



Louth County Council

Large Festival & Participative Events Programme 2022

Application Form & Guidelines



Qualifying criteria are set out in the programme guidelines. All applicants are encouraged to read the programme guidelines carefully before applying for funding.

Guidelines

What is the purpose of this initiative?

Large festivals and participative events are an important component of the Irish tourism product offering. These festivals / participative events provide opportunities to showcase culture, people and places, thereby greatly improving visitor experience of Ireland. This programme aims to enhance the growth, quality, competitiveness and sustainability of tourism in Louth by improving the visitor experience. Support is provided by way of funding from Fáilte Ireland.

Who is eligible to apply?

The programme is aimed at **larger festivals and participative events** which attract international visitors to the area while generating economic benefits for the host locality, surrounding areas while raising awareness of the region internationally.

Successful applicants must demonstrate how they will:

- Aim to deliver a substantial number of bed nights in County Louth.
- Build on Irish Tourism's key strengths
- Provide tourists with brilliant visitor experiences
- Align their festival with Fáilte Ireland's **Ireland's Ancient East** brand strategy
- Generate motivating online content which can be used for future tourism promotion.

There is no guarantee of funding for events even if you achieve the minimum eligibility criteria. The fund is limited and eligible applications will be evaluated on a competitive basis.

What types of Events will be funded?

Various types of Festivals & Events will be considered for funding – however they must have a strong focus on attracting visitors to County Louth and should have the potential to be repeated. Particular emphasis should be placed on aligning the festival with the Ireland's Ancient East brand. This funding is aimed at large festivals & events that fit into one of the following categories:

- General festivals (i.e. literary, historic, traditional culture or family focussed)
- Arts, Music & Theatre
- Food & Drink
- Sports & Outdoors.

The following categories of festival & participative events are **ineligible** for this funding arrangement:

- Purely commercial events with limited tourism appeal
- Agricultural shows & countryside fairs with limited tourism appeal
- Spectator based sporting events
- Circuses and carnivals
- Conferences
- Christmas fairs and markets.

What items and expenses are excluded from the fund?

- Infrastructural / tourism development projects / capital costs for the county
- Spend on alcoholic beverages, fines, penalty payments, legal cost, audit fees, financial consultancy fees and wages and salaries of consultants
- In general the cost of items for resale are ineligible
- Costs which have been or are being covered by other funding sources.
- Items including, but not limited to, operational costs, overheads, administrative expenses for the event team and organisers including salaries, rent, phone, office supplies, postage, photocopying, food, accommodation, travel expenses and subsistence.
- Fines, penalty payments, legal costs, audit fees and financial consultancy fees.

A full list will be issued with your letter of offer should you be successful.

How do I apply?

You should apply directly to Louth County Council. Only completed applications received via the approved application form will be considered. The completed form must be sent to

Festival Grant Funding

Susan L Murphy,
Louth County Council,
Economic Development Section,
Town Hall, Crowe Street,
Dundalk, Co. Louth,
A91 W20C

Or sent by email to: tourism@louthcoco.ie

Closing Date: 5pm, Friday, 22nd April 2022

You may also submit accompanying additional documentation with your completed application form if you feel this is appropriate.

How will I know if my group has been successful?

Successful applicants will receive a Letter of Offer. This letter will form the contract between Louth County Council and the organiser and will detail all conditions and requirements attached to the grant. Any possible grant offer can only be made to the party identified and named in the application form.

A list of successful applicants will be published on the Louth County Council website stating the name and date of the event taking place.

If I am successful how do I draw down the Fund?

Payment will only be made after the event has taken place. In order to receive the payment, the successful applicant must complete a **Post Event Report** which will be provided by Louth County Council and include invoices, evidence that the event has taken place (e.g. photographic evidence, press coverage, flyers, etc.). You must include Louth County Council, Louth Land of Legends and Ireland's Ancient East Logo in all materials, publications, programmes and on all social media platforms. Your festival / event must run in accordance with Louth County Council's Event Management Guidelines. Details will be included in your letter of offer. Submission of incomplete documentation may result in funding being reduced or withdrawn.

Funding not claimed by the agreed deadline will be cancelled.

