# **FAILTE IRELAND AND LIMERICK CITY AND COUNTY COUNCIL REGIONAL FESTIVALS AND PARTICIPATIVE EVENTS FUND 2020**

**APPLICATION FORM**

# Section 1: Grant Type

* 1. **Please Selection the type of activity you are seeking funding for:**

Marketing ☐

Programming of Event ☐

Development Activities ☐

* 1. **The maximum amount you can apply for in this grant is €4,000**

Grant Amount Requested \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# Section 2 Contact Details

**2.1 Title of Festival/Event:**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**2.2 Name of Organisation/Applicant:**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**2.3 Name & Address of contact person for correspondence:**

**Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ E-mail: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**2.4 Tick here to opt-out of our email notification on future grants opportunities ☐**

**2.5 Please Tick the box to confirm that you have read the GUIDELINES DOCUMENT, which outlines the criteria and terms and conditions of this scheme**

I confirm that I have read the Guidelines for Applicants for Regional Festivals & Participative Grant☐

# Section 3 Festival/Event Details

**3.1 Festival Type**

Food & Drink ☐

Sports & Outdoors ☐

Arts, Music & Theatre ☐

Business & Education ☐

General Festivals (i.e.: literary, historic, traditional culture or family focused) ☐

**3.2 Start Date** **End Date**

Click or tap to enter a date. Click or tap to enter a date.

**3.3 Date Festival/Event was established**

Click or tap to enter a date.

# Section 4: Festival Description & Appeal to Tourists

**4.1 Describe the nature of the festival/event, including the rationale for its existence, unique selling points and vision for its future (Max 25)**

**4.2 How does the festival/event help to entertain and/or draw tourists to the locality? (250 Max)** *(If relevant, you may wish to highlight how it showcases the locality’s culture and or heritage)*

# Section 5: Marketing and Digital Capability

**5.1 How will you promote the festival/event to tourists? (max 250)**

**In addressing this question, please detail**

**(a) the target markets**

**(b) why these activities were chosen.**

**5.2 How does the festival/event’s on-line presence generate interest among tourists? Where possible provide links to relevant digital content (max 150)**

**5.3 How does the festival/event utilise social media channels to generate interest among tourists. Relevant social media channels may include Facebook, Twitter, You Tube, Instagram, Snapchat, Pinterest and other platforms. (max 150)**

# Section 6: The organising and Delivery Team

**6.1 Team and Staffing Numbers**

|  |  |
| --- | --- |
| **No. of Committee Members** |  |
| **No. of Fulltime Staff** |  |
| **No. of Voluntary Members** |  |
| **No. of Part Time Staff** |  |
| **Staff cost for your last festival** |  |

**6.2 Key Team Members**

|  |  |
| --- | --- |
| **Name** | **Role in Festival** |
|  |  |
|  |  |
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|  |  |

# Section 7: Tourism Impacts

**7.1 Results for most recent Year and Projections for Year Ahead**

|  |  |
| --- | --- |
| **Attendance ticketed** |  |
| **Attendance no ticketed** |  |
| **Total attendance** |  |
| **Attendance % Local (travelled less than 20km)** |  |
| **Attendance % Domestic (travelled more than 20km)** |  |
| **Attendance % Overseas** |  |

**7.2 Please explain how these figures were calculated including any research and surveys**

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| --- |
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# Section 8: Financial Details

**8.1 Expenditure**

|  |  |
| --- | --- |
| **Expenditure – Details** | **Amount** |
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|  |  |
| **Projected Total** | **€** |
| **Amount Request** | **€** |

**8.2 Income**

|  |  |  |
| --- | --- | --- |
| **Income – Details** | **Amount** | **STATUS (confirmed, in progress, proposed)** |
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| **Projected Total** | **€** |  |

**8.3 Financial sustainability Strategy – Provide details of the strategy to increase**

**(a) total funding**

**(b) other sources of funding**

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# Section 9:Additional Information in Support of Your Application

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# Section 10: Support Documentation

# **10.1 There are 3 types of support documentation which must be provided along with this application form. In addition to this you may provide an additional 2 support documents of your choosing. See below:**

1. Mandatory: Strategic Business Plan
2. Mandatory: Strategic Marketing Strategy
3. Mandatory: Tax Clearance Certificate or proof of i.e. Tax Clearance number
4. **Optional:**Max of 2 other documents which you think may support your application

# Check List

|  |  |
| --- | --- |
| **Document Type** | √ |
| Completed and signed Application Form |  |
| Strategic Business Plan |  |
| Strategic Marketing Strategy |  |
| Proof of Tax Clearance Certificate |  |
| Optional Support Material Doc 1 |  |
| Optional Support Material Doc 1 |  |

# Declaration

I have read and understood the Guidelines Document for this Grant Scheme.

I understand that this is a competitive process and agree to adhere to the criteria, terms and conditions as outlined in the Guidelines Document.

I attach the required documents.

I understand that I must return relevant receipts and/or a set of accounts and a post festival/event report when the event is complete.

I certify that all information provided for the purpose of this application, and all information given in any documentation submitted in support of the application is truthful and accurate.

Signed: ­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (electronic signatures accepted)

Name in Block Capitals: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

On behalf of: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (organisation/festival/event)

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_