



THE
**LAKES
FESTIVAL**

**8-17 NOVEMBER
2024**

EXPRESSIONS OF INTEREST



MAJOR
PARTNER



MEDIA
PARTNER





ACTIVATE EDUCATE CELEBRATE

The Lakes Festival is a celebration of our waterways like no other!
10 HUGE DAYS back from Friday 8 to Sunday 17 November 2024!

Do you have an exciting idea?! We are calling for Expression of Interest (EOI's) for festivals, sporting events, art events, outdoor installations, workshops, activations and/or community events to be held on or around the Central Coast waterways. Let your imagination run wild!

Successful ideas will form part of the festival's 10-day program and will benefit from a full marketing campaign and be listed in our digital and printed program.

There are also Event Innovation Funding opportunities available for events that meet the appropriate criteria.

Be part of the program, submit your EOI now.

SUBMIT HERE

Maximum funding per application: \$5,000

EVENT HUBS

Event Hubs have been provided as location options – other locations will be considered provided they meet the festival theme. Funding allocations will be done on merit with no guarantee that something will run in each location.



WHO CAN APPLY

The Lakes Festival EOI's are available to eligible businesses, companies or organisations that propose an event or event concept that satisfies the requirements. The festival committee is also looking to fund a range of unique events that provide the community and visitors with a diverse calendar of events from sporting events to arts, cultural and community events.

TYPE OF EVENTS

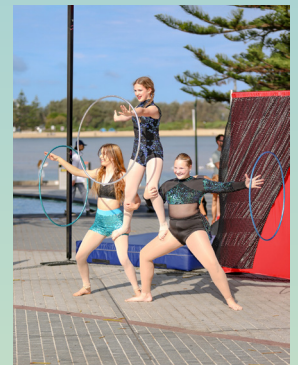
Events are assessed by the committee on their potential to involve the local community and attract visitors from outside the region. We are looking for bold, innovative and out of the box ideas, while still staying true to the theme of our waterways.

EVENTS NEED TO:

- Facilitate a vibrant and innovative events culture within the Central Coast.
- Encourage the development of tourism on the Central Coast and increase economic development opportunities.
- Encourage the involvement of local residents in events and Festivals that can facilitate positive interaction, cultural activity and a strong community identity among the citizens of our diverse community.

SOME EXAMPLES OF EVENTS MAY INCLUDE:

- Lanterns on the Lake / Light Festival
- Sailing Regatta
- Series of Cinema Under the Stars
- Art Events
- Installations including Floating Water Sculptures
- Street and Laneway Festivals
- Raft Races / Inflatable Boat Races
- Water Activities such as SUP
- Obstacle Course / Fun Runs
- Comedy / Magic Shows
- Theatrical / Circus Performances
- Live Music



CONTACT US

E: events@centralcoast.nsw.gov.au

W: www.centralcoast.smartygrants.com.au/thelakesfestivalexpressionsofinterest2024

TAX ADVICE

The Australian Taxation Office considers funding and sponsorships as taxable income. The tax office can help with information on tax, including GST. Call 13 28 66 or visit www.ato.gov.au for further information.

DISCLAIMER

Central Coast Council reserves the right to not assess applications that do not provide all requested information, or do not otherwise comply with the requirements of the Event Innovation funding.