**Major Events**

**Objective 1**

**SUBMISSION**

**TEMPLATE**

**April 2017-2021**

### COMPLETING THE APPLICATION

Your application will be assessed against the criteria set out in the Major Events Bidding and Legacy Fund Information Pack, which you should read before completing this Application Form.

The Application Form is set out in four sections.

* Section 1 will assess information in relation to your understanding of the market audience you are targeting
* Section 2 will assess information in relation to the quality of the delivery plan including risk
* Section 3 will assess information in relation to impact
* Section 4 will assess information relating to financial need.

Before completing your application, please read the following information regarding Freedom of Information, Data Protection and Assessment. You should only proceed if you are happy to comply with the Freedom of Information and Data Protection requirements.

### APPLICATION PROCESS

Please ensure you are completing the correct application form for the strand of funding you are bidding for. In addition to the application form you will need to complete and submit our financial template.

Completed application forms should be emailed to our Grants management Team at the following email address: [funding@sportengland.org](mailto:funding@sportengland.org)

### FREEDOM OF INFORMATION

As Sport England is a Public Body we have to comply with The Freedom of Information Act 2000. The Act gives members of the public the right to request any information that we hold. This includes information received from organisations such as:

* grant applicants
* grant holders
* contractors
* people making a complaint

Some information is exempt from The Act, such as personal details. If information is requested under the Freedom of Information Act we will release it. If you think that information you are providing may be exempt from release, you should let us know when you apply.

### DATA PROTECTION

As Sport England is a Public Body, we must comply with the Data Protection Act 1998. We are committed to protecting your privacy and will ensure any personal information is handled properly under the Data Protection Act.

We will use the information you give us in your submission and in supporting documents for:

* assessing applications
* monitoring grants
* evaluating the way our funding programmes work and the effect they have
* reporting statistics to Government

We may also give copies of this information to individuals and organisations such as:

* Accountants, auditors and external evaluators
* Other organisations or groups involved in delivering your submission
* Other lottery distributors, government departments
* Other organisations and individuals with a legitimate interest in lottery applications and grants
* Other organisations for the prevention and detection of fraud

**YOUR ORGANISATION**

This section requests general contact details for your organisation and is essential for the accurate assessment and administration of your submission.

|  |  |
| --- | --- |
| Organisation name |  |
| Address (please note all correspondence in regard to this application will be sent to this address) |  |
| Organisation status |  |
| Registration Number(s) *(if applicable)* |  |

|  |  |
| --- | --- |
| Senior Contact | |
| Name |  |
| Position in Organisation |  |
| Email |  |
| Telephone (landline) |  |
| Signature  *(To be completed for hard copy version)* |  |

|  |  |
| --- | --- |
| Project Contact | |
| Name |  |
| Position in Organisation |  |
| Email |  |
| Telephone (landline) |  |
| Signature  *(To be completed for hard copy version)* |  |

|  |  |
| --- | --- |
| Name of the event the Engagement Plan will support |  |

|  |  |
| --- | --- |
| Name of the international body sanctioning the event |  |

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| --- | --- |
| Location of the event |  |

|  |  |
| --- | --- |
| Dates of the event (from/to) |  |

|  |  |
| --- | --- |
| Engagement Plan start and end dates |  |

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| **Summary of Event**  Short narrative to provide a summary of the event, its status and its position within the international competition structure   * Please indicate if the international body has confirmed its award of the event. If so, please include your written confirmation from the international body. If not, please indicate when a decision will be made. |
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* + 1. **MARKET UNDERSTANDING**

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| **In this section you will need to demonstrate your current state of knowledge of understanding the audience you are targeting (30%):**   * Which of your customers are you looking to target? * What do you understand about their behaviours and habits linked to your sport?   + How much do they spend on your sport?   + What events do they attend?   + What else would they be interested in investing in (season tickets, merchandise, experiences) * What do these customers value? What are you looking to provide? |
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* + 1. **Delivery Plan**

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| **In this section you will need to demonstrate the quality of the delivery plan (30%)**  Please outline your plan to deliver your proposed project, include milestones, timetable and how you will assess risk   * Who will you partner/work with to overcome any capability gaps your organisation has which may limit the success of this project? * What evidence do you have that this approach will be successful? |
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* + 1. **Impact**

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| **In this section you will need to demonstrate the impact of your engagement (20%)**   * What is your forecasted additional revenue from this project? * What future assets /learning will you take from this project to future events? * How will you use the assets/investment beyond the event? Please provide a projection of future income. * How will you develop your organisational capability as a result of this project? |
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* + 1. **Finance**

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| **In this section you will need to demonstrate financial need (20%)**   * What is the need for additional public investment into this project? * What is the value of the assets that you will lend to the programme? * What partnership investment and/or value in kind will you be contributing to the project? * How does the plan offer value for money?   Please ensure you complete the financial template for this programme |
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