

NZ Bike Expo 2020

Proposed Format

- CAN remain the umbrella 'owner' for the event
- Dare To continue to event manage the Expo – but also hold all financial responsibility and be CAN's contract agent
- Christchurch Adventure Park (CAP) will be approached as an event partner
- 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 stand
- Visitors to the event pay an entry fee (to be determined but not more than \$20 for an adult)
- Volunteers from CAN and Spokes Canterbury 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 and acknowledge the vendors at the function
- Additional volunteers may be sought if numbers from CAN and Spokes are low
- Some event crew may be paid for their time
- Negotiate with CAP to make the chairlift available for demo rides
- Negotiate with CAP to comp each visitor with one free ride up the chairlift
- Use large marquees (10 x 50 metres x 2) for the main stands
- Create a demonstration/activity village at the base of the park
- Mark out an e-bike demo area
- Mark out a road bike demo area
- Provide vendors with mountain bikes the option to have an additional bike-fit space outside the main exhibition marquees for demo bikes
- Use the pump track for test rides for children
- Set up the shop for the speakers programme
- Seek sponsorship to host a vendors event on the Saturday night, in the café at the venue
- Book food trucks for the park base area
- Add additional toilet facilities

Proposed financial model

- Dare To will set up a new bank account, solely for the NZ Bike Expo, but will be a Dare To account.
- All income and expenses will be processed through this account
- One CAN representative will have visibility of this account
- Dare To will not require approval prior to paying invoices, but all financial transactions will be tracked and reported on monthly to CAN Board
- Project Manager 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
- One contact at CAN 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 not charge an upfront fee for their time, however a management fee to the value of \$60,000 will go to Dare To once the event has been fully reconciled (likely December 2020)
- Any profits over \$60,000 will be donated to 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) would 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 owner, and Dare To 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 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, ensuring the greatest diversity and range with varied price-points. It would also be the ultimate outcome not to have to charge visitors as all, or for the amount to be as low as possible.

Draft budget

EXPENDITURE	Excluding GST	GST	Including GST
Venue and fit-out	45,000.00	6,750.00	51,750.00
Travel	5,000.00	750.00	5,750.00
Human Resources	60,000.00	9,000.00	69,000.00
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
TOTAL EXPENDITURE	137,000.00	20,550.00	157,550.00

Revenue will be sought through a range of channels including sponsorship, funding, grants, vendor fees, and visitor fees.

Further considerations

- CAN as owner is furthering its goals (more people on bikes more often) through this event, and Dare To will do everything to ensure that the event is run in a way that supports and furthers the objectives of CAN.
- The goals of the NZ Bike Expo remain the same and assist CAN In achieving its non-financial charitable goals
 - Attract a wide range of people (both to exhibit and to attend)
 - Include all codes of cycling

- Provide a shared space for everyone from the cycling community to come together
- Ensure the whole sector is represented i.e. bikes, componentry, clothing, accessories, tours, trails, parks. Events, nutrition, science and more
- Have access points for all budgets
- Provide bike testing opportunities
- Support not-for-profits from the sector to have a presence
- Include experiential elements
- Include informative content
- Have give-aways