



Late Night Fashion in the Heart of the City

Activation fund information for retailers

Heart of the City is making a limited activation fund available for Late Night Fashion, to support businesses to deliver something extra special on the night - 27 August, from 5 – 8pm. We want to enable businesses to put their best foot forward with interesting and fashionable activities and events that attract and engage customers - this could be entertainment, music, exhibitions, art collaborations, stylist talks, window displays, free in-store treatments, or your own unique event format.

Eligibility

If you have a fashion or fashion-related business in the Queen or High Street area (not including Commercial Bay), your business is eligible to apply to the fund.

Funding

Eligible businesses can apply to receive up to \$2000 + GST each to go towards the costs of a special activation in-store. Funding is not available for customer hosting refreshments or store overheads and the total activation fund is limited, so not all applications will necessarily receive funding, or the full amount of funding requested.

Want to talk through an activation idea?

If you have an idea for a Late Night Fashion activation and would like to chat it through with us, we'd love to hear from you – just email info@hotcity.co.nz and we'll give you a call to discuss.

How to apply

Email your proposal to info@hotcity.co.nz by Friday July 2, 5pm.

The proposal should include:

- the event idea or concept
- any visual references or images
- the event title
- an indicative budget
- amount of funding requested and what costs it would cover

Selection

Heart of the City will review proposals and allocate funding based on the content of the proposals, giving preference to activation concepts we believe will best attract and engage shoppers. We will let businesses know if their activation has been selected for funding by Tuesday 6 July 2021.

Marketing information to be provided

Successful applicants will need to supply us with copy and imagery for marketing purposes by 5pm, July 15, 2021.

Agreements for funded events

There will be a simple agreement to be completed and signed by each business outlining the agreed deliverables in exchange for the funding.

Payment of funds

The agreed funds will be paid by Heart of the City after the event has taken place, upon receipt of a GST invoice in August 2021 (dated August 2021). Payment will be made into the nominated bank account by 20 September 2021.

Activation delivery

All activity, including health and safety, is to be managed by the business.