Regional Event Grants Programme

Funding Priorities

What types of events are we looking to support?

The Regional Events Grants Programme (REGP) supports a specific range of events that align with the priorities of the Auckland Council Events Policy. While many events take place across Auckland each year, available grant funding is limited, so priority is given to events that are most likely to deliver strong community, cultural, social, and regional benefits.

The information below is intended to help applicants understand the types of events that are most likely to be prioritised for funding. These criteria are a guide only. Each application is assessed on its individual merits, and exceptions may be considered where there is a strong case for support.

Events most likely to be supported

In general, priority will be given to events that:

Scale and Reach

- Attract at least **2,500 attendees or participants per day**
- Draw audiences from across the **Auckland region**, rather than serving only a local area
- Take place over **one or two consecutive days**
- Occur **annually**
- Offer **free public entry** wherever possible

Community and Regional Priorities

We are particularly interested in events that:

- Showcase and celebrate **Auckland's diverse communities**
- Mark significant occasions such as **Auckland Anniversary Weekend** or **Matariki**
- Create opportunities for **children, young people, and families**
- Recognise and celebrate achievement, excellence, and success
- Support or align with other **Auckland Council priorities, strategies, and programmes**

Events that are generally not prioritised

The following event types are generally outside the focus of the Regional Events Grants Programme:

- Private or invitation-only events
- Film festivals
- International or premier-level sporting events
- Ticketed music festivals/events
- Conferences and conventions
- Business or corporate events
- Smaller scale local events (for example, local Christmas celebrations)
- Individual school events
- Personal development programmes and workshops
- Participant-focused sport and recreation events (for example, fun runs, walks, and similar activities)
- Events where fundraising is the primary purpose

Our approach

When assessing applications, we consider how well an event contributes to Auckland's strategic priorities, the size and reach of its audience, and the benefits it will deliver to Aucklanders. As funding is limited, meeting these guidelines does not guarantee funding, but applications that strongly align with these priorities are more likely to be successful.

Further information

For any questions or further information on the Regional Event Grant Programme and our priorities, please email: regionaleventgrants@aucklandcouncil.govt.nz