



## Expression of Interest to host an event

### About the Festival

Our annual Benalla Festival will be celebrated from 31 October - 8 November 2020. It's a celebration of the Benalla Rural City's lifestyle its community, country living and community spirit. The program of fun and creativity is designed to engage the community and visitors with street entertainment, music, theatre, art, dance, sporting activities, exhibitions, fireworks and much more.

The annual Benalla Festival is run by the Council and overseen by the community-based Benalla Festival Advisory Committee.

The Benalla Festival Advisory Committee is now accepting applications from interested business/community groups, social groups, sporting groups, schools, and service organisations to run an event or activity during the Festival.

### The events

The Festival program will feature iconic events together with a diverse range of community events and activities at various locations throughout the Rural City.

Featured event	Date	Location
Benalla Festival Street Parade	Saturday 7 November	Bridge Street, Benalla
Village by the Lake	Saturday 7 November	Lake Benalla Foreshore
A Day in the Gardens Market	Sunday 8 November	Benalla Botanical Gardens

### What will the Benalla Festival provide for your event?

The Benalla Festival provides an umbrella under which individuals, groups, organisations can run their own special events or activities.

The Benalla Festival will promote all accepted events or activities through:

- the Benalla Festival Program - 14,000 copies are distributed throughout Benalla and the north east region
- print media and other advertising and media opportunities
- Benalla Festival's website
- Facebook and other social media.

Event organisers are encouraged to take out their own additional advertising.

Support will be provided to assist organisers with any permits that may be required to deliver their event.

### **What are the advantages of hosting an event?**

Besides being fun, well-managed festivals and events offer a host of economic and social benefits to the community and have the potential to raise awareness of our rural city as a destination and experience its facilities and attractions.

Hosting an event also offers community groups and organisations the opportunity to direct any proceeds towards community projects.

### **What is my role if I am part of the Benalla Festival?**

As a host of an event or activity, you will be responsible for managing your own activity or event and associated costs. You will be responsible for organising the necessary venue and equipment, ticket sales, bookings enquiries, public liability insurance and permits if necessary.

### **How do I become involved?**

Complete the following Expression of Interest form and return it to Council's Customer Service Centre **by Monday 3 August 2020**.

### **What to submit?**

At this initial stage, the Benalla Festival Advisory Committee is only seeking a completed Expression of Interest form. Every effort will be made to accommodate requests for inclusion. Priority will be given to those proposals that best fit the Benalla Festival program. If successful, we will then require you to submit the following:

- A copy of your Public Liability Insurance certificate
- Working with children and police clearance if hosting a children's activity
- A community event application may be required pending the scope, location and size of event. The Events Department can assist with support and advice.

### **More information**

For further information contact the Council's Events Coordinator on (03) 5760 2600 to discuss your event proposal.

# Expression of Interest to host an event as part of the 2020 Benalla Festival

## Contact information (for our records only)

Contact name

Name of group (if applicable)

Phone

Email address

## Details of event/activity (to be included in the Benalla Festival promotional material)

Name of event/activity

Date of event/activity (tick appropriate date/s)

Weekend 1            Sat 31 Oct       Sun 1 Nov

During the week    Mon 2 Nov     Tue 3 Nov     Wed 4 Nov     Thu 5 Nov     Fri 6 Nov

Weekend 2            Sat 7 Nov       Sun 8 Nov

Time/duration of event/activity

Location/venue

Admission/entry cost

Tickets (if applicable) available from

Event contact person

Phone

Description (maximum 50 words)

## Insurance details

Is your group an incorporated body? Yes  No

Do you or your group have public liability insurance cover? Yes  No

Please note that you will need to provide a Certificate of Currency to us if your event is accepted.

## Photographs of your event/activity

Photographs are an essential marketing tool to promote the Benalla Festival and individual events. If you have any photographs that could accompany your entry please provide them on a USB drive or by email or dropbox to [benalla.festival@benalla.vic.gov.au](mailto:benalla.festival@benalla.vic.gov.au) High resolution photo files are required with a minimum of 300dpi or 1-5mb.

Photograph/s submitted Yes  No

**Please return the completed form no later than 3 August 2020:**

Sharon Geer

Events Coordinator

Benalla Rural City Council

PO Box 227

Benalla VIC 3671

OR email: [benalla.festival@benalla.vic.gov.au](mailto:benalla.festival@benalla.vic.gov.au)

fax: 03 5762 5537