**Regional Festivals & Participative Events Programme 2025**

**Application Form**

The Regional Festivals & Participative Events Programme 2025 is aimed at supporting festivals and events which drive domestic tourism while also appealing to our best practice visitor segments.

The overall key objectives are:

* To attract and develop domestic and international visitors to the County in the shoulder season
* To increase bed-nights and benefit to the local economy (including night-time economy)
* To raise awareness of the region internationally
* To add variety and diversity to the county,
* Animates the local area

It is a competitive grant process. There is no guarantee of funding for festivals/events that achieve the minimum eligibility conditions. The fund is limited, and all eligible applications will be evaluated on a competitive basis against the criteria set out in the programme guidelines.

To be considered for funding, applicants need to demonstrate the following:

* That the festival and or participative event must generate a minimum of 200 visitor or tourist bed nights. In the absence of valid accommodation surveys or audience surveys, the tourism impact may be estimated by Mayo County Council.
* That the festival/event has a minimum expenditure of €5,000.
* Other criteria are set out in the **programme guidelines.** All applicants are encouraged to read the programme guidelines carefully before applying for funding.

The Regional Festivals and Participative Events Programme is aimed at festivals and participative events that fit into one of the following categories:

* General festivals (i.e., literary, historic, traditional culture or family focused).
* Arts, Music & Theatre.
* Food & Drink.
* Sports & Outdoors.
* Business & Education.

The following categories of festival and participative events are ineligible under this funding arrangement:

* + Purely commercial events with limited tourism appeal.
  + Agricultural shows and countryside fairs with limited tourism appeal.
  + Spectator-based sporting events.
  + Circuses and carnivals.
  + Christmas fairs, markets, and parades.

**APPLICANTS MUST CONSULT THE ATTACHED GUIDELINES WHEN PREPARING THEIR APPLICATION**

**Apply directly to:**

Tourism and Amenity Department, Mayo County Council, Mayo House, Moneen, Castlebar, Co Mayo. **Email:** [tourismsection@MayoCoCo.ie](mailto:tourismsection@MayoCoCo.ie)

**APPLICATIONS MUST BE RECEIVED BY MAYO COUNTY COUNCIL**

**BEFORE 5.00PM ON FRIDAY,** **21st February 2025**

**Section 1: APPLICANT & FESTIVAL DETAILS**

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| 1. Applicant Details | | | |
| Name of Applicant/Organisation: | | |  |
| Address of Applicant/Organisation: | | |  |
| Applicant legal structure:  (e.g. limited company, charity, local authority) | | |  |
| 1. Name and Contact Details of person dealing with application: | | | |
| Name: |  | | |
| Title: |  | | |
| Correspondence Address: |  | | |
| Email address: |  | | |
| Telephone number |  | | |
| 1. Festival/Event Details | | | |
| Name of festival/event: | |  | |
| Dates of festival/event: | |  | |
| Location of festival/event: | |  | |
| Is the festival new or existing? | |  | |
| Frequency of festival/event: | |  | |
| Festival/event operating since (year): | |  | |
| Name of company/organisation in ownership of the festival: | |  | |
| Festival/event office address: | |  | |
| 1. Applicant Tax & Related Detail | | | |
| Tax Reference Number: |  | | |
| Charity Number (CHY): |  | | |
| VAT Registration Number: |  | | |

**Section 2: THE FESTIVAL/PARTICIPATIVE EVENT’S APPEAL TO TOURISTS**

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

|  |  |
| --- | --- |
| 1. Festival/Event   Tick one category below which best fits your festival/event | |
| General |  |
| Participative Event |  |
| Food & Drink |  |
| Sports & Outdoors |  |
| Education |  |
| Other |  |
| *If other, please specify the type of the festival or event.* |  |
| 1. About the Festival   Please describe the nature of the festival/event, including the rationale for its existence, unique selling points and vision for its future.  (Maximum of 150 words.) | |
|  | |
| 1. Tourism Impact    1. Describe how your festival is unique to your location and to Ireland (300 words)    2. Describe how the festival aligns to Fáilte Ireland Regional Brand (Wild Atlantic Way).   (150 words) | |
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| 1. 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 200 words.) |
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**Section 3: MARKETING AND DIGITAL CAPABILITY**

