

**NATIONAL FESTIVALS &
PARTICIPATIVE EVENTS
PROGRAMME 2018**

**APPLICATION
GUIDELINES**



WHAT MAKES
A BRILLIANT
VISITOR
EXPERIENCE?

WORK WITH US
TO SHAPE THE
FUTURE OF
YOUR FESTIVAL/
PARTICIPATIVE
EVENT

- THE NATIONAL FESTIVALS AND PARTICIPATIVE EVENTS PROGRAMME IS A COMPETITIVE GRANT PROCESS.
- THERE IS NO GUARANTEE OF FUNDING FOR APPLICATIONS 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.

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1. THE ROLE OF FÁILTE IRELAND

Fáilte Ireland is the National Tourism Development Authority of Ireland. Our role is to support the tourism industry and work to sustain Ireland as a high-quality and competitive tourism destination. We provide a range of practical business supports to help tourism businesses better manage and sell their products and services.

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 NATIONAL FESTIVALS AND PARTICIPATIVE EVENTS PROGRAMME 2018?

Festivals and Participative Events are an important component of the Irish tourism product offering. Festivals/Participative Events provide opportunities to showcase culture, people and places, thereby greatly improving the visitor experience of Ireland. They also help improve the distribution of tourism revenue around the country. Consequently, Fáilte Ireland provides considerable support to festivals and participative events through its National Programme, investing approximately €2.3 million in 33 festivals and participative events around Ireland in 2017.

The programme aims to enhance the growth, quality, competitiveness and sustainability of tourism in Ireland by improving the visitor experience. Support is provided by way of current funding.

The aim of the programme is to support festivals and Participative Events in the short and medium term and reduce their reliance on public sector funding.

3. WHO IS THE PROGRAMME AIMED AT?

The programme is aimed at large festivals and participative events which motivate additional overseas tourists to Ireland and generate economic benefits for the host locality and surrounding areas while also appealing to our best prospect visitor segments.

Priority is given to festivals and participative events that strongly demonstrate a core tourism focus in their sales activities and programming.

The following categories of festivals and participative events are *ineligible* for this programme.

- a) Domestic festivals/participative: events that attract domestic audiences only.
- b) Purely commercial events with limited appeal to overseas tourists.
- c) Large spectator-based sporting events.
- d) Agricultural shows and countryside fairs.
- e) Conferences

4. WHAT SHOULD SUCCESSFUL APPLICANTS DO WELL?

- Build on Irish tourism's key strengths.
- Provide tourists with brilliant visitor experiences.
- Animate the identified Brand Proposition Areas of Dublin, Ireland's Ancient East and the Wild Atlantic Way in line with Fáilte Ireland's strategy.
- Generate motivating on-line content which can be used for future tourism promotion.



From a strategic perspective one of Fáilte Ireland's key objectives is to build sustainable international sales driving accelerated growth from key overseas markets where high value customers stay longer and spend more. To address these objectives a new approach to identifying and defining best prospects for growth has been put in place.

This has resulted in:

- (A) New overseas segmentation models.
- (B) A greater focus on tourism experiences.
- (C) Clearly defined brand proposition areas.

A. OVERSEAS VISITOR SEGMENTATION

In overseas markets, the following priority markets segments have been identified:

- **Social Energisers:** looking for new experiences and excitement.
- **Culturally Curious:** independently minded and interested in places of historic and cultural appeal.
- **Great Escapers:** looking to get away from it all, renew family bonds and spend time together in a beautiful place.

Further information is available here:

[FURTHER INFORMATION HERE](#) ➔

B. TOURISM EXPERIENCES

A tourism experience is multi-faceted. It comes from the combination of the place, its attractions and activities, the people and stories that are shared.



C. BRAND PROPOSITION AREAS

In a competitive market place, Ireland can best achieve a higher profile and incremental growth by putting tourism propositions of scale and singularity in front of potential visitors. A brand proposition area approach consisting of three key geographically based, thematic propositions has been adopted to present Ireland to overseas tourists.

- **Dublin:** Differentiate itself as a 'must-visit' destination for anyone visiting Ireland or contemplating a city-based trip in Europe. The Brand Proposition Area key outcomes are to:
 - Transform Dublin into a cosmopolitan, outward-looking and welcoming destination.
 - Define Dublin as a year round, world-class destination.
 - Create an exciting, cultural magnet for visitors, delivering a lively and vibrant atmosphere.

Click logo for further information:



- **Ireland's Ancient East:** A strategic destination brand rooted in the rich history and diverse range of cultural heritage experiences that are particularly prevalent in the East and South of Ireland, with the objective of motivating incremental international visitors to this part of Ireland. The Brand Proposition Area key outcomes are to:
 - Help make Ireland's Ancient East the most engaging, enjoyable and accessible cultural holiday destination in Europe.
 - Create innovative visitor experiences that motivate international visitors to travel resulting in increased dwell time and revenue.
 - Create immersive and memorable festival/participative events that bring the local history and contemporary culture to life by using storytelling, unique locations and settings.

