

Festivals and Events Initiative 2012

Application Guidelines

National Festivals and Participative Events Programme

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1. The Role of Fáilte Ireland

Fáilte Ireland, the National Tourism Development Authority, was established under the National Tourism Development Authority Act, 2003. We provide strategic and practical support to develop and sustain Ireland as a high-quality and competitive tourist destination. In this context, our mission is broadly:

“To increase the contribution of tourism to the economy by facilitating the development of a competitive and profitable tourism industry.”

Our key role is to support and help the industry to meet the challenges facing the entire global tourism market and to sustain, or increase, the level of activity in the sector. Our emphasis is on strategic partnership, with all the interests in Irish tourism at national, regional and local levels working together towards a common goal.

Introduction to the 2012 Festivals and Events Initiative

The Festivals and Events Initiative is administered by Fáilte Ireland’s Business Tourism & Events Division, in consultation with its regional offices and Dublin Tourism and Shannon Development.

The initiative is primarily intended to assist festivals and participative events which;

- Attract significant numbers of overnight visitors to the host locality.
- Animate key destinations within Ireland.
- Provide quality visitor experiences of Irelands culture, heritage and landscape.
- Raise awareness or attract media coverage of the attractions of the locality .
- Demonstrate financial and environmental sustainability.

There are two grant schemes

Regional Festivals and Participative Events Programme

- The regional programme is aimed supporting events which drive domestic tourism and help to improve the visitor experience by animating key destinations in Ireland.
- Grants will normally be in the range of €5,000 to €20,000.
- Application forms for this programme will be available from 21st November 2011 from the festival co-ordinator in each region.
- All applications for 2012 events must be submitted by email by midnight on Friday 13th January 2012.

National Festivals and Participative Events Programme

- The national programme is aimed at supporting larger events which attract significant numbers of international visitors to Ireland.
- Applications to this programme must be made online at www.failteireland.ie/festivals . The online application process will be made available from 21st November 2011.
- All applications for 2012 events must be submitted online by midnight on Friday 13th January 2012.

Minimum Eligibility Thresholds for the National Programme

Only eligible applications will be considered for funding. Event organisers are requested to consider the following minimum eligibility thresholds before completing an application.

To apply for this programme, events must clearly demonstrate the following:

- Festivals must generate a minimum of 3,000 bednights (in the absence of valid accommodation surveys or audience surveys, the tourism impact will be estimated by Fáilte Ireland staff).
- Participative sporting events must generate a minimum of 4,000 bednights.
- Events must raise a minimum of €50,000 in private sector funding (ticket sales, sponsorship, merchandise etc).
- Festivals and Events who do not exceed these thresholds may be eligible to apply for funding through the Regional Festivals and Participative Events Programme (www.failteireland.ie/festivals).
- Large spectator-based sporting events are not eligible for this programme.

Evaluation Criteria for the National Programme

There is no guarantee of funding for events which achieve the minimum eligibility criteria. The fund is limited and eligible applications will be evaluated on a competitive basis against the criteria below.

Fáilte Ireland will prioritise events which;

- Attract overnight visitors to Fáilte Ireland approved accommodation.
- Attract overseas visitors to Ireland.
- Animate key destinations within Ireland.
- Provide quality visitor experiences of Ireland's culture, heritage and landscape.
- Raise awareness or attract media coverage of the attractions of the locality.
- Are well organised and run by experienced professionals.
- Demonstrate a track record in bringing tourism benefits to the area / another area. (Events that have previously been funded but cannot demonstrate the impact in terms of tourist numbers attending the event should expect funding to be reduced).
- Demonstrate financial sustainability and have the capacity to develop to a point where they do not require financial support from Fáilte Ireland.
- Have a sound business plan and an exciting marketing plan in place.

Who can apply?

The Scheme is open to:

Individuals - who are Irish citizens or have permanent resident status in the Republic of Ireland.

Groups – In this regard a party must be nominated to take legal and financial responsibility for any funding awarded by Fáilte Ireland.

Organisations legally constituted within the Republic of Ireland - successful groups, unincorporated associations and other bodies with no legal status will be required to nominate an individual or legally constituted organisation to take legal and financial responsibility for receiving and administering the payment.

All applicants should be aware of the required documentation required for any grant awarded, including Tax Clearance Certificates and bank statements in the name of the event. Further details can be found in section 9 of this document.

Support Available

Eligible Expenses for grant assistance:

Eligible costs must have clearly identifiable benefits. The following costs are eligible for funding:

- Marketing activity – Up to 100% of the cost of selected marketing activities with a regional, national and international reach (may include advertising, PR, e-marketing etc). Local marketing is not eligible. Marketing support may also include the cost of branding of the location during the event.
- Up to 100% of the cost of selected programming activity, where the programme element has not received other grant aid and is considered to deliver significant benefits to tourism.
- Up to 100% of Development activity – audience research, feasibility studies, training, branding consultancy – must be of long term benefit and/or considerably raise profile of event
- Cross border events - only that portion of the project that takes place in the Republic of Ireland can be funded. In this regard applicants will need to clearly demonstrate the benefit to tourism in the Republic of Ireland at application for funding stage.

Ineligible Expenses for grant assistance:

The following costs are ineligible for funding:

- Local marketing activity.
- Overhead/Administrative Expenses - salaries, rent, phone, supplies, postage, photocopying.
- Events that promote unapproved accommodation.
- Capital costs.
- In general the cost of items for resale are ineligible except where it can be demonstrated that they will deliver significant tourism benefits and where they have been expressly allowed in the letter of offer.
- Activities which have been or are being grant aided by other public sources (except where this co-funding arrangement has been acknowledged and expressly allowed in the letter of offer).
- Activities that duplicate what Fáilte Ireland is currently performing.
- Activities not specified in the letter of offer.
- Activities undertaken prior to grant approval or outside the dates as specified in the grant offer letter.
- Unpaid expenditure.
- Recoverable VAT.
- In-kind contributions.
- Expenditure paid for by a person other than the grantee.

