



LOCAL FESTIVAL & PARTICIPATIVE EVENTS PROGRAMME - FUNDING APPLICATION FORM 2018

Completed applications can be posted to Clare County Council, Tourism Department, Áras Contae an Chláir, New Road, Ennis, Co Clare or emailed to economicdev@clarecoco.ie

Closing date for receipt of completed applications is 5pm on Tuesday, 3rd April 2018.
Applications received after this date will not be considered.

Notes for Applicants:

- Maximum funding available under this fund is €6,000.
- The festival/participative event must have a minimum expenditure of €10,000.
- The festival/participative event must generate a minimum of 300 visitor bednights in paid accommodation.
- 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 in accordance with the funding guidelines.

Contact Details

Name of the person to whom any correspondence regarding this application should be addressed:

Name: _____

Address: _____

Telephone: _____ Mobile: _____

Email: _____

Section 1: Festival/Participative Event Details

Name of the Festival/Participative Event:	
Festival/Participative Event website address:	
Date of proposed Festival/Participative Event:	
Location of proposed Festival/Participative Event:	
Is the Festival/Participative Event new or existing?	
Frequency of Festival/Participative Event?	
Festival/Participative Event operating since (year)?	
Name of company/organisation in ownership?	
When was the organisation established?	
Legal Status (e.g. community group, limited company etc.):	

Aims and objectives of the organisation:
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Growth of Festival/Participative Event:

Please give full details of the festival/participative event for which you are requesting funding, including the **reason for its existence, appeal to tourists, and vision for the future:**
(Please include business plan if available)

Festival/Participative Event Benefits

How will the festival/participative event benefit your area? The festival/participative event must demonstrate how the event will **add to the reputation of the local area as a tourist destination** and demonstrate past/projected economic impact.
The festival/participative event must **drive domestic tourism** and also have the **potential to extend the tourism season.**

Please provide details on **sustainable local gains** i.e. benefits to local businesses, increased media awareness of the area etc.

Please provide details of how the festival/participative event will highlight the local features of the Fáilte Ireland programme areas, **The Wild Atlantic Way** and/or **Ireland's Ancient East** (see criteria for details).

Section 2: Festival/Participative Event Programme

Please provide details on the content of the festival/participative event programme, to include details on events organised and expected timetable. The programme must be **comprehensive and well designed**, include **high quality content**, and **attract extra visitors** to the event. The content **must appeal to tourists**.

(Please provide a copy of your festival/participative event programme if available)

Section 3: Marketing

How will the festival/participative event be promoted and marketed? Please include details on the event's Marketing **Strategy**, Marketing **Budget**, how the festival/participative event will be **promoted to tourists**, the festival/participative event **target markets** and how these were chosen.

Please provide details on **local and business partnerships** in the area to include details on **cross-selling packages** with local attractions and tourism businesses, packages with accommodation providers and tour operators.

Section 4: Digital Capability

Please provide details of the festival/participative event's on-line presence, including links where possible. How does the festival/participative event utilise social media channels (Facebook, Twitter, Instagram, Youtube, Snapchat, Pinterest and other platforms.) to generate awareness and **attract tourists** to the event?

How will the festival/participative event create and share motivating digital content (see criteria for details)?

Section 5: Financial Details and Funding Requested

Expenditure: Please provide a full breakdown of all expenditure related to this proposal under headings such as marketing costs, programme and event production costs, development costs etc.

Details	Amount
Marketing Costs	
Development Costs	
Programme & Event Production Costs	
Other (please specify)	

Income: Please provide a full breakdown of **all** projected sources of income under headings such as: fees, ticket sales, sponsorship, grant schemes, fundraising, borrowings etc.

Details	Amount
Earned Income (to include ticket sales):	
Sponsorship (Please specify the source):	
Clare County Council Grants:	
Municipal District Grants	
Town Development Fund	
Arts Grant(s)	
Leader/Local Development Companies:	
Creative Ireland Funding	
Arts Council:	
Other (please specify):	
Fundraising:	
Borrowing:	
Other (please specify):	

Total expenditure € _____ Total income € _____

Amount requested from Clare County Council. €

Please give details on what the grant will be specifically used to fund:

Child Protection Policy:

Clare County Council funding policy requires any organisation seeking funding, whose activities involve children, to submit a copy of their current child safeguarding policy along with the completed application materials. Failure to do so may render the application invalid.

Do your organisation's activities involve children? Yes No

If yes, include a copy of your current child safeguarding policy.

Insurance:

Clare County Council strongly recommends that all organisations have adequate insurance cover for the projects they undertake. In providing grant support Clare County Council will not be liable for any actions that may arise as a result of the negligence of the applicant.

Please attach a copy of your current insurance cover.

Name of Insurer: _____

Please give level of Public Liability cover

€ _____

Confidentiality:

By submitting an application, applicants agree to the processing and disclosure of the applicant's information by Clare County Council and Fáilte Ireland and to other third parties if required, for Fund administration, reporting, evaluation and audit purposes; and successful applicants further consent to the disclosure of this information (e.g. name of successful applicant, amount of award, event details, etc.) by these parties in connection with the marketing or promotion of the Fund. Clare County Council, and Failte Ireland are parties to a Memorandum of Understanding which reflects the terms of the arrangement between the parties and all such parties agree to employ appropriate measures to keep applicants' data safe and secure; to prevent its unauthorized or accidental disclosure, access or alteration; and to ensure that personal data will be processed only in accordance with the relevant provisions of the Data Protection legislation.

Declaration:

I have read and understand the information and guidelines applicable to the Fund and agree to comply in full therewith.

I hereby declare that all information provided in this application, and all information given in any documentation submitted in support of the application is truthful and I hereby authorise Clare County Council to make any enquiries, as they consider necessary to assess this application.

Signed: _____ **Date:** _____

Name: (in block capitals)

On behalf of: (organisation's name)

Clare County Council,
Tourism Department,
New Road,
Ennis,
Co. Clare.
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Email: economicdev@clarecoco.ie