Click logo for further information:



- **Wild Atlantic Way:** A strategic tourism initiative 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. The Brand Proposition Area key outcomes are to:
 - Bring the distinctive and unique culture of the Wild Atlantic Way to life for international visitors.
 - Reveal the hidden gems of the Wild Atlantic Way. Your festival/participative event will provide memorable experiences for visitors through use of less well-known heritage and cultural experiences.
 - Deliver innovative and unique festivals, particularly outside of peak season.

Click logo for further information:



Applicants may be aware that Fáilte Ireland is developing a fourth ('Ireland's Midlands') Experience Brand, which will be launched during 2018. As this process is not complete at this stage, applications aligned with a Midlands theme will not be required to comment on their alignment with a brand proposition area.

Festivals and participative events securing funding must be able to clearly state how their offering

- (a) meets the needs of one or more of the priority markets segments,
- (b) creates memorable tourism experiences and
- (c) fits with the host programme area's tourism proposition.

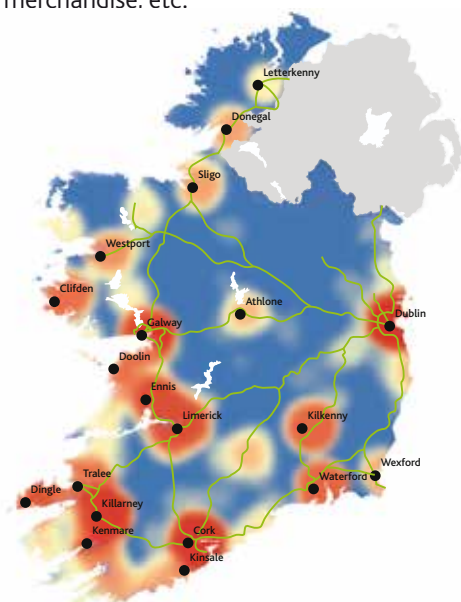
5. WHAT ARE THE QUALIFYING CONDITIONS AND MINIMUM ELIGIBILITY THRESHOLDS FOR 2018?

Fáilte Ireland will focus its supports on festivals and participative events that take place outside of the peak and shoulder season i.e. outside of the months of June to September. To achieve this, the minimum bednights threshold for the programme is outlined in the box below.

Type of Event	Time	Time of Year	Bednights Threshold	Private Sector Funding Required
Festival	Off-season	January to May & October to December	2,000	€40,000
	Peak season	June to September	3,000	€50,000
Participative Event	Off-season	January to May & October to December	3,000	€40,000
	Peak season	June to September	4,000	€50,000

(a) **Minimum Bednights:** Festivals and participative events must demonstrate that they achieve the minimum bednights of which a significant proportion must be overseas visitor bednights. Applicants are advised that the bednights thresholds will be subject to further adjustment in future years. In the absence of valid accommodation or audience surveys, the number of bednights arising will be estimated by Fáilte Ireland based, in part, on data provided by the applicant.

(b) **Thresholds for Private Sector Funding:** All festivals and participative events must also note the thresholds for private sector funding required through channels such as ticket sales, sponsorship, merchandise. etc.



(c) **Aiding Regional Spread:** In addition to the minimum eligibility thresholds outlined above, applicants are advised that festivals/participative events, or elements of them, that take place **outside of the traditional tourist 'hotspots' and which disperse tourists to alternative locations** will be considered within the 'Tourism Impact' evaluation criteria. See heatmap which demonstrates hotspot locations.

There is no guarantee of funding for applications 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.

6. WHAT ARE THE EVALUATION CRITERIA?

Applications for funding will be assessed under the following criteria:

1. Visitor Experience (25%)
2. Tourism Impact (30%)
3. Sales (15%)
4. International Marketing & Digital Activity (10%)
5. Event Management (10%)
6. Finance and Funding (10%)

The criteria are explained in more detail in the table on page five.

It is important to note that applications will be evaluated on a competitive basis. Only those applications that meet the minimum eligibility conditions highlighted in section 5 will be assessed against the full set of evaluation criteria.

