |  |
| **11. How does this project contribute to Canterbury Connected BID’s key aims:**   1. Promoting the City 2. Supporting local businesses 3. Improving the City |  |
| **12. What will the outcomes of your project be?**  (qualitative and quantitative)   * What you are hoping to achieve? * How will you measure them and evaluate the success of your project?   (The BID will require a post event evaluation report) |  |
| **13. What other sources of funding have you applied for or obtained to support this project?** |  |
| **14. BID Contribution**  Please detail exactly which activities the BID Funding will be used for wholly or in part |  |
|  |  |
| **FINANCIAL INFORMATION** Please confirm the following: | |
| Total Projected Event Costs | £ |
| Planned Project Income  (without the BID contribution) | £ |
| The source and value of other contributions and whether confirmed, applied for or planned |  |
| Total funding support you are seeking from Canterbury BID | £ |
| Your own organisations contribution | £ |
| **Total Project Income,** including BID (Excluding VAT) | £ |

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| **Please supply as much supporting information as possible for example:**   1. Project Delivery Plan 2. Project budget 3. Marketing Plan 4. Evaluation & Monitoring Plan |

**Declaration on behalf of the organisation, group or company. I confirm that:**

**Event Management**

* The information on this form is correct and any award received will be spent on the activities specified
* Any form of licence or other approval for this project has been received or will be prior to the commencement of this project e.g. Musical entertainment licence, permission to use a public space and completion of contingent Risk Assessment Form etc
* The necessary public liability insurance will be in place prior to commencement of the project

**Marketing and Publicity**

* An acknowledgement of support from the Canterbury BID will be given in all marketing, publicity in print, digital or website material and the Canterbury BID brand will be included in all marketing material. All artwork must be approved by Canterbury BID prior to publication.

**Accountability**

* An evaluation report will be completed and returned to the Canterbury BID office within 6 weeks of the project
* That the use of the bank account named above for the receipt of BID money has been approved by the Organisation/Business at Board level where appropriate and that written approval or Minutes of an appropriate meeting can be supplied as evidence of this.
* Audited Accounts of the event will be held and made available on request.

Signed\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Print Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Organisation, Group or Company \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Position\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please return this Application Form for funding to: Canterbury Connected BID, 28-30 St Peters Street, Canterbury CT1 2BL or email: **events@canterburybid.co.uk**

**All applications will be assessed by the Canterbury Connected BID Marketing and Events Sub-committee.**

**Final decisions to be made by Canterbury Connected BID Board**