

# GO! SOUTHAMPTON

## EVENT SPONSORSHIP 2024 APPLICATION

### FORM – MICRO 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 the diversity of events across the year. 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 micro grant?**

New for 2024, the BID want to ensure those who want to put on smaller community events, perhaps for the first time, are able to apply for the event sponsorship scheme without facing major barriers or difficult questions.

If successful, these micro grants offer event organisers up to £1,000 towards their 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 mentioned below.

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 <sup>th</sup> April	23 <sup>rd</sup> April – 1 <sup>st</sup> May	8 <sup>th</sup> May
Q2	24 <sup>th</sup> June	1 <sup>st</sup> – 10 <sup>th</sup> July	17 <sup>th</sup> July
Q3	16 <sup>th</sup> September	23 <sup>rd</sup> September – 2 <sup>nd</sup> October	11 <sup>th</sup> October
Q4	1 <sup>st</sup> January	6 <sup>th</sup> – 15 <sup>th</sup> January	17 <sup>th</sup> January

Where possible we will also 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](mailto:flo.bevis@gosouthampton.co.uk)

Name on application	
Organisation/charity name (if applicable)	
Name of proposed event	
Date, time and location of event	
Summary of event including objectives (think about who, what, why). You may also include any links.  (500 words max)	

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

- *Event organisers can only apply for one Micro OR one Major grant within a given year (April - April)*
- *Event organisers cannot ask for more than £1,000*
- *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*
- *If an event has been previously sponsored organisers cannot apply for the same or more funding than the previously funded year*
- *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*
- *Please be aware our budgets are limited and we will not be able to fund every application that comes in*
- *Word limit for each answer is no more than 500 words*

## **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, even if approximate. Please also include other funding and whether it's been confirmed.
3. Has your event previously received sponsorship funding from GO! Southampton? If so, please state which years and how much
4. If the BID were unable to provide the grant, how would this affect your event?

## **Benefits**

5. Why would your event encourage people to visit the city centre? What additional activities does it offer visitors?
  
6. 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*
  
7. 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 to 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 6)

## **Evaluation & Collaboration**

8. Do you work for, or do you own a BID member business? If yes, please state which
  
9. What does a successful event look like for you and how do you intend to measure the event? For example, number of attendees, the amount of income you generated, the amount of 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 a testimonial, links to images, audience/organiser feedback

10. 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.

Once completed, or if you have any questions, please email [flo.bevis@gosouthampton.co.uk](mailto:flo.bevis@gosouthampton.co.uk)