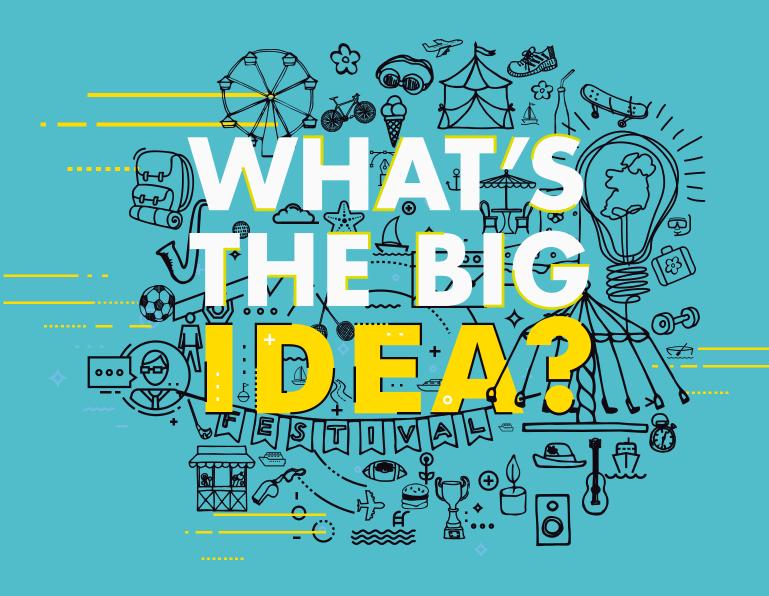


# Do you have an exciting idea for a new FESTIVAL or EVENT?



Will it attract overseas tourists to Ireland?

We want to hear from you!







#### WHY ARE FESTIVALS SO IMPORTANT TO IRELAND'S TOURISM INDUSTRY?

- They provide opportunities to showcase culture, people and places, and enhance the visitor's experience of Ireland
- They improve the distribution of tourism revenue around the country
- 🍍 They are a great way to meet the locals
- They can encourage visitors to come at different times of the year
- They are fun!

We're looking for innovative and imaginative ideas that have the potential to become part of Ireland's exciting festivals and events calendar. We want vibrant festivals and events that will attract overseas visitors to Ireland!



8 MIllion overseas Tourists in 2015



## **TELL US HOW YOUR IDEA:**



Will appeal to overseas visitors and motivate them to travel here

Could take place off-season (i.e. outside of the summer months)

Will promote the brand messages for Ireland's Ancient East, Wild Atlantic Way or Dublin

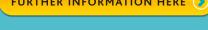






Will appeal to target visitor segments

FURTHER INFORMATION HERE



Has opportunities for participative elements

Will use digital/technology effectively

#### Want to submit your Idea?

DOWNLOAD AND COMPLETE THE SHORT IDEA FORM ()



Submit the Idea Form to myfestivalidea@failteireland.ie by 12.00pm on Tuesday 7th June 2016



## What happens after you submit your form?

We'll compile a shortlist of the ideas with the best potential for Irish tourism. Ideas on the shortlist will be asked to submit additional information and to make a presentation to Fáilte Ireland. Following this a number of successful ideas will be chosen to continue their journey with us and avail of the supports offered.

#### What will successful Ideas get?

Support to Explore Your Idea: Successful ideas will receive support from Fáilte Ireland (typically €5k-€10k) to explore the viability of the idea, and its potential to become a reality. The award can be put towards feasibility studies, research, learning journeys and accessing expert advice. Fáilte Ireland will work with you to determine the supports you need and based on this we will either commission the expertise you require or provide funding directly to you.

*Industry Expertise:* Supports will be offered from within Failte Ireland and from external experts to further develop your idea.

#### What do you need to deliver?

At the end of the journey you will produce a report scoping out your idea, outlining the steps taken and your conclusions about the viability of your idea. You'll also be required to make a presentation on your report to a specially selected panel of industry experts.

#### Got questions?

See the next pages for answers to any questions you have.











# GOT QUESTIONS?

We've tried to answer as many questions as we can below, but if you have any more queries please email *myfestivalidea@failteireland.ie* and we'll get back to you as soon as we can.