Acknowledgement

Once you have been notified that you have been successful in receiving funding, ***you must ensure that your event is promoted as part of this initiative and appropriate guidelines to support this will be included with the letter of offer which must be adhered to.***

Large Festival & Participative Events Programme 2022

APPLICATION FORM

Section 1: The Applicant & Festival Details

Applicant Details	
Name of Applicant / Organisation:	
Address of Applicant / Organisation:	

Contact Person's Details	
Name:	
Title:	
Email address:	
Contact number:	

Festival / Event Details	
Festival / Event Name:	
Dates	
Location (Town)	
Is the Festival / Event New or Existing?	
Frequency of Festival/ Event?	
Festival / Event operating since?	
Name of Company / organisation in ownership:	
Festival / Event office address:	



Section 2: The Festival / Event’s Appeal to Tourists

The purpose of this section is to give a strong understanding of (a) your festival / event and (b) how it entertains and / or draws tourists to the locality.

Festival/Event Tick one category below which best fits your festival / event	
General i.e. literary, historic, traditional culture or children focused	
Arts, Music & Theatre	
Food & Drink	
Sports & Outdoors i.e. walking, running, etc	
Other (<i>If other, please specify the type of the festival or event.</i>)	

Please give a detailed description the festival / event, including the rationale for its existence, unique selling points and vision for its future. (Maximum of 150 words.)

**How does the festival or event help to entertain and / or draw tourists to the locality?
(Maximum of 150 words.)**

Please outline the Festival 2022 Programme highlights

Blank area for outlining the Festival 2022 Programme highlights.

Outline any changes to Festival Programme in 2022 from previous festivals

Blank area for outlining any changes to Festival Programme in 2022 from previous festivals.

Provide a profile of the domestic fanbase and insights on why the festival appeals to this market

Empty response area for domestic fanbase profile.

Provide a profile of the international fanbase and insights on why the festival appeals to this market

Empty response area for international fanbase profile.

How does the festival / event help to showcase the locality's culture, heritage or landscape? In answering this question, applicants may wish to refer to information given in reply to an earlier question. (Maximum of 150 words.)

Section 3: Marketing

The purpose of this section is to give details of your marketing strategy and, where relevant, sales activation. If you have prepared a marketing plan please provide a copy of it in support of your funding application.

How will you promote the festival / event to tourists? In addressing this question, please detail (a) the target market segments and (b) why these activities were chosen. (Maximum of 100 words.)

Provide details of any joint marketing initiatives, cross selling, publicity and promotions with other festivals, accommodation providers, tour operators, etc. (Maximum of 100 words.)

Empty response box for providing details of joint marketing initiatives, cross selling, publicity and promotions.

Section 4: Digital Capability

The purpose of this section is to give details of your plans to make tourists aware of the festival / event digitally and to build an active on-line community.

How does the festival / event’s online presence generate interest among tourists? Where possible provide links to relevant digital content. Show how you will align this event with Ireland’s Ancient East Brand and VisitLouth.ie brand (Maximum of 100 words.)

How does the festival / event utilise social media channels to generate interest among tourists. Relevant social media channels may include Facebook, Twitter, YouTube, Instagram, Snapchat and other platforms. (Maximum of 100 words.)

Empty response box for text input.

Section 5: The Organising & Delivery Team

The purpose of this section is to give details of those who will be involved in setting up and delivering the festival / event.

Team & Staffing	
Number of Committee / Board Members:	
Number of Voluntary Members:	
How many <i>volunteers</i> will be engaged during the planning and operation of the festival / event:	

Key Team Members -	
Please provide details of the background and experience of the key individuals / companies <u>who</u> deliver the festival / event (add more rows if required).	
Name	Role & relevant experience

Section 6: Tourism Benefits

The details provided in this section will be used to establish the scale of the festival / event in terms of the likely number of tourists attending and bed-nights arising.