***The purpose of this section is to give details of your marketing strategy and, where relevant, sales activation and to give details of your plans to make tourists aware of the festival/event digitally and to build an active on-line community.***

***If you have prepared a marketing plan, please provide a copy of it in support of your funding application.***

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| 1. How will you promote the festival/ participative event to tourists? In addressing this question, please detail (a) the [target market segments](http://www.failteireland.ie/Domestic-sales/Domestic-segmentation.aspx) and (b) why these activities were chosen.   (Maximum of 100 words.) |
|  |
| 1. Provide details of any joint marketing initiatives, cross selling, publicity and promotions with other festivals, accommodation providers, tour operators etc.   (Maximum of 100 words.) |
|  |
| 1. How does the festival/ participative event’s on-line presence generate interest among tourists? Where possible provide links to relevant digital content.   (Maximum of 100 words.) |
|  |
| 1. How does the festival/ participative event utilise social media channels to generate interest among tourists. Relevant social media channels may include Facebook, Twitter, YouTube, Instagram, Snapchat, Pinterest and other platforms.   (Maximum of 100 words.) |
|  |

**Section 4: THE ORGANISING & DELIVERY TEAM**

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

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| 1. Team & Staffing | |
| Number of Committee/Board Members: |  |
| Number of Voluntary Members: |  |
| Number of Full-Time Paid Staff: |  |
| Number of Part-Time Paid Staff: |  |
| How many *volunteers* will be engaged during the planning and operation of the festival/event: |  |

|  |  |
| --- | --- |
| 1. Key Team Members - Paid:   Please provide details of the background and experience of the key individuals/companies paid to deliver the festival/event  (Add more rows if required) | |
| Name | **Role & relevant experience** |
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| 1. Key Team Members - Unpaid:   Please provide details of the background and experience of the key voluntary individuals/companies delivering the festival/event  (Add more rows if required) | |
| Name | **Role & relevant experience** |
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**Section 5: 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.***

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| 1. **Performance Metrics**   **Visitor Projections**   * Outline domestic and international visitor projections and explain how the figures were estimated including what research, if any has been carried out in the compilation of below figures.   **(Maximum of 100 words.)** |
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| --- | --- | --- | --- |
|  | **2025 No. of Tickets Sold/Issued** | **2025 No. of Bed nights Spent Locally** | **How figures were estimated** |
| **Local visitor\*** |  |  |  |
| **Domestic Visitor\*\*** |  |  |  |
| **International Visitor\*\*\*** |  |  |  |
|  |  |  |  |
| \*Local- Those living within a 65km or 40 mile radius/within the county.  \*\*Domestic- Those living beyond a 65km/ 40 mile radius outside the county.  \*\*\*\*Overseas – Those living outside the Republic of Ireland. | | | |

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| --- | --- |
| How many events, on average, did/will each individual attend? |  |
| Of those who overnight in the area, what is the average number of nights spent locally? |  |
| 1. ***Please explain what research, including audience research, has been carried out in the compilation of the above figures?***   ***(Keep to a maximum of 50 words).*** | |
|  | |

**Section 6: FINANCIAL DETAILS & FUNDING REQUESTED**

***The purpose of this section is to establish the actual cost involved in delivering the festival/event in 2024 and the projected cost of delivering it in 2025.***

***In providing details:***

* ***Enter only actual or invoiced expenditure.***
* ***Where the applicant is in a position to recover VAT, costs should be expressed net of recoverable VAT.***
* ***See the guidelines for details as to which costs are eligible for grant funding.***
* ***If available, the detailed working and assumptions supporting the figures stated below should accompany this form.***

|  |  |  |
| --- | --- | --- |
| 1. **EXPENDITURE** | **Actual Spend 2024** | **Projected Spend 2025** |
| **Marketing Costs** | | |
| Local advertising (Total cost of any Print, Radio, TV or Online advertising with a circulation within 65kms/40 miles) |  |  |
| Regional, National and International advertising (Total cost of any Print, Radio, TV or Online advertising with a circulation beyond 65kms /40 miles) |  |  |
| Design & Print of programmes, brochures, posters, leaflets etc |  |  |
| Public Relations (including PR consultancy, launches, photo calls etc) |  |  |
| Sales Activity |  |  |
| Website Development & Design |  |  |
| Online Marketing including social media |  |  |
| Site branding and signage |  |  |
| Other *(please specify)* |  |  |
| **Total Marketing Costs** |  |  |

|  |  |  |
| --- | --- | --- |
| **EXPENDITURE** | **Actual Spend 2024** | **Projected Spend 2025** |
| **Development Costs** | | |
| Fundraising Costs |  |  |
| Branding or development consultancy |  |  |
| Other |  |  |
| **Total Development Costs** |  |  |