Evaluation Criteria & Weightings	Objective/Purpose of the Criterion	Applicant Must Establish that:
1. Visitor Experience 25%	To determine the ability to create brilliant experiences for target market segments while supporting the Brand Proposition Area.	<ul style="list-style-type: none"> ■ An outline of the programme and its key themes is required to demonstrate that the festival/participative event builds a memorable visitor experience. ■ The festival programme exhibits motivating experiences for one or more of the target priority market segments overseas. ■ The festival is overseas visitor-centric while also supporting the brand proposition area.
2. Tourism Impact 30%	To assess the festival or participative event's audience data and its ability to grow visitor numbers to the local and regional area.	<ul style="list-style-type: none"> ■ The extent to which the festival/participative event is overseas visitor-centric and (where applicable) supports the host area's brand proposition. ■ Robust research which validates the festival/participative events' impact and ability to increase visitor numbers. ■ The timing of the festival/participative event brings extra overseas tourists to the area (rather than just providing something for tourists already in the area to see and do).
3. Sales 15%	To establish that the festival/participative event can generate sales activities for the festival/participative event and/or tourism businesses in the Brand Proposition Area.	<ul style="list-style-type: none"> ■ A comprehensive sales plan is in place. An international sales template is available to download from: <div data-bbox="687 943 1067 987" style="background-color: #0070C0; color: white; padding: 2px 10px; border-radius: 10px; display: inline-block; text-align: center;"> FURTHER INFORMATION HERE </div> ■ A detailed international overseas sales plan has been developed and outlines specific activities to deliver an increase in overseas visitors while integrating the Brand Proposition Area. This may include online sales campaigns, launches to target buyers, sales missions or sales calls. ■ The sales plan should demonstrate collaborations in place in order to grow its international sales. ■ Further information can be found here: <div data-bbox="687 1279 1067 1323" style="background-color: #0070C0; color: white; padding: 2px 10px; border-radius: 10px; display: inline-block; text-align: center;"> FURTHER INFORMATION HERE </div>
4. International Marketing & Digital Activity 10%	To determine the festival or participative event's ability to internationally develop its on-line community while maximising all available channels.	<ul style="list-style-type: none"> ■ A comprehensive international marketing & digital plan is in place. ■ Further information can be found here: <div data-bbox="687 1458 1067 1503" style="background-color: #0070C0; color: white; padding: 2px 10px; border-radius: 10px; display: inline-block; text-align: center;"> FURTHER INFORMATION HERE </div> ■ The festival/participative event clearly demonstrates how it will optimise opportunities to grow international visitors while maximising all available channels. Further information can be found here: <div data-bbox="687 1637 1067 1682" style="background-color: #0070C0; color: white; padding: 2px 10px; border-radius: 10px; display: inline-block; text-align: center;"> FURTHER INFORMATION HERE </div>
5. Event Management 10%	To ensure that the festival/participative event is effectively managed and delivered.	<ul style="list-style-type: none"> ■ The experience and ability of the organisers is appropriate to manage the proposed festival/participative event. ■ The festival/participative event endeavours to continually develop the skills of its team.
6. Finance & Funding 10%	To establish the festival or participative event's financial sustainability.	<ul style="list-style-type: none"> ■ A comprehensive, well structured, fact based business plan and a full budget is in place. ■ Further information can be found here: <div data-bbox="687 2007 1067 2051" style="background-color: #0070C0; color: white; padding: 2px 10px; border-radius: 10px; display: inline-block; text-align: center;"> FURTHER INFORMATION HERE </div> ■ The required level of private sector funding has been sourced for the event.



7. WHO CAN APPLY?

All groups, companies and individuals who have a business address within the Republic of Ireland, are in possession of current valid Tax Clearance or a current valid Charity Number (CHY).

8. HOW AND WHEN TO APPLY?

For details of opening and closing dates for the programme visit: www.failteireland.ie/festivals.

Applications to the National Festivals & Participative Events Programme 2018 must be submitted online via our Fáilte Ireland Trade Portal.

If you are an Existing Trade Portal User;

SIGN IN

If you are New Trade Portal User;

SIGN UP

Should you have any queries or need support please contact our Customer Support Team

@ E: CustomerSupport@failteireland.ie
or
T: 1800 242473

9. WHAT CAN BE FUNDED?

Eligible Expenses

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

- **Marketing Activity:** The cost of selected marketing activities with a regional, national and international reach (may include advertising, PR, e-marketing etc.). Marketing support may also include the cost of branding of the location during the event. Local marketing is not eligible(see below).
- **Programming:** The cost of programming activity where the programme element has not received other Grant Aid and is considered to deliver significant benefits to tourism.
- **Development :** Audience research, feasibility studies, training, branding consultancy – must be of long term benefit and/or considerably raise profile of event.
- **Research:** The cost of any research undertaken independently of Fáilte Ireland, but only to the extent that this has been approved in advance by Fáilte Ireland.
- **Cross Border Festivals/Participative 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

The following costs are ineligible for funding:

