



## Event applications are open from Monday February 28th - Monday 9th May 2022

Read the following information and go to [www.kidsfest.co.nz](http://www.kidsfest.co.nz) to apply.

KidsFest is New Zealand's largest and longest-running winter school holidays festival and has entertained millions of children and families for the past 30 years.

KidsFest provides the opportunity for a broad range of community groups, businesses and organisations to produce special events just for children aged 0-17 while showcasing themselves at the same time. It is a fantastic opportunity to get your event noticed during the Winter School holidays.

The Christchurch City Council (CCC) runs the overall administration and marketing for KidsFest. We help promote your event via the KidsFest Online Brochure, website, Facebook page and other marketing avenues. CCC also produces a few key events for the festival, but most KidsFest events are managed and run by independent event organisers, businesses and organisations from the Canterbury region.

### 2022 KEY DATES & INFORMATION

#### KidsFest 2021 Theme **Our World**

Fri 28th February- Monday the 9th May Event applications open at [www.kidsfest.co.nz](http://www.kidsfest.co.nz)

ALL event info and ticket booking systems must be included in your application May 9th - 5pm Event applications close. NO late entries will be accepted

Fri 8th April Notification of acceptance or non-acceptance to applicants

Mon 27th May Website live to view (tickets sales NOT live)

Mon 30th May - 9am KidsFest event bookings and ticket sales are open! No ticket bookings prior to this date.

Sat 9th – Sun 24th July KIDSFEST 2022

### EVENT CRITERIA

KidsFest aims to offer a wide variety of entertainment and activities for children aged 0 to 17. To be considered as an event provider for KidsFest your event should meet the below criteria.

- Your event must be suitable for children within the ages of 0-17.
- Your event should be safe and provide opportunities for fun, creativity and learning.
- If your event is held at any other time during the year, it should be adapted to make it unique for KidsFest or relate to the KidsFest annual theme as much as possible.
- You must manage your own event ticket bookings and listings, and must not take bookings for your events prior to 30th May 2022.
- You accept you are responsible for managing all aspects of your event(s) including Health & Safety.
- Your event and venue must have adequate facilities. Venues are not to be within a private residence.
- Caregivers are compulsory for children 8 years & under for KidsFest events. You should allow space for caregivers to be with their children if they are required.
- You must provide evidence of an Event Safety Plan for your event(s).
- You agree to comply with the KidsFest Terms & Conditions.

## HOW TO APPLY

All applications must be completed online at [www.kidsfest.co.nz](http://www.kidsfest.co.nz). Go to the [Event Provider tab](#) to access the log in area.

Please view the [Event Provider Resources](#) page before you begin to enter your event details. This page has helpful information that will assist you, including the [How-To Guides](#) if you're unsure how to enter your information.

New Event Providers                      Go to [New Event Provider Registration](#) to create your log in.  
Once registered you can log in and go to [My Events](#) to enter your Event information.

Returning Event Providers              Go to [My Events \(log in\)](#)  
Enter your username and password.

*Please use the login you created last year (the username is your email address). If you have forgotten your password please follow the 'Lost or forgotten password' instructions.*

## APPLICATION PROCESS

1. At the end of the application period, all applications are considered by KidsFest. They look at all proposals and also check there are no clashes of events.
2. Once the programme of events has been finalised you will be notified if your application has been successful.
3. If accepted, you will be required to check all your event information, and proof your brochure listing once it is ready.
4. Further information with then be provided closer to KidsFest opening.

KidsFest will consider a number of factors when assessing the suitability of your proposed event. Some things they will take into account are:

- Suitability of the event for the KidsFest target market (Children age 0-17)
- Does the event meet the KidsFest criteria
- Is your event and venue safe and has the potential for fun, creativity and learning
- New and innovative events and activities
- Have you included the required Health & Safety documentation with your application
- Affordability of ticket prices for children/families – does it represent good value for money
- Capacity - Demand for KidsFest events is such that there is a need for activities that cater for large numbers of children. If your event is only able to cater for a small number of children, you should consider holding multiple sessions.
- Events that can be attended at other times of the year and which haven't adapted anything for KidsFest or included the KidsFest theme may not be included in the festival

## HEALTH AND SAFETY

All KidsFest event providers are fully responsible for managing and running their event(s) including Health & Safety responsibility. You must agree to the KidsFest Event Criteria and Terms and Conditions and are required to provide an [Event Safety Plan](#) or similar to submit your application. If you do not provide this documentation your application will not be considered. Refer to the [Event Provider Resources](#) page on the website for further information.

## TICKETING

All KidsFest event providers are responsible for their own ticketing. **It is up to you how** you would like to ticket your event, and **who** you use to manage your event bookings. There are plenty of ticketing options and providers available that may suit your event and chosen venue. To complete your KidsFest application you must enter all your ticketing information.

## MARKETING FOR ACCEPTED EVENTS

The information you provide during your application will be included in the KidsFest brochure and on the website. We also have a KidsFest Facebook page and other marketing avenues to promote our festival events.

The KidsFest brochure provides a short listing of every event, more detailed information is shown on the website listing. If you wish to also advertise within the Digital brochure for a larger profile, please contact [kidsfest@ccc.govt.nz](mailto:kidsfest@ccc.govt.nz). A rate card will be sent out to all Event Providers soon.

If your event is accepted into KidsFest you must agree to include the KidsFest logo on any of your marketing material with the aim of publicising your event as part of KidsFest, in line with KidsFest brand guidelines. There will be a 2022 KidsFest Logo Pack available for accepted event providers.

**The closing date for all applications is Monday 9th May 2022, 5pm. No late entries will be considered.**

If possible, please do not leave your application until the end of the application period. There is a large amount of event information for KidsFest administration to get through in a short space of time once applications close. So if you do already know all of your event details and have your Health & Safety documentation in place, help us by applying early. Thanks!

We look forward to receiving your event application soon!

*Please feel free to forward this on to anyone we might have missed, we welcome all event enquiries.*