



# Ireland

*A Natural Sports Arena*



## International Sports Tourism Unit Sponsorship Guidelines



## Objective

The objective of the International Sports Tourism Unit is to attract to Ireland major international sporting events with tourism potential.

It is most important to note that this initiative is a framework for commercial relationships and NOT a grant scheme.

Support is given in the form of sponsorship towards major events delivering substantial tourism benefits to Ireland.

## What is a major event?

The event involves competition between professional teams and/or individuals representing a number of nations.

The event attracts significant public interest, both at home and overseas, through spectator attendance and media coverage. An emphasis is placed on overseas media coverage in key tourism markets

The event is of international significance to the sport(s) concerned and features prominently on their international calendar.

## Eligibility criteria

Eligibility will be determined on the basis of the ability of an event to deliver on a package of commercial benefits to Ireland and its 'fit' with the objectives of the Sports Tourism Unit. The following are the key benefits against which applicants are assessed.

### Publicity Opportunities

- > The extent of international publicity and promotion generated for Ireland through media coverage, international distribution, vignettes, advertising, competitors, a welcome message, and pre and post journalists visits.
- > Exposure to target audiences in priority markets; in particular the US, Britain, Mainland Europe and Australasia.
- > The global appeal of the event to all sections of the media community including broadcasters, journalists, and Internet related sites.
- > Coverage the event will secure through editorials and advertisements placed in relevant publications.

### Promotional Opportunities

- > Television coverage of signage at the event.
- > Incorporation of the Ireland mark into the official event logo.
- > Consumer/trade stands at the event.
- > Internet referral opportunities.
- > Corporate entertainment opportunities e.g. Pro-Am places at golf tournaments.
- > On site hospitality, and entrance tickets will also be relevant as will complimentary opportunities i.e. where an involvement with a particular event provides a 'package' of benefits around other related events or activities
- > Clear incremental growth in visitor numbers and revenue
- > Repeat business meaning the potential ability of an event to entice repeat visits from attendees and/ or competitors.
- > Prestige i.e. the capacity to lend prestige to the image of Ireland as a host nation.
- > Where an event in Ireland provides a platform from where additional, higher-profile, events in the same sporting code could be attracted, this would add additional value to the event in question.

## Yield

- > This means the economic yield attributes to the hosting of a particular event which will be based upon the average expenditure in Ireland by overseas visitors/participants.
- > The demographic profile of the tourist.
- > The projected number of event specific visitors that can be contractually guaranteed.
- > Economic exports need also to be taken into account i.e. yield=economic imports less economic exports.

## Regionality

The aim of regionality is to attempt to spread the benefits of tourism, as much as possible, throughout Ireland.

## Seasonality

The emphasis will be on increasing tourism traffic outside the peak summer months:

Peak months July and August  
Off- Peak months October through to April  
Shoulder months May June and September

## The application process

### Level of sponsorship

The level of sponsorship will be determined subject to aforementioned criteria, on a case-by-case basis. The total projected budget for the event is required to be submitted with each application. This should include all costs, direct and indirect and all other income sources either confirmed or projected.

### Formal contract

When the Authority approves sponsorship, a formal contract is issued to the event organiser so that all benefits to Ireland are contractually guaranteed and agreed upon. Failure to deliver on projected numbers relating to yield and media coverage will result in financial penalty.

### Payment

Payment will be made in Euros as per details which are outlined in the letter of offer. Organisers should note that in all relevant contracts the appropriate VAT rate is paid directly to the organiser upon production of a VAT invoice. (VAT of the country of origin of the Organiser shall not be applied, but the Sponsor shall account to the Irish fiscal authorities for Irish VAT on the relevant installment). A current Tax clearance Certificate is required in advance of payments made. Non resident person (including individuals, partnerships and companies) should submit for a statement of suitability for tax purposes. Payment will be made in two separate tranches. An initial tranche of 50% of the allocation will be paid after the execution of a formal contract and submission of marketing plans. The final 50% will be paid after the Event has taken place and on the delivery of a satisfactory Post Event Report.

### Post event report

Applicants should note that before the second payment (final 50%) is made they will be required to supply:

- > Auditors certificate.
- > Full international media schedule to include viewership statistics.
- > File of overseas press and media coverage.
- > VHS/Beta tapes of all television coverage of the event.
- > CD-Rom of official photographs from the Event.
- > Relevant statistics of Event specific attendance to include statistics of domestic and overseas attendance that can be proven.
- > Samples of print material featuring the sponsor's Logos.
- > Particulars of media representation at the event.
- > Documentary evidence of those who participated in the event and details of their calibre.
- > Documentary evidence of the holding of the event.
- > Results of the Event.
- > Any other information reasonably required by the sponsor.

### Disclosure of information – freedom of information act

We wish to advise applicants that, under the freedom of Information Act, information supplied in the application may be made available on request, subject to our obligations under Irish Law. You asked to consider if any of the information supplied by you in this application should not be disclosed because of sensitivity. If this is the case you should, when providing the information, identify same and specify the reasons for its sensitivity. We will consult with you about sensitive information before making a decision on any Freedom of Information request received.

The information above is provided to give applicants an understanding of the process by which applicants are assessed and approved. The purpose of this process is to ensure that those events, which best meet the objective of the Sports Tourism Unit, taking into consideration the eligibility criteria, receive support. It is the policy of the agency to ensure that every applicant is treated fairly and impartially.



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