



NSW Bike Week Funding Application 2011

Contact details			
Name of Organisation			
Event Organiser			
Phone		Fax	
Email			
Website			

Event details	
Name of event	
Date	
Time	
Venue/s	

Event Overview	
Overview of the proposed event	
Aims and objectives of the event	
State how this event meet will your stated aims and objectives.	
Target audience profile	
Number of expected participants	

Amount of funding	
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<p>requested</p> <p><i>RTA funds are only to be used for promotional items such as press ads, brochures, banners. It is not for infrastructure such as equipment or venue hire.</i></p>	
<p>Has this event received NSW Bike Week funding in previous years? What year and to what value?</p>	

Promotional Strategies																									
<p>What promotional strategies and activities will be used?</p>	<table data-bbox="539 1160 1197 1444"> <tr> <td>Newspaper</td> <td><input type="checkbox"/></td> <td>Radio</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Television</td> <td><input type="checkbox"/></td> <td>Website</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Magazine</td> <td><input type="checkbox"/></td> <td>Outdoor advertising</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Newsletter</td> <td><input type="checkbox"/></td> <td>Flyers</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Posters</td> <td><input type="checkbox"/></td> <td>Branded material</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Other</td> <td><input type="checkbox"/></td> <td></td> <td></td> </tr> </table> <p>If <i>others</i>, please list:</p> <hr/>	Newspaper	<input type="checkbox"/>	Radio	<input type="checkbox"/>	Television	<input type="checkbox"/>	Website	<input type="checkbox"/>	Magazine	<input type="checkbox"/>	Outdoor advertising	<input type="checkbox"/>	Newsletter	<input type="checkbox"/>	Flyers	<input type="checkbox"/>	Posters	<input type="checkbox"/>	Branded material	<input type="checkbox"/>	Other	<input type="checkbox"/>		
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Other	<input type="checkbox"/>																								
<p>What other strategies are going to be employed to encourage wide community participation?</p>																									
<p>What will the RTA allocated funds be used for?</p>																									
<p>Additional sponsorship support (<i>state name and the amount or kind of sponsorship sought</i>)</p>																									



Event Evaluation	
How do you plan to collect information and evaluate your project to ensure all the aims and objectives are met?	

Proposed Event Budget			
Item	Value	RTA contribution	Other stakeholder
Total			

Information for RTA NSW Bike Week website	
<i>In the case that you're funding application is successful, please provide contacts for event information to be uploaded onto the RTA NSW Bike Week website</i>	
Short Event Description	
Location	
Contact person	
Email	

NOTE: It is a condition of funding that evaluation reports are returned to your RTA Regional NSW Bike Week Coordinator by Friday 28 October 2011. Sponsorship will not be paid until evaluation reports have been received by the RTA.