Community Event Classification Matrix

Evaluation Criteria	Major Community Event (Tier 1)	Minor Community Event (Tier 2)	Local Community Event (Tier 3)
Support *Number of event volunteers*	> 50 people	11 - 49 people	< 10 people
Number of community groups involved	> 6 groups	3 to 5 groups	< 2 groups
Community Expectation (Letters of Support)	High	Medium	Low
Event attendance	> 5,000	1,000 - 5,000	< 1,000
Event life	> 10 years	4 - 9 years	< 3 years
Value of sponsorship (cash or in-kind)	> $5,001	$1,001 - 5,000	< $1,000
Total revenue inc sponsorship, grants, income from stalls etc	> $15,001	$5,001 - 15,000	< $5,000
Total event cost	> $15,001	$5,001 - 15,000	< $5,000
Cost per head	> $10	$5.01 - $9.99	< $5
Population catchment	> 7500	3501 - 7499	< 3500

Other Information | Notes

Event density [Portfolio management]	How many other similar events happening same - location / timeframe		
Council grants and funding	Partnership or Major/Minor Grant

Council run event

Council sponsored event up to $15,000*
- cash and promotion

*Co-funding is required for requests over $7,500, a min. 50% of project costs from other source/s | Major/Minor Grant

Council run event

Council sponsored event up to $10,000*
- cash and promotion

*Co-funding is required for requests over $7,500, a min. 50% of project costs from other source/s | Minor Grant

Council run event

Council sponsored event up to $2,000
- cash and promotion |