Performance Metrics					
Audience / Participant Statistics			Results for 2021 or Most Recent Year	Projections 2022	How was data collected?
A	Attendance:	Ticketed			
		Non Ticketed			
		Total attendance			
B	Taking the total attendance figure above, please provide the following breakdown	% Local*			
		% Domestic*			
		% Overseas*			
C	How many events, on average, did / will each individual attend?	Entire Event	Entire Event	How was data collected?	
D	Of those who stayed overnight in the area, what is the average number of nights spent locally?				
<p>Notes:</p> <p>*Local- Those living within a 65km or 40 mile radius / within the county.</p> <p>*Domestic- Those living beyond a 65km or 40 mile radius / outside the county.</p> <p>*Overseas – Those living outside the Republic of Ireland.</p> <p><i>Please give additional details that you feel may be relevant:</i></p>					

Describe how your festival is unique to your location and to Ireland and how the festival aligns to the County Tourism Strategy and Fáilte Ireland Regional Brand (max 300 words)

Empty text box for festival description.

Section 7: Funding Requested

Please detail below any grants applied for or received for this event in 2022

Grants / Funding Applied for:	Yes / No	Amount
• Arts Council		
• Local Authority		
• Leader / Local Development Companies		
• Údarás na Gaeltachta		
• Fáilte Ireland		
• Other (please specify)		

Financial Sustainability Strategy: Please provide details of your strategy to increase (a) your total funding and (b) your other sources of funding. (maximum of 200 words)

Section 8: Declarations, Disclosures & Signatures

Disclaimer – please read carefully

It will be a condition of any application for funding under the terms and conditions of the Louth County Council Large Festival & Participative Events Programme that the applicant has read, understood and accepted the following:

1. Louth County Council shall not be liable to the applicant or any other party, in respect of any loss, damage or costs of any nature arising directly or indirectly from:
 - a. The application or the subject matter of the application.
 - b. The rejection for any reason of any application.
2. Louth County Council shall not be held responsible or liable, at any time in any circumstances, in relation to any matter whatsoever arising in connection with the administration of activities.
3. This is a competitive grant process and you should understand that there is no guarantee of funding for festivals or events which achieve the minimum eligibility conditions.
4. The information provided in this application and all information given in any documentation submitted in support of the application is truthful and accurate
5. Freedom of Information - Louth County Council wishes to advise applicants that, under the Freedom of Information Acts the information supplied in the application form may be made available on request, subject to Louth County Council's obligations under law. Louth County Council agrees to employ appropriate measures to keep applicants' data safe and secure; to prevent its unauthorised 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. (GDPR).

You are asked to consider if any of the information supplied by you in this application should not be disclosed because of sensitivity. If this is the case you should, when providing the information, identify same and specify the reasons for its sensitivity. Louth County Council will consult with you about sensitive information before making a decision on any Freedom of Information request received. However, if you consider that none of the information supplied by you is sensitive, please complete the statement below to that effect. Such information may be released in response to a Freedom of Information request.

I / We agree that none of the information supplied is sensitive, and any, or all, of the information supplied, may be released in response to a Freedom of Information request.

YES



DECLARATION

Declaration of Applicant(s)

I / We have read and understood the information and criteria applicable to the Fund and agree to comply in full therewith.

I / We certify that all information provided in this application, and all information given in any documentation submitted in support of the application is truthful and accurate and that I have not applied to any other city / county council for funding for this Event.

I / We confirm compliance with GDPR and all its requirements.

I / We acknowledge that any personal information submitted to Louth County Council will be obtained and processed in line with the Data Protection Acts and GDPR.

By submitting an application, applicants agree to the processing and disclosure of the applicant's information by the Council, 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 Louth County Council in connection with the marketing or promotion of the scheme and event.

All events must adhere to any Government and Health and Safety guidelines in place at the time of the event.

More than one group member must sign the application.

First Signature: _____ **Date:** _____

Name: (in block capitals): _____

Second Signature: _____ **Date:** _____

Name: (in block capitals): _____

On behalf of: (organisation's name): _____



Checklist of documents to be attached with your application if available (all to be submitted by email)

	Copy of business plan including marketing plan if available
	Samples of promotional material from previous year (if available)
	Any further details available on 2022's programme content

Application forms and attachments must be submitted to:

**Large Festivals & Participative Events Programme,
Susan L Murphy,
Louth County Council,
Economic Development Section,
Town Hall, Crowe Street,
Dundalk, Co. Louth,
A91 W20C.**

Closing Date: 5pm, Friday, 22nd April 2022