



Comhairle Cathrach
& Contae **Luimnigh**

Limerick City
& County Council

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

APPLICATION FORM

Section 1: Grant Type

1.1 Please Selection the type of activity you are seeking funding for:

- | | |
|------------------------|--------------------------|
| Marketing | <input type="checkbox"/> |
| Programming of Event | <input type="checkbox"/> |
| Development Activities | <input type="checkbox"/> |

1.2 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:

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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

Click or tap to enter a date.

End 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)



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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

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

Section 8: Financial Details

8.1 Expenditure

Expenditure – Details	Amount
Projected Total	€
Amount Request	€



8.2 Income

Income – Details	Amount	STATUS (confirmed, in progress, proposed)
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

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	



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Optional Support Material Doc 1	
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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: _____