

GO! SOUTHAMPTON

EVENT SPONSORSHIP 2024 APPLICATION FORM – MAJOR GRANTS

About GO! Southampton

GO! Southampton is the Business Improvement District for Southampton City Centre. Our mission is to continuously improve the city centre by delivering relevant services, providing a voice for our businesses, influencing strategy and being a catalyst for positive change. The BID represents over 630 BID levy payers made up of business representatives from a range of sectors across the city. You can read more about the BID [here](#).

GO! Southampton is committed to supporting all events that come into the city centre. Whether that's a first-time community event or a large-scale annual festival, we are proud of our diverse yearly event programme. To allow events to flourish and help them grow the BID offers an event sponsorship scheme and welcomes applications throughout the year on a rolling basis.

What is a major grant and how does it work?

New for 2024, the BID is offering micro and major grants to give a fair chance for all organisers. If successful, major grants can offer event organisers up to £5,000 towards your event.

Each member of the BID Events group will assess your application against scoring criteria to ensure it is fair and unbiased. They will then compare and discuss scores before making a final decision that will be approved at the BID's Marketing & Events steering group.

We appreciate the time it takes to complete a funding application form and we would encourage you to use information you've written for previous applications wherever possible. To assist you we have also limited the answers to the stated word count and would encourage you to just tell us essential information.

If you are unsure or have questions about the application, we will host a drop-in session at our offices before the deadlines.

All applications received before the cut-off dates stated below will be assessed and applicants will be notified of decision within one week. Please note these 2024 dates may be subject to change and recommend speaking with GO! Southampton about when to apply.

	Application deadline	Approval process	Applicant notified by
Q1	17 th April	23 rd April – 1 st May	8 th May
Q2	24 th June	1 st – 10 th July	17 th July
Q3	16 th September	23 rd September – 2 nd October	11 th October
Q4	1 st January	6 th – 15 th January	17 th January

Where possible GO! Southampton will provide in-kind marketing support to help promote the event to wider audiences, subject to a further meeting.

GO! Southampton is actively looking to reduce barriers for people applying for our event grants and we are committed to being fair, accessible, transparent and inclusive. Please contact us so that we can discuss your individual needs and provide appropriate support for your application or project by emailing flo.bevis@gosouthampton.co.uk

Section 1: About your event

Name on application	
Organisation/charity name (if applicable)	
Name of proposed event	
Date, time and location of event	
Summary of event (max word count 250)	
Objectives of the event	

(max word count 250)	
Audience and expected attendance (max word count 250)	

Your answers to the following questions will be scored up and help determine your application succession. Please read the following carefully before completing the application:

- *Event organisers cannot ask for more than £5,000*
- *Event organisers cannot ask for more than 35% of the overall event cost*
- *The post-event evaluation/measures will be shared with GO! Southampton*
- *If the same organisation has been offered funding **2 times since May 2022** (when our second BID term started) then unfortunately GO! cannot provide further funding until 2027, unless for exceptional circumstances*
- *Sponsorship money comes directly from our BID members via their levy, so it's important to show how the event will benefit them/the city centre*
- *The BID does not sponsor events outside the BID area, except in very special circumstances. You can see a map of the BID area [here](#).*
- *Please note we do not fund religious activities, formal education or solely commercial event*
- *Word limit for each answer is no more than 500 words*

Section 2: Funding

1. What amount of funding are you requesting from GO! Southampton and specifically what will the GO! grant cover/support?
2. What is the overall cost to put on your event? Please include breakdown of costs below or as a separate document. This does not have to be detailed but should demonstrate you have covered all essential elements of the event and noted income streams.
3. Please provide details of where other funding for this event is being sourced from and if this is confirmed at the time of making this application. If it is not confirmed

please tell us when you expect to have the other funding secured.

4. Has your organisation previously received sponsorship funding from GO! Southampton? If so, please state which years and how much
5. If the BID were unable to provide the grant, how would this affect your event?

Section 3: Benefits

6. Why would your event encourage people to visit the city centre? What additional activities does it offer visitors?
7. How would your event benefit the wider business community and how could our BID members directly benefit from our sponsorship with you? *For example, could you offer a discounted/free stall or advertisement in your programme for our BID members? We are open to other suggestions that offer BID members opportunities to have a presence and your event*

Section 4: Promotion and collaboration

8. If successful, how would you collaborate with GO! Southampton in the lead-up, during and post-event? We would expect a project plan and to be in touch with your marketing communications colleagues so we can coordinate and help your event to succeed.
9. Do you work for, or do you own a BID member business? If yes please state which
10. Please tell us what promotional opportunities there are for GO! Southampton and Visit Southampton at your event? As a minimum we would expect the following and be included in the agreement letter:
 - Logo placement on any official posters, banners and programmes (digital and print)
 - Mention of sponsorship on digital channels and other comms such as press releases
 - Where possible, physical presence on the day of the event (stand, banners, flyers etc)
 - Special benefits to our businesses as a result of the sponsorship (as per question 7)

Section 5: Measurements & future planning

11. What does a successful event look like for you and how do you intend to measure the event? For example, number of attendees, income generated, awareness you raised about your group/campaign/business. We will also send a post-event summary where we would like to hear about the success of your event and request you include testimonials, links to images, audience/organiser feedback

12. We are keen to support annual events to grow but we have a limited resource. How do you intend to grow/develop your event if it is annual/recurring? Please be aware we can only fund your event twice within any five-year period. If this your second application within five years we would also ask you to submit your plans for sustaining the event without future GO! funding.

Once complete, or if you have any further questions please email flo.bevis@gosouthampton.co.uk