

# APPLICATION GUIDELINES

## REGIONAL FESTIVALS & PARTICIPATIVE EVENTS PROGRAMME 2017





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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 applications which achieve the minimum eligibility requirements.
- The fund is limited and all eligible applications will be evaluated on a competitive basis against the criteria set out in this document.





## 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 Regional Festivals & Participative Events Programme 2017?

This programme is aimed at supporting festivals and participative events which drive domestic tourism and help to improve the visitor experience by animating destinations in Ireland. Under this programme approximately €690,000 was allocated in 2016 by Fáilte Ireland to support 205 festivals and participative events to achieve these aims.

Typical grants awarded are €2,500-€3,000. In certain circumstances Fáilte Ireland may increase the grant awarded.

Grants awarded in 2017 will be subject to available funding and the amount of applications approved.

## 3. What are the Qualifying Conditions & Minimum Eligibility Thresholds for 2017?

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

- The festival/participative event must generate a minimum of **500** visitor or tourist bednights in paid accommodation. Participative events must generate a minimum of **800** 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.

**It should be noted that these thresholds have been reduced on last year's values.**

- The project has a minimum expenditure of €10,000.

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



#### 4. What Must Successful Applicants Do Well?

- Help to build memorable visitor experiences in the locality, by adding vibrancy and colour to the area.
- The proposed festival/event programme will be comprehensive and professionally designed and motivating for the visitor.
- A clear business plan has been prepared to include a full income and expenditure budget for the event, and a comprehensive marketing and promotions plan.
- Where possible use digital technology to widen reach and impact.
- The profile of the organisers is appropriate to manage the calibre of the proposed event.
- Festivals/participative events awarded funding must be available to brief Fáilte Ireland Tourist Information Offices in advance about the event so that information can be shared with visitors.

#### 5. Who is the Programme Aimed At?

The Regional Festival and Participative Events Programme 2017 is aimed at festivals and participative events that 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 participative events are **ineligible** for this programme, due to their limited tourist appeal:

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

#### 6. What are the Evaluation Criteria?

Applications that meet the Regional Festival's and Participative Programme's qualifying conditions will be assessed under four evaluation criteria:

##### 1. Experience Brand Fit

As a result of significant market research Fáilte Ireland has determined that in a very competitive market place, Ireland can best achieve a higher profile and growth by putting tourism propositions of scale in front of potential visitors. This approach consisting of three key geographically based areas has been adopted to present Ireland to overseas tourists. The Experience Brands we refer to are Dublin, Ireland's Ancient East and Wild Atlantic Way.

In addition, Fáilte Ireland has been assigned the task of exploring the potential of a fourth ('Ireland's Lakelands') Experience Brand under the current Programme for Government. As this task is not complete at this stage, applications aligned with a Lakelands theme will not be required to comment on their alignment with a programme area.

The synergy between the festival/participative event and the host area's tourism strengths where the festival/participative event is located in one of the three Fáilte Ireland Experience Brands will be evaluated. Does the festival/participative event build memorable visitor experiences and responds to the visitor need?

**For further information see links below**

- **Dublin:** The Experience Brand '*Dublin a Breath of Fresh Air*' aims to enhance the overall visitor experience via four key themes: City of Words; Living Bay; Dublin Stories, Hidden and Untold; and Extraordinary Days & Happening Nights. The aim is to uniquely position Dublin by offering memorable experiences and to attract visitors from our main source markets: UK, US, France and Germany.

**Download further information here**





- **Ireland's Ancient East:** A destination brand rooted in the rich history and diverse range of cultural heritage experiences that are particularly prevalent in the East and South regions of Ireland.

[Download further information here](#)



- **Wild Atlantic Way:** Ireland's first long-distance touring route, stretching along the Atlantic coast from Donegal to West Cork. The overall aim of the project is to develop a route that will achieve greater visibility for the west coast of Ireland in overseas tourist markets.

[Download further information here](#)



## 2. Tourism Impact

This is the festival/participative event's ability to entertain tourists and grow visitor numbers to the host area by extending the season and dispersing tourists outside of the core location (where possible).

## 3. Marketing (including Digital Marketing)

How is the festival/participative event going to be marketed to generate interest for the event, and possibly sold to tourists? We will also evaluate how the festival/participative event will be presented online and utilise digital marketing channels to generate interest amongst tourists and how the festival/participative event creates and shares motivating digital content and builds digital communities.

## 4. Delivery Team

The experience and ability of the organisers will be evaluated to ensure the event is effectively managed and delivered. The festival/participative event's financial sustainability will also be reviewed.

## 7. Who Can Apply?

Groups, companies and individuals who have a business address and a current Tax Clearance Access Number in the Republic of Ireland.

Only those applications that meet the programme's minimum eligibility criteria 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.

## 8. How & When to Apply?

The application form can be accessed on the Fáilte Ireland corporate website.

See [www.failteireland.ie/festivals](http://www.failteireland.ie/festivals) for details of opening and closing dates.

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

## 9. What Can be Funded?

### Eligible Expenses

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

- **Marketing Activity:** The cost of marketing activities with a regional and national reach. This may include advertising, public relations, digital marketing and similar activities. Eligible costs may also include the cost of site-branding the location during the event. Local marketing is not eligible.
- **Programming of Events/Activities associated with the Festival/Participative Event:** Expenditure incurred on elements which has not received grant aid from other public bodies (e.g. Arts Council) and is considered to deliver significant benefits to tourism.
- **Development Activities:** For example, feasibility studies, training and branding consultancy activities may be covered once it is clearly of long-term benefit and or/raises the festival or participative event's profile. If a grantee intends claiming for Development Activity it must be agreed in advance and noted in the Letter of Offer.
- **Cross-Border Festival/Participative Events:** Only that portion of the project taking 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 from the cross border festival/participative event.

### 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.
- Unpaid expenditure.
- Hospitality costs.
- Expenditure paid for by a person other than the grantee.
- Operational costs/overheads/administrative expenses, for example: salaries, rent, phone, office supplies, postage, photocopying. Food, accommodation and subsistence for the festival delivery team.
- 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 activities that Fáilte Ireland is already undertaking.
- Activities not specifically related to and required for the festival/participative event.
- Activities undertaken outside the dates as specified in the Letter of Offer.
- Recoverable VAT.
- In-kind contributions.
- Fines, penalty payments, legal costs, audit fees, financial consultancy fees.
- Trade Association membership fees or equivalent.
- Cash expenditure.

All applicants must be aware that the documentation required for any grant awarded, including current Tax Clearance Access 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 form 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 Applicants:** 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 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.
  - Subject to the business case, up to 50% of the grant may be paid in advance once the signed acceptance of the letter of offer has been returned. Fáilte Ireland reserves the right to withhold this facility. 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:** The need for a current Tax Clearance Access Number applies to all grants awarded under this scheme. Successful applicants will be required to submit these details in advance of receiving payment under this scheme.





- **Appeals Procedure:** If an unsuccessful applicant wishes to appeal Fáilte Ireland's decision they must do so in writing within 14 days of receiving notification. All appeals will be carefully considered. Successful applicants are not permitted to appeal the amount awarded.
- **Public Procurement:** Please note that National and EU public procurement procedures must be followed where applicable. For further information refer to: <http://www.etenders.gov.ie/generalprocguide.aspx>
- **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 confidential or commercially sensitive information so identified 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.
- **Canvassing:** Applicants who canvass and/or seek to influence the grant award process may be disqualified.

For further information and help please visit [www.failteireland.ie/festivals](http://www.failteireland.ie/festivals)