

EVENT FUNDING PROGRAM 2025-26

Council has resolved that 40 out of the 46 applicants receive support through the 2025-26 Event Funding Program round, totalling \$143,500 in sponsorship and \$15,500 in in-kind support; and one applicant receive support through the Dinner Plain Event Funding Program, totalling \$4,000 in sponsorship. A further \$60,000 has been allocated for the management of the Bright CBD during the Bright Rod Run weekend.

Council's 2025/26 budget includes provision of \$247,000 to support the annual Event Funding Program. This includes \$170,000 for events in general, \$60,000 for the Bright Rod Run CBD Traffic and Safety Management, and \$17,000 for Civic Events. Dinner Plain events have a separate budget of \$30,000. This includes an allocation of \$17,000 for events coordinated by Council and \$13,000 for events in general held at Dinner Plain.

A second round of the Dinner Plain Event Funding Program will be offered later in 2025.

The tables below detail the successful and unsuccessful applicants including the funding allocations for successful events.

Table 1 - Event Funding 2025-26: Successful applicants - sponsorship

Event Name	Applicant	Sponsorship
ACC Gravity Enduro	Alpine Cycling Club Inc	\$2,000
Alpe de Buffalo	Alpine Cycling Club Inc	\$2,000
Alpine Brass Festival	Skunkworks Community Limited	\$2,000
Bright Alpine Climb - 4 Peaks	Thought Sports Pty Ltd	\$5,000
Bright Autumn Festival	Bright Autumn Festival - sub-committee of the Bright and District Chamber of Commerce	\$5,000
Bright Cabaret & Comedy Festival	Bright Cabaret & Comedy Festival Inc.	\$2,000
Bright Fun Run - Trail Fest 2026	The Bright Fun Run - Bright P-12 College	\$5,000
Bright Make it Bake it Grow it Market	Bright and District Chamber of Commerce	\$2,000
Bright Open 2026	North East Victoria Hang Gliding Club	\$2,000
Bright Rotary Markets	The Rotary Club of Bright	\$3,000

Event Name	Applicant	Sponsorship
Bright Twilight Tastings	Bright Twilight Tastings - part of Bright and District Chamber of Commerce	\$2,000
Bright Winter Festival 2026	Bright and District Chamber of Commerce	\$5,000
Buffalo Stampede Festival 2026	Single Track Events Pty Ltd	\$10,000
Christmas Market 2025	Bright Lights Winter Nights	\$1,000
Great Alpine Classic	Myrtleford Golf Club	\$2,000
Harrietville Bush Markets	Harrietville Historical Society	\$2,000
Harrietville Half	Harrietville Half Committee	\$3,000
La Fiera Italian Festival Myrtleford	Myrtleford Chamber of Commerce & Industry Inc	\$10,000
Mental Wellbeing Week 2026	Myrtleford Football Netball Club	\$2,000
Mount Beauty Oktoberfest & Dachshund Derby	West Peak Pty Ltd T/A Mountain Monk Brewers	\$5,000
Mount Beauty Running Festival	Kangaroo Hoppet Inc.	\$2,000
Mount Beauty Writers Festival	Mount Beauty Writers Festival	\$2,000
Myrtleford Bush Market	Myrtleford Chamber of Commerce & Industry Inc	\$2,000
Myrtleford DEKA Trifecta Weekend	Spartan Aus 3.0	\$5,000
Myrtleford Farmers Market	The Tobacco & Associated Farmers Co-operative Ltd	\$2,000
Myrtleford Lions Golden Spurs Rodeo	Myrtleford Lions Club	\$5,000
Myrtleford Show	Myrtleford and Districts Agriculture and Pastoral Society	\$10,000
Myrtleford Summer Series	The Myrtleford Chamber of Commerce & Industry Inc	\$5,000
Quad Crown - Mystic Yak	Quad Events Pty Ltd	\$5,000
Ride Her Way - Come and Try Day	Alpine Cycling Club Inc	\$2,000
Tour of Bright Criterium	Alpine Cycling Club Inc	\$10,000

Event Name	Applicant	Sponsorship
Twilight Christmas Carols '25	Into Our Hands Community Foundation	\$2,000
Victorian Downhill Series Round Mount Beauty	Team Mount Beauty	\$3,000
Victorian Veterans 4BBB Championship	Myrtleford Golf Club	\$1,500
Wandi Cross	Wandi Trail Runners Inc	\$5,000
Wandiligong Nut Festival	Wandiligong Nut Festival	\$10,000

Table 2 - Event Funding 2025-26: Successful applicants – in-kind

Event Name	Applicant	In-kind (up to)	Comments
Bright Rod Run	Bright Rod & Kustom Club Inc.	\$8,000	In-kind; traffic management (up to \$5000, waste up to \$3000)
Dederang Picnic Races	Dederang Picnic Race Club	\$5,000	In-kind; traffic management and slashing
Mountaingrass	Australasian Bluegrass and Old Time Music Association	\$1,000	In-kind; facility hire fees
Myrtleford Lawn Tennis Club Easter Tournament	Myrtleford Lawn Tennis Club	\$1,000	In-kind; waste

Table 3 - Events not funded through the Events Funding Program in 2025-26

Event Name	Applicant	Funding request	Comments
Bright Criterium Market	Bright and District Chamber of Commerce	\$1,050	Not supported; funded through Tour of Bright Criterium
Bright Running Festival	Perseverance Events Pty Ltd	\$2,000	Not supported; lack of growth

Event Name	Applicant	Funding request	Comments
Brighter Days Festival	Brighter Days Foundation	\$5,000	Not supported; strong event budget and income
Darker Days 2026	Bright Brewery	\$5,000	Not supported; out of seed funding
Myrtleford Community Christmas	The Myrtleford Chamber of Commerce	\$2,500	Not supported; funded through Myrtleford Farmers Market
Mystic Trail Wake	Elevation Mystic Operations	\$5,000	Not supported; for-profit event sustainable without Council support

Table 4 – Dinner Plain Event Funding 2025-26: Successful applicants, Round 1

Event Name	Applicant	Funding amount
It's A Long Way To The Top	Dinner Plain Community Association (t/a DPRBOS)	\$4,000

These tables are correct as of 04/08/2025