	WHO CAN APPLY?	Anyone! We are looking for people with innovative and imaginative ideas for a festival or participative event that can help bring overseas tourists to Ireland.
	DOES THE PROPOSED FESTIVAL/EVENT HAVE TO ATTRACT OVERSEAS TOURISTS?	Yes. 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.
	HOW MUCH INFORMATION DO I HAVE TO PROVIDE?	The idea form is your opportunity to impress!  Although it is a short document tell us as much as you can about your idea.
	SHOULD MY IDEA TIE IN WITH THE WILD ATLANTIC WAY, IRELAND'S ANCIENT EAST OR DUBLIN?	Ideally yes. Based on extensive consumer and market research Fáilte Ireland has identified three key geographic areas that stand out in the international marketplace.  IRELAND'S ANCIENT EAST WILD ATLANTIC WAY SLÍAN ATLANTAIGH FHIAIN  Click logos for more information.
	WHAT DOES 'PARTICIPATIVE EVENT' MEAN ?	A participative event is one that people can sign up for and take part in.  For example triathlons and marathons are participative events. A sporting event where you are only asking people to come along as spectators does not count as participative.
	DO I HAVE TO HAVE A PROVEN TRACK RECORD IN EVENT OR FESTIVAL MANAGEMENT OR TOURISM RELATED ACTIVITIES?	No, at this point we are just looking for ideas so no track record is necessary.
	WHAT HAPPENS AFTER I SUBMIT MY BIG IDEA?	We'll review your idea. Then a short list of the ideas with the best potential for tourism will be compiled.  Projects on the short list will then be asked to submit additional information about the idea and to come in and meet with us.  From the short list a number of winning ideas will be selected.
	IF MY IDEA IS SELECTED WHAT SUPPORTS WILL I RECEIVE?	We will give you support up to the value of €5k-€10k to help you explore and develop your idea. This can be used towards feasibility studies, research and learning journeys.  You will benefit from the support and expertise of Fáilte Ireland and industry experts.  Fáilte Ireland will work with you on the delivery of supports, so the funding might be paid directly to you or we might commission the expertise for you. A timeframe for the research will be agreed with you.









WHAT HAPPENS AFTER I RECEIVE FUNDING?	You'll have to produce a final report scoping out your idea in detail. A meeting will be scheduled at which you'll present your report and conclusions.
WHAT HAPPENS IF MY RESEARCH SHOWS THAT MY IDEA IS NOT SUCH A GREAT IDEA AFTER ALL?	If you receive funding to research/develop your idea and discover it's not such a great idea after all – that's ok. We understand that there is risk involved.  However, you will still need to complete a report and make a presentation to Fáilte Ireland to share your learnings from the process.
IF I RECEIVE FUNDING, WILL FÁILTE IRELAND GIVE ME MORE MONEY TO STAGE MY EVENT?	No. This fund is purely for ideas.
IF MY IDEA IS VIABLE HOW WILL I GET FUNDING?	New festivals and participative events and events require income from a number of sources to get it off the ground.  If your idea has the potential to become a reality it will be up to you to source the funding and sponsorship required to make it happen.  Fáilte Ireland may be able to provide some level of grant aid through our normal festival and participative event funding channels. We run an annual competitive Regional and National Programme which provide funding for festivals and participative events.  See www.failteireland.ie/festivals for more info on these programmes.
IF I AM AN EXISTING FESTIVAL/ PARTICIPATIVE EVENT CAN I APPLY?	Only if you are proposing an entirely new festival/participative event.  This fund is not a top up to funding you may already receive.
IS THERE AN APPEALS PROCESS?	No. Fáilte Ireland's decision will be final.
WHAT ARE THE OPENING AND CLOSING DATES?	The opening date is 12.00pm on Monday 16th May 2016. The closing date is 12.00pm on Tuesday 7th June 2016. Canvassing will disqualify.
WHEN WILL I HEAR BACK FROM FÁILTE IRELAND?	We will notify of you of the outcome of your submission as soon as possible but depending on the volume of submissions received this may take some time.





Send any queries to myfestivalidea@failteireland.ie

We are running a live webinar in May which will give you an opportunity to ask further questions

www.failteireland.ie/myfestivalidea for more info. Visit





#### The Small Print

This fund is a competitive process. Only ideas that are based in the Republic of Ireland may apply. There is no guarantee of funding for proposals submitted. The fund is limited and applications will be evaluated on a competitive basis.

With this fund, Fáilte Ireland is seeking to support the research element behind a new festival/participative event. Fáilte Ireland is not offering funding for the festival/participative event itself.

Fáilte Ireland acknowledges its statutory duty of confidentiality to the applicant in respect of all 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.

However, Fáilte Ireland shall in no way be prohibited from providing funding or other services to any other party in relation to the independent development or the running of a festival/participative event competitive with or similar to the proposed festival/participative event.

#### About Fáilte Ireland

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. Read more about what we do at www.failteireland.ie