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| --- | --- | --- |
| **EXPENDITURE** | **Actual Spend 2024** | **Projected Spend 2025** |
| **Programme& Event Production Costs** | | |
| Free Events: (e.g. artists/performers fees, travel & subsistence for free events, venue hire & production costs) |  |  |
| Ticketed Events: (e.g. artists/performers fees, travel & subsistence for free events, venue hire & production costs) |  |  |
| Other (please specify) |  |  |
| **Total Programme & Event Costs** |  |  |

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| --- | --- | --- |
| **EXPENDITURE** | **Actual Spend 2024** | **Projected Spend 2025** |
| **Summary of Totals** | | |
| **Marketing** |  |  |
| **Development** |  |  |
| **Programme & Event Production** |  |  |
| **Other (please specify)** |  |  |
| **Overall Total Expenditure** |  |  |

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| --- | --- | --- |
| 1. **INCOME** | **Actual Income 2024** | **Projected 2025** |
| **Earned Income** |  |  |
| Ticket Sales |  |  |
| Festival/event merchandising |  |  |
| Festival/Event Programmes |  |  |
| Other (please specify) |  |  |
| **Sponsorship** (please specify the funder) |  |  |
| **Grants From** |  |  |
| Arts Council |  |  |
| Local Authority |  |  |
| LEADER/Local Development Companies |  |  |
| Údarás na Gaeltachta |  |  |
| Fáilte Ireland |  |  |
| Other (please specify) |  |  |
| **Fundraising** |  |  |
| **Borrowing** |  |  |
| **Other** (please specify) |  |  |
| **Total Income** |  |  |

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| --- | --- | --- |
| 1. **IN KIND EXPENDITURE/INCOME**   List approximate value of items and services provided free of charge, e.g., accommodation, stewarding, advertising, transport etc. | **Actual 2024** | **Projected 2025** |
| In Kind Expenditure-list: |  |  |
| **Total In Kind Expenditure** |  |  |
| In Kind Income-list: |  |  |
| **Total In Kind Income** |  |  |

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| 1. **Financial Sustainability Strategy**   Please provide details of your strategy to increase (a) your total funding and (b) your other sources of funding. |
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**Section 7: Declarations, Disclosures & Signatures**

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| --- | --- | --- |
|  | **Tick as appropriate** | |
| **Understanding the Guidelines**  I/we have read and understood the guidelines and criteria applicable to Mayo County Council’s Regional Festivals and Participative Events Programme and agree to comply in full therewith. | **Yes** | **No** |
| **A Competitive Grant Process**  I/we understand that the Regional Festivals and Participative Events Programme is a competitive grant process and know that there is no guarantee of funding for festivals or events which achieve the minimum eligibility conditions. | **Yes** | **No** |
| **Accuracy of Information Provided**  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. | **Yes** | **No** |
| **Legal Obligations**  I/we have taken steps to ensure that all legal obligations associated with operating the festival/event, including appropriate insurances, have been defined and will be addressed before its commencement. | **Yes** | **No** |
| **Freedom of Information**  Mayo 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 Mayo County Council’s obligations under law.  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. Mayo 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** | **No** |
| Two representatives of the organising group have signed the declaration (overleaf) | **Yes** | **No** |

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| **Declaration of Applicant(s)** |
| 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/we have not applied to any other city / county council for funding for this Initiative. **More than 1 group member must sign the application. Please note that you are required to sign and print both your names.** |

**Signed:**

**Date:**

**Name: (in block capitals):**

**Signed:**

**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 |
|  | Copy of most recent Post Event Report if available |
|  | Samples of promotional material from previous year (max 5 samples) |
|  | Letters of support from two Fáilte Ireland approved accommodation providers or other tourism businesses in the locality outlining any packages / special offers. |
|  | Copies of any relevant research undertaken |
|  | Copies of signed most recent accounts / income and expenditure |

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