



Fáilte Ireland

National Tourism Development Authority

REGIONAL FESTIVALS AND PARTICIPATIVE EVENTS PROGRAMME 2016

APPLICATION GUIDELINES



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Applicants are advised:

- The Regional Festivals and Participative Events Programme is a competitive grant process.
- There is no guarantee of funding for events which achieve the minimum eligibility conditions.
- The fund is limited and all eligible applications will be evaluated on a competitive basis against the criteria set out in this document.

1. Fáilte Ireland's Role

Fáilte Ireland is the National Tourism Development Authority of Ireland. Our 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.

2. What is the Regional Festivals and Events Programme?

The Regional Festival Initiative is aimed at supporting festivals and events which drive domestic tourism and have the potential to extend the tourism season.

Typical grants awarded are €2,500 to €3,000. In certain circumstances higher grants may be awarded.

3. What are the programmes qualifying conditions (or minimum eligibility thresholds)?

To be considered for funding, applicants need to demonstrate the following:

- The festival/event must generate a minimum of 600 visitor or tourist bednights in paid accommodation. Participative sporting events must generate a minimum of 1,000 visitor or tourist bednights in paid accommodation.



In the absence of valid accommodation surveys or audience surveys, the tourism impact may be estimated by Fáilte Ireland.

- The project has a minimum expenditure of €10,000.
- The project must help to build the visitor experience in the locality and clearly respond to a defined need.
- A business plan has been prepared to include a full income and expenditure budget for the event, and a marketing and promotions plan.
- The profile of the organisers is appropriate to manage the calibre of the proposed event.
- The programme will be comprehensive and well designed.
- Organisers are encouraged to create tourist packages around the event through co-operation and cross-selling with tourism businesses in the area (e.g. Fáilte Ireland approved accommodation providers and/or restaurants, attractions and activity providers).
- Festivals/events awarded funding should be available to brief Fáilte Ireland Tourist Information Offices in advance about the event so that information can be shared with visitors.

4. What type of festivals and events can apply for funding?

In order to qualify for funding, festivals and events must fit into one of the following categories:

- General festivals (i.e. literary, historic, traditional culture or family focused).
- Arts, Music & Theatre.
- Food & Drink.
- Sports & Outdoors.
- Business & Education.
- Other.

The following categories of festival and events are ineligible for this programme, due to their limited tourist appeal:

- Purely commercial events with limited tourism appeal.
- Agricultural shows and countryside fairs.
- Spectator-based sporting events.
- Circuses and carnivals.
- Christmas fairs and markets.

5. What are the evaluation criteria?

Applications for funding that meet the programme's qualifying conditions will be assessed under five evaluation criteria:

1. **Programme Area Fit:** This criterion evaluates the level of fit between the festival/event and the host area's tourism strengths where the festival/event is located in one of the three Programme areas (Dublin, Wild Atlantic Way, Ireland's Ancient East).
2. **Fitness for Purpose:** This criterion evaluates the festival/event's ability to entertain tourists and to attract incremental tourists to the host area by extending the season (where possible).
3. **Marketing:** This criterion evaluates how well the festival/event is going to be marketed, and ideally sold, to tourists.
4. **Digital:** This criterion evaluates how well the festival/event will be presented online and its use of social media.
5. **Sustainability:** This criterion evaluates the festival/event's financial health and the experience of the team behind it.

Only those applications that meet the programme's qualifying conditions will be assessed for funding. It is important to note that applications will be evaluated on a competitive basis – there is no guarantee of grant assistance even if the qualifying conditions are met.

Those wishing to know more about the first evaluation criterion – Programme Area Fit – may be interested in the following:

- **Dublin:** The city, and its hinterland, needs to differentiate itself as a 'must-visit' destination for anyone visiting Ireland or contemplating a city-based trip in Europe. Substantial work has been done by the Grow Dublin Taskforce in this regards. Click logo for further information.