- Local marketing activity: local promotional activities i.e. flyers for local distribution, local paper advertising and paid advertising on local radio.
- Operational Costs, Overheads, Administrative Expenses for the Festival/Participative Event delivery team and organisers - including salaries, rent, phone, office supplies, postage, photocopying, food, accommodation and subsistence.
- Capital Costs
- The cost of items for resale, 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.
- The cost of Research which has not been approved ***in advance*** by Fáilte Ireland.
- 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 incurred by or on behalf of the event delivery team/organisers unless expressly allowed in advance by Fáilte Ireland.
- Activities that duplicate what Fáilte Ireland is currently performing.
- Activities not specified in the Letter Of Offer.
- Activities which do not relate directly to the Festival/Participative Event or which do not have clearly identifiable benefits for tourism.
- Unpaid expenditure.
- Cash expenditure.
- Recoverable VAT.
- In-kind contributions.
- Expenditure paid for by a person other than a Grantee, unless and to the extent that such expenditure has been reimbursed by the Grantee.
- Fines, penalty payments, legal cost, audit fees and financial consultancy fees.
- Trade Association membership fees or equivalent.

Applicants are notified that the documentation required for any grant awarded, including Tax Clearance Access Number, PPSN/ Reference Number, bank statements and claim documentation must be in the name of the grantee.



10. WHAT ELSE DO YOU NEED TO KNOW?

- **Ineligible Applications:** If an application is from an ineligible category or fails the minimum eligibility thresholds it will not be evaluated and the applicant will be notified of this.
- **Unsuccessful Applications:** Applicants will be notified if their application is evaluated but there is no recommendation for funding.
- **Grant Letter of Offer:** Successful applicants will receive a grant letter of offer. This will form the contract between Fáilte Ireland and the applicant. Any grant offer can only be made to the party identified and named in the application form. Key Performance Indicators will be agreed in advance and form part of the letter of offer and failure to achieve these will result in all or a percentage of the total grant award being withheld with no appeals process.
- **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. Up to 50% of the grant may be paid once the signed acceptance of the offer has been submitted. Fáilte Ireland reserves the right to hold this pre-event payment in certain circumstances.
 - All previous funding grant claims must be complete before first tranche payment for 2018 can be made.
- Any balance of remaining grant amounts will only be paid following:
 - (i) the festival/participative event has taken place.
 - (ii) upon satisfaction that Key Performance Indicators outlined in the Letter of Offer are delivered.
 - (iii) audited accounts are verified by Fáilte Ireland.
- **Appeals Procedure:** If an applicant wishes to appeal Fáilte Ireland's decision they must do so in writing within 14 days of receiving an unsuccessful notification. All appeals will be carefully considered. Successful applicants are not permitted to appeal the amount awarded.
- **Multi-Annual Funding:** Fáilte Ireland has identified the benefits in working with a number of festivals/participative events on a multi-annual basis and has implemented a separate programme to support this with a selected number of festivals/participative events. Under this programme festivals and participative events which demonstrate the most potential to influence overseas tourists to visit will be invited to apply.
- **Tax Clearance:** In order for drawdown of any claim Fáilte Ireland need to be in possession of a current valid Tax Clearance or a current valid Charity Number (CHY) for the Grantee. Successful applicants will be required to submit these details in advance of receiving payment under this scheme.

- **Public Procurement:** Please note that National and EU public procurement procedures must be followed where applicable. For further information refer to: <http://etenders.gov.ie/general-procurement-guidance>
- **Freedom of Information:** Applicants should note that under the Freedom of Information Act, 2014, information provided by them in their application may be liable to be disclosed. Applicants are asked to consider if any of the information supplied by them in their application should not be disclosed because of its confidentiality or commercial sensitivity. If applicants consider that certain information should not be disclosed due to confidentiality or commercial sensitivity, they must clearly identify such information and specify the reasons why it is confidential or commercially sensitive. Any information not identified as confidential or commercially sensitive is liable to be released in response to a Freedom of Information request without further notice to the applicant. Fáilte Ireland will, where possible, consult with applicants about information identified as confidential or commercially sensitive information, before making a decision on a request received under the Freedom of Information Act.
- **Confidentiality:** Fáilte Ireland acknowledges its statutory duty of confidentiality to the applicant in respect of all the information received in regard to the proposed festival/participative event and undertakes not to disclose such information without prior written consent from the applicant or as required by law.





For further assistance you can contact
the following in each Brand Proposition Area

Dublin: Colin.hindle@failteireland.ie

Ireland's Ancient East: Justine.carey@failteireland.ie

Wild Atlantic Way: Marian.leydon@failteireland.ie

For technical assistance contact our Customer
Support Team: CustomerSupport@failteireland.ie
or T: 1800 242473



Fáilte Ireland

National Tourism Development Authority