



## Proposed partnership between CAN and Dare To

- CAN and Dare To are event partners, each with their defined role
  - CAN is the community partner
  - Dare To is the event manager of the Expo – but also holds all financial responsibility
- Te Rauparaha Arena in Porirua will be the event venue
- Vendors pay a fee based on the size of their stand
- Not-for-profit organisations pay a reduced fee based on the size of their stand
- Bike Clubs receive free access to a shared space, that Dare To and CAN will seek a sponsor for to cover the costs
- Visitors to the event pay an entry fee (to be determined but not more than \$20 for an adult)
- Sponsorship will be actively sought, and both Dare To and one CAN representative or Bike Wellington representative will be required to participate in discussions
- Contestable funding will be sought, and CAN will provide the necessary documentation to meet the funding application requirements
- CAN and Cycle Wwellington will support Dare To in additional funding and grant related discussions as needed
- Volunteers from CAN and Bike Wellington will be sought to assist during the event
- A minimum of one CAN representative will be requested to attend the event and be available to speak with the media
- A minimum of one CAN representative will be requested to attend the vendors function
- Additional volunteers may be sought from the cycling community if numbers from CAN and Bike Wellington are low
- Some event crew may be paid for their time
- Stands will be available indoors and outdoors
- Indoor stands will be delineated by partitions that are set up by a professional exhibition company
- Outdoor stands will be temporary in nature, and will be a mixture of easy-up marquees and bike trailers
- An outdoor children's bike test zone will be set up in an area that is separate from an adult bike trial zone
- An additional children's bike trial zone may be set up indoors – if space allows
- A presentation space will be part of the interior set up, and vendors, community participants and clubs will be offered talking slots on the speakers programme
- A sponsor will be sought to host a vendors event on the Saturday night, venue TBC



## Proposed financial model

- Dare To will set up a new bank account, solely for the NZ Bike Expo, but it will be a Dare To account.
- All income and expenses will be processed through this account
- Dare To will not require approval prior to paying invoices, but all financial transactions will be tracked and reported on monthly basis to CAN
- Project Manager will be able to use the Cycling Action Network Incorporated Society and Charitable Trust status when applying for grants and funding
- Project Manager will seek funding and financial support from grants, trusts and sponsors
- CAN and Cycle Wellington will use existing relationships where possible to try and access funding support for the event
- CAN office holders will assist where an officer of the society is required
- CAN treasurer will provide access to financial records as required by external funders in a timely manner
- Dare To will only charge for their time, as funding and sponsorship allows, to the value of \$65,000 (+GST)
- Any profits over \$65,000 will be donated to CAN and Bike Wellington as determined by CAN
- Any losses are the responsibility of Dare To. CAN has no financial responsibility to cover financial losses for the event
- Each party (CAN and Dare To) will contractually indemnify the other against any financial loss or inability to perform outside of this event (basically means that Dare to doesn't take on existing or future CAN debts and CAN doesn't take on any debts for Dare To)
- CAN will be required to supply its insurance as event partner and Dare To will also be insured as event manager

While the event expenses largely set, there are multiple ways that the event revenue can be sourced. For example, the more funding and sponsorship achieved, the lower the entry fee can be for visitors. The same goes for the vendor fee, the higher it is, the less dependant we are on funding, or the visitor entry fee can be reduced. If the visitors pay more, then we require less external funding.

The perfect outcome is to achieve as much financial support as possible through external funding and sponsorship, so that we only need to charge vendors a modest amount. This may allow a greater degree of curatorial input into what they bring to the Expo to exhibit/sell, ensuring the greatest diversity and range with varied price-points. It would also be the ultimate outcome not to have to charge visitors at all, or for the amount to be as low as possible.



## Budget predictions 2024

<b>EXPENDITURE (excl GST)</b>			
Venue	7,838.90	1,175.84	9,014.74
Fit out	45,000.00	6,750.00	51,750.00
Human Resources	65,000.00	9,750.00	74,750.00
Promotions	15,000.00	2,250.00	17,250.00
Ticketing	2,000.00	300.00	2,300.00
Other	10,000.00	1,500.00	11,500.00
<b>TOTAL EXPENDITURE</b>	<b>144,838.90</b>	<b>21,725.84</b>	<b>166,564.74</b>
<b>REVENUE (excl GST)</b>			
Sponsorship / grants	30,434.78	4,565.22	35,000.00
Stand sales (exhibitors) 80 x \$600	48,000.00	7,200.00	55,200.00
Ticket sales 4,000 x \$20	69,565.22	10,434.78	80,000.00
<b>TOTAL REVENUE</b>	<b>148,000.00</b>	<b>22,200.00</b>	<b>170,200.00</b>
<b>BALANCE</b>	<b>3,161.10</b>	<b>474.17</b>	<b>3,635.27</b>