



## **Adelaide Italian Festival 2021 12-21 November, 2021 Open Access Event Application**

Italian community organisations, clubs, associations and businesses are invited to develop and stage local events to join the programme of the Adelaide Italian Festival 2021.

Events that showcase the finest of Italian culture, heritage, traditions, and innovation whilst also showcasing Italy's modern culture are sought.

The events must celebrate and promote all things Italian, and can focus on:

- Food, wine, spirits, and other beverages
- Art, culture, music, and theatre
- Fashion and Design
- Cars, cycling, and sport
- Technology and space exploration
- Anything else that celebrates our rich culture!

All events will be assessed and evaluated, with particular emphasis on the organisation's alignment with the AIF strategic mission: To celebrate and enjoy the finest of Italian culture.

**Adelaide Italian Festival 2021  
Open access Event Application  
Cover page**

Organisation name: \_\_\_\_\_

Name of the person completing application: \_\_\_\_\_

Position of person completing application: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Mobile: \_\_\_\_\_

E-mail: \_\_\_\_\_ Web: \_\_\_\_\_

Name of proposed event: \_\_\_\_\_

Description of event: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Location of proposed event: \_\_\_\_\_

Italian region being featured (if applicable): \_\_\_\_\_

Has your proposed venue been secured (please circle): YES / NO

Date: \_\_\_\_\_ Time: \_\_\_\_\_

Approximate number of attendees: \_\_\_\_\_ Ticket price, if applicable: \_\_\_\_\_

**CERTIFICATION**

I/we certify that information provided herein is correct. I/we accept that the AIF Board's decision will be final and with no ensuing correspondence. AIF reserves the right to request further information in considering any application, as well as the right to reject any application that does not meet the criteria.

Name: \_\_\_\_\_ Signature: \_\_\_\_\_

**Please complete this cover page and include with your submission.**

**Separate proposals must be submitted by organisations wishing to host multiple events.**

**All applicants will be notified of the outcome of their proposal in writing.**

## PLEASE READ CAREFULLY

- Your nomination must be lodged either electronically or in hard-copy by **5pm, Saturday 31 July 2021**.

Email: [info@adelaideitalianfestival.com.au](mailto:info@adelaideitalianfestival.com.au)

Postal address: Adelaide Italian Festival  
262A Carrington Street  
ADELAIDE SA 5000

- Your application nomination should include a **high-resolution digital company logo** for inclusion in the AIF program.
- Where appropriate, supporting evidence in the forms of photos, videos, company brochures, web pages, social media links etc are strongly encouraged, and are not included in the three page limit.

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### Criteria consideration

**Your concise response to each of the following questions is required, ensuring your completed application does not exceed three (3) pages.**

1. **Your event:** Give a summary of your event, addressing key areas of Italian heritage and culture that will be included, and a description of the activities that will occur during your event.
2. **Alignment to the mission:** to what degree does your event celebrate the finest of Italian culture?
3. **Inclusivity:** describe briefly how your event will engage with the community, and encourage participation from people of all cultures and ages, unless your event is targeted to a particular age group i.e. children.
4. **Marketing and profile:** how will your event enhance the profile of the Adelaide Italian Festival?
5. **Financial viability:** describe briefly how the event will be financially viable, including details of any sponsorship already secured or names of financial contributors.

### Application checklist

- Cover page
- Public Liability Certificate of Currency (if applicable)
- High-resolution organisation logo, digital format (if applicable)
- Any supporting documents/files (if applicable)

Upon the successful acceptance of this application, all applicants will be required to provide:

- A detailed event program/event run sheet
- A description of the event for inclusion in the AIF programme