- **Wild Atlantic Way:** A new strategic tourism initiative developed by Fáilte Ireland to present the West Coast of Ireland as a tourism product of scale and singularity, designed to encourage incremental overseas visitors to the West Coast of Ireland. This has been achieved through the development of a long distance coastal touring route stretching from the Inishowen Peninsula in Donegal to Kinsale in West Cork. Click logo for further information.



- **Ireland's Ancient East:** A newly developed umbrella destination rooted in the rich history and diverse range of cultural heritage experiences that are particularly prevalent in the East and South regions of Ireland. Click logo for further information.



6. Who can apply?

Groups, companies and individuals who have a business address and a valid Tax Clearance Certificate in the Republic of Ireland.

7. How and when to apply?

The application form can be **downloaded** from the Fáilte Ireland corporate website

See www.failteireland.ie/festivals for details of opening and closing dates.

Application forms and attachments must be submitted by email to events@failteireland.ie

Incomplete applications and applications received after the closing date will not be considered for grant assistance.

8. What can be funded?

Eligible Expenses

The following costs are eligible expenses and may be funded under the programme:

- **Marketing activity:** The cost of selected marketing activities with a regional, national and international reach (may include advertising, PR, e-marketing etc). Local marketing and activation is not eligible.
- **Programming activity:** The cost of selected programming activity where the specific programme element has not received other grant aid and is considered to deliver significant tourism benefits.
- **Development activity:** The cost of development activity, e.g. feasibility studies, training and branding consultancy may be considered once it is clearly of long-term benefit and/or raises the project's profile.
- **Cross-Border Events:** Only that portion of the project taking place in the Republic of Ireland can be funded. In such cases, applicants will need to clearly demonstrate the benefit to tourism in the Republic of Ireland from the cross border event.

Ineligible Expenses

The following costs are ineligible for funding:

- Local marketing activity.
- Unpaid expenditure.
- Expenditure paid for by a person other than the grantee.

- **Operational Costs/Overheads/Administrative Expenses:** This includes salaries, rent, phone, supplies, postage, photocopying, food, accommodation & subsistence.
- 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).
- Travel and related costs unless 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.
- Recoverable VAT.
- In-kind contributions.
- Fines, penalty payments, legal cost, audit fees, financial consultancy fees.
- Trade Association membership fees or equivalent.
- Cash expenditure.

All applicants should be aware that the documentation required for any grant awarded, including Tax Clearance Certificates, bank statements and claim documentation must be in the name of the grantee.



9. What else do you need to know?

- Applicants will be notified of the outcome of their application following evaluation undertaken by Fáilte Ireland.
- **Grant letter of offer:** Successful applicants will receive a grant offer letter. The grant letter of offer will form the contract between Fáilte Ireland and the applicant. The grant letter of offer will detail all conditions and requirements attached to the grant. Any possible grant offer can only be made to the party identified and named in the application form.
- **Grant drawdown requirements:**
 - 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.
 - It is the decision of the local office as to whether upfront payments (generally to a maximum of 50%) may be made or in some cases grants may only be drawn down after the event. Any remaining amounts will be paid after the festival/event has taken place and when the grant claim (for the full amount) has been verified by Fáilte Ireland.
 - In the event of any delays in payment of the grant there is no liability on the part of Fáilte Ireland or the exchequer to make good any shortfall. The grant will be released subject to Fáilte Ireland being in receipt of sufficient funds.
- **Tax Clearance Certificate:** A current Tax Clearance Certificate must be in the name of the grantee for grants awarded under this scheme. Successful applicants will be required to submit a tax clearance certificate in advance of receiving any payment under this scheme.
- **Public procurement:** Please note that National and 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.



- **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.
- **Community Diaspora Tourism Initiative:** Applicants who secure funding from the Regional Festivals and Participative Events Programme are not eligible for funding under the Community Diaspora Tourism Initiative (administered by selected Local Authorities).
- **Canvassing:** Applicants who canvass and/or seek to influence the grant award process may be disqualified.

For further information email
events@failteireland.ie