

# EVENT APPLICATION FORM

## PUBLIC EVENT



### INTRODUCTION – Important Information

The South Bank precinct is the most popular venue in Brisbane for staging community events and major public celebrations.

Our objective is to attract and develop events that:

- Engage the general public;
- Appeal and be inclusive to Brisbane's diverse population;
- Contain innovative elements; and
- Contribute to the 'urban energy' of our precinct.

**The information you provide in this application form will be used to assess the compatibility of your event against our event objectives and operational resources.**

**Omissions or limited responses will affect the success of your application.**

Please note that due to yearly repeat events and a general oversubscription for parkland venues we ask that applications are submitted a minimum of 6 to 8 months prior to your event planning.

All information supplied is completely confidential.

### 1. ORGANISATION DETAILS

**Applicant's name:**

**Organisation:**

**Address:**

**Suburb:**

**State:**

**Postcode:**

**Phone:**

**Mobile:**

**Fax:**

**Email:**

**Organisation Website:**

**Event Website (*if applicable*):**

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### 2. EVENT DETAILS

Name of event:

Event date(s):

Install date(s):

Removal date(s):

Proposed event times:

Venue(s) required:  Suncorp Piazza  Cultural Forecourt  Nepalese Pagoda  
 Streets Beach  Stanley Street Plaza  Boardwalk  
 Other, please specify

Event concept (*provide a brief description of your event*):

List your main event objectives:

- 1.
- 2.
- 3.

Describe how you believe your event objectives align with South Bank's event objectives outlined in the introduction:

Expected number of participants/spectators:

History of the event (*ie years of operation, previous venues*):

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### 3. OPERATIONAL REQUIREMENTS

Are you selling tickets to your event?

If so, what is the ticket price?

List the major equipment requirements for your event (*ie sound, lighting, marquees, staging etc*).

Item <i>(eg Marquee)</i>	Quantity <i>(eg 4)</i>	Dimensions <i>(eg 2.4 x 2.4)</i>

Provide a brief layout plan showing the location of these equipment requirements (using forwarded map as a backdrop) (fax back to 07 3844 9436).

List the human resource requirements during your event (*ie ambulance, security, volunteers, parking control etc*).

Resource <i>(eg Security)</i>	Quantity <i>(eg 10)</i>



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### 4. FINANCIAL RESOURCES

Has Government financial assistance been requested for your event?  Yes  No

Has Government assistance been confirmed for your event?  Yes  No

Is corporate sponsorship being sourced for your event (cash or in-kind)?  Yes  No

List companies being approached:

List companies which have confirmed sponsorship for your event (cash or in-kind):

Will South Bank Corporation be approached for sponsorship?  Yes  No

If yes, what is the nature of sponsorship being requested:  Cash  In-kind

Briefly outline proposed sponsorship benefits to South Bank Corporation:



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### 6. AUDIENCE PROFILE

What is the likely demographic profile of patrons your event will attract? (*ie age, gender, family life stage, occupation etc*):

What is the likely 'spend' per person of patrons at your event? (*if applicable*)

What is the most likely mode of travel used to attend your event? (*ie private car / public transport*)

Where is your audience likely to originate from? (*ie local, interstate, distance from South Bank travelled*)

