LOCAL FESTIVAL & PARTICIPATIVE EVENTS PROGRAMME - FUNDING APPLICATION FORM 2020

Completed applications can be posted to the Tourism Department, Rural Development Directorate, Clare County Council, Áras Contae an Chláir, New Road, Ennis, Co Clare.

Closing date for receipt of completed applications is 4pm on Friday, 13th March 2020. Applications received after this date will not be considered.

Notes for Applicants:
- Maximum funding available under this fund is €6,000.
- The festival/event must have a minimum expenditure of €10,000.
- The festival/event must generate a minimum of 300 visitor bednights in paid accommodation.
- The festival/event must occur during 2020
- 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: _____

Festival/Participative Event Details

Name of Festival/Event:	

Name of Festival/Event promoter(if different):	

Website address:	

Date of proposed Festival/ Event:	

Location of proposed Festival/Event:	

Is the Festival/Event new or existing:	

Frequency of Festival/Event:	

Festival/Event operating since (year):	

When was the organisation established:	

Legal Status (e.g. community group, limited company etc.):	

Aims and objectives of the organisation:

Team Members

Please provide details on the experience and abilities of the Committee/Board Members of the Festival/Event:

Name	Role and Relevant Experience (e.g. chairperson, secretary, treasurer, public relations officer etc.)
Number of Voluntary Members:	
Total Number of Staff Members (if any):	
Number of Full-Time Paid Staff:	
Number of Part-Time Paid Staff:	

Festival/Participative Event Category
The purpose of this section is to give Clare County Council an understanding of (a) your festival/event (b) how it entertains and/or draw tourists to the locality.

Which category below best fits your Festival/Participative Event: Tick X

General	Literary	
	Historic	
	Family	
	Traditional Culture	
Arts, Music & Theatre		
Food & Drink		
Sports & Outdoors	Walking	
	Running	
	Cycling	
	Water-based Activities	
	Triathlon/Adventure Race	
	Angling	
	Equine	
	Golf	
	Motor Sports	
	Team Sport	
Business & Education		
Other (specify the type of Festival or Event)		

Attendance Details

A	Attendance Details:	Last Festival/Event (if Applicable)	2020 (projected)	^ How was data collected?
	Attendance Ticketed:			
	Attendance Non Ticketed:			
	Total Attendance:			
B	Taking the total attendance figure above, please provide the following breakdown:			
	* %Local			
	* %Domestic			
	* %Overseas			
	Must add to 100%			
C	Of those who overnight in the area, what is the average number of nights			
Notes: * Local – Those living within a 65km/40 mile radius within the county * Domestic – Those living beyond 65km/40 mile radius outside the county * Overseas – Those living outside the republic of Ireland ^ Please explain how the figures were estimated including what research, if any has been carried out in the compilation of the above figures.				

Evaluation Criteria

1. Festival/Participative Events Programme (25 marks)

Please provide details on the content of the festival/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/ event programme if available)

2. Collaboration (20 Marks)

Explain how your event collaborates with the local community and other organisations/partners/networks to maximise the local and visitor potential of the festival/event.

3.Marketing and Digital (15 Marks)

How will the festival/event be promoted and marketed? Please include details on the event's Marketing Strategy, Marketing Budget, how the festival/event will be promoted to tourists, the festival/event target markets and how these were chosen.
Provide details of the festival/ event's on-line presence, including links where possible. How does the festival/event utilise social media channels (Facebook, Twitter, Instagram, Youtube, Snapchat, Pinterest and other platforms) to generate awareness and attract tourists to the event?

4. Environmental Management Benefits (15 marks)

Describe some of the actions you will take as part of the festival/event which will generate positive environmental benefits (e.g. preventing waste, reduction in energy & water use, sustainable transport options).

5. Delivery Team Capacity & Budget (15 marks)

How does the festival/event organisers demonstrate organisational capacity to deliver the festival and quality of the application in terms of budgeting.

6. Fáilte Ireland's Experience Brand Fit (10 Marks)

Please provide details of how the festival/event will highlight the local features of the Fáilte Ireland programme areas, ie Wild Atlantic Way, Ireland's Ancient East etc.

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:

Financial status of Organisation

Does your group keep annual accounts? Yes/No

Is your group Tax Registered? Yes/No

If yes, please give include your tax no. _____

Does your organisation have charitable status? Yes/No

If yes, please give details: _____

Acknowledgement of Clare County Council and Fáilte Ireland

Please state how your group proposes to acknowledge the financial contribution if
approved: (please note Clare County Council's and Fáilte Ireland's logo must also appear on
brochures, posters, social media channels and websites etc)

Supporting Documentation

Supporting Documents to be submitted where applicable:

- Festival/Participative Event Programme Outline
- Marketing and Promotions Plan
- Business Plan with Budget and Economic Impact

The following documents should be available upon request:
- Vision and Mission Statement
- Child Protection Policies and Procedures
- Health and Safety Plan
- Environmental Management Plan
- Copy of current Insurance cover

Child Protection Policy:

Clare County Council funding policy requires any organisation seeking funding, whose
activities involve children, to have a child protection safeguarding policy.

Do your organisation's activities involve children?   Yes/No

If yes, does your organisation have a Child Protection Procedure? Yes/No

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.Name of Insurer:

_____

Please give level of Public Liability cover €_____

Confidentiality:
By submitting an application, you are providing consent for 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
Rural Development Directorate
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