- Fines, penalty payments, legal cost, audit fees, financial consultancy fees.

Method of calling for & processing grant applications

This section outlines the procedure for individual grant applications from application to grant decision.

- Applications to the National Programme will be sought by open invitation from Fáilte Ireland from 21st November 2011.
- Applications to the National Programme must be made online at www.failteireland.ie/festivals.
- The deadline for applications is midnight on Friday 13th January 2012.
- Applications to the National Programme will be evaluated through the Festivals and Events unit in Fáilte Ireland's Dublin office.

All applications

- Applications must initially demonstrate they satisfy the minimum eligibility criteria above.
- The fund is limited and applications will be evaluated on a competitive basis against the minimum eligibility thresholds and the appraisal criteria.
- The evaluation process will involve independent oversight by an expert in the sector and an internal evaluation and approvals process involving an internal committee and a sub-committee of the Fáilte Ireland Authority.
- Following the decision of the Authority correspondence will issue from Fáilte Ireland/Dublin Tourism/Shannon Development as appropriate.
- Incomplete applications and applications received after the closing date will be will not be considered for grant assistance.

Conditions attaching to the grant offer

This section outlines the various other requirements that applicants should be aware of.

Grant offer letter

Successful applicants will receive a grant offer letter. The grant offer letter will form the contract between Fáilte Ireland and the promoter. The grant offer letter will detail all conditions and requirements attached to the grant and these may include the following:

- Purpose – the purpose of the funding including Key Performance Indicators to be achieved.
- Grant drawdown requirements.
- Acknowledging the support of Fáilte Ireland.
- Access to audience / market research.
- Retention of records.
- Public liability insurance.
- Public procurement.
- Freedom of information.

Key Performance Indicators associated with grant offers

The Key Performance Indicators associated with any grant offer may include one or more of the following;

- Visitor numbers (Specify local/domestic/overseas).
- Bednights (Specify local/domestic/overseas & no. of bednights in Ireland).
- Level of cross-selling with tourism businesses, accommodation providers and other active or passive experience-based tourism products.
- € value of business generated from funded activities.
- High yield segment/markets targeted.
- New markets/priority markets targeted.
- Circulation of magazine where advert was placed.
- Ratings for radio/TV advertising.
- Increase in number of visitors to or bookings taken through your dedicated internet site (as compared with the previous year).
- Audience Research / Market intelligence i.e. Consumer profile by country of origin and socio economic group.
- No. of hosted media/trade/tour operators/travel agents.
- No. of packaged offers sold.
- How the event's impact on the environment was minimised.
- Other relevant indicators.

Grant drawdown requirements

- 50% of the grant will be paid once the signed acceptance of the letter of offer has been received.
- A further 50% payment will be made on receipt of the completed grant claim which includes the following components;
 - Post event report (using the template provided).
 - Directors statement of claim (with certification by an independent auditor / accountant where the total grant offer exceeds €20,000).
 - Independent auditor's certificate where the grant offer exceeds €20,000.
 - Proof of expenditure and supporting documentation.
- The grant will be released subject to Fáilte Ireland being in receipt of sufficient funds. In the event of any delays in payment there is no liability on the part of Fáilte Ireland or the exchequer to make good any shortfall.
- The need for a tax clearance certificate applies to all grants awarded under this scheme. Successful applicants will be required to submit a tax clearance certificate in advance of receiving payment under this scheme.
- Grant payments will only be made to the body specified as the grantee. Expenditure paid by a third party, unless reimbursed by the grantee, will not be grant aided.

Acknowledging the support of Fáilte Ireland

Where any of the following are produced in relation to the funded activity undertaken the Fáilte Ireland logo and the words "*in association with Fáilte Ireland*", must appear on same;

- Website - a hyper-link to Fáilte Ireland's consumer website should be provided
- Literature/brochures
- Posters / Billboards
- Audio-visual material

In addition Festivals and events supported under the Initiative will be required to:

- Incorporate into the media coverage verbal mention of Fáilte Ireland and references to Ireland or your town/city/region as a holiday destination.
- only promote accommodation that has been registered and approved by Fáilte Ireland.

Access to Market Research

To ensure that we can provide an effective service to the industry we are continuing to strive to collate and leverage all sources of market intelligence in the marketplace. Therefore, we may require that as a condition of funding you will provide us with a copy of any relevant market research data that you have collected or have access to. In addition you may be required, as a condition of funding, to carry out consumer research using a tourism research template provided by Fáilte Ireland.

Public procurement

Please note that EU public procurement procedures must be followed where applicable.

Freedom of information

Fáilte Ireland wishes to advise applicants that, under the Freedom of Information Act (which came into force on 21st April 1998), the information supplied in the application form may be made available on request, subject to Fáilte Ireland's obligations under law.

Retention of records

Grantees must comply with all conditions in relation to the retention of records. All relevant records must be made available on request for examination by authorised officials of Fáilte Ireland, the Department of Arts, Sport and Tourism, other relevant Government Departments and the Office of the Comptroller and Auditor General. The statutory period for retaining records of account under Irish law is generally 6 years.

Public Liability Insurance

Grantees are required to supply proof of appropriate public liability insurance coverage for activities licensed on public land. Grantees are strongly advised to have appropriate public liability insurance in all circumstances.

Further Information

Further Information on this scheme can be obtained from the following:

Main contact Fiona Maddock
Phone +353 (0)1 884 7151
Email fiona.maddock@failteireland.ie
Or
Rory McCarthy
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