

## **Dun Laoghaire-Rathdown County Council**

# Regional Festival & Participative Events Grant

## Application Form 2019

## Section 1: The Applicant & Festival Details

1. Applicant Details	
<b>Name of Applicant/Organisation:</b>	
<b>Address of Applicant/Organisation:</b>	
<b>Eircode</b>	
<b>Applicant's legal status:</b> <i>(e.g. limited company, charity, local authority)</i>	

2. Contact Person's Details	
<b>Name:</b>	
<b>Title:</b>	
<b>Email address:</b>	
<b>Telephone number:</b>	

3. Festival/Event Details	
<b>Name of festival/event:</b>	
<b>Dates of festival/event:</b>	
<b>Location of festival/event</b>	
<b>Is the festival new or existing?</b>	
<b>Frequency of festival/event:</b>	
<b>Festival/event operating since (year):</b>	
<b>Name of company / organisation in ownership:</b>	
<b>Festival/event office address:</b>	

**4. Please Provide details of proposed event/festival, outlining all elements of the proposed event/festival programme. Attach extra sheets if required.**

## Section 2: Marketing and Digital Capability

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.

**5. How will you promote the festival/event to tourists? In addressing this question, please detail (a) the target markets and (b) why these activities were chosen. (Maximum of 200 words)**

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

**6. How does the festival/event's on-line presence, particularly its website, generate interest among tourists? Where possible provide links to relevant digital content. (Maximum of 200 words)**

**7. 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, Pinterest and other platforms. (Maximum of 200 words)**

## Section 4: Tourism Impact

**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 bednights arising.**

8. Performance Metrics					
Audience/Participant Statistics			Results for 2018 or Most Recent Year	Projections 2019	How was data collected <sup>^</sup>
A	Attendance:	Ticketed			
		Non Ticketed			
		Total Attendance			
B	Taking the total attendance figure above, please provide the following breakdown	% Local*			
		% Domestic*			
		% Overseas*			
		Must add to 100%	100%		
C	How many events, on average, did/will each individual attend?				
D	Of those who overnight in the area, what is the average number of nights spent locally?				
<p>Notes:</p> <p>*Local- Those living within a 65km/40 mile radius within the county.</p> <p>*Domestic- Those living beyond a 65km/ 40 mile radius outside the county.</p> <p>*Overseas – Those living outside the Republic of Ireland.</p> <p><sup>^</sup> Please explain how the figures were estimated including what research, if any has been carried out in the compilation of the above figures.</p>					

## Section 5: 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.*

<b>9. Team &amp; Staffing</b>	
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:	
What was the total salary cost for your most recent event:	

<b>10. Key Team Members Provide details of the background and experience of the key individuals/companies who deliver the festival/event.</b>	
Name	Role & relevant experience

## Section 6: Financial Details & Funding Requested

**The purpose of this section is to establish the actual cost involved in delivering the festival/event in 2018 and the projected cost of delivering it in 2019**

**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.

11. EXPENDITURE	Actual Spend 2018	Projected Spend 2019
<i>Marketing Costs</i>		
<i>Development Costs</i>		
<i>Programme &amp; Event Production Costs</i>		
<i>Other (please specify)</i>		
<b>Overall Total Expenditure</b>		

<b>12. INCOME for proposed project</b>	<b>Actual 2018</b>	<b>Projected 2019</b>
<i>Earned Income</i>		
<i>Sponsorship (please specify the funder)</i>		
<b>Grants From:</b>		
<i>Fáilte Ireland</i>		
<i>Arts Council</i>		
<i>Dun Laoghaire-Rathdown County Council</i>		
<i>Leader / Local Development Companies</i>		
<i>Údarás na Gaeltachta</i>		
<i>Irish Film Board/Bord Scannán na hÉireann</i>		
<i>Heritage Council</i>		
<i>Culture Ireland</i>		
<i>Department of Arts, Heritage, Regional, Rural and Gaeltacht Affairs</i>		
<i>Department of Tourism, Transport and Sport</i>		
<i>Other (please specify)</i>		
<i>Fundraising</i>		
<i>Borrowing</i>		
<i>Other (please specify)</i>		
<b>Total Income</b>		



## Section 7: Declarations, Disclosures & Signatures

Tick as appropriate

### **Understanding the Guidelines**

*I/we have read and understood the guidelines and criteria applicable to the Dun Laoghaire-Rathdown 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



### **Environmental Considerations**

*I/We have taken steps to ensure an environmental management policy and plan will be prepared for the festival/event which identifies and addresses all environmental issues and concerns.*

Yes

No



### **Freedom of Information**

*I/We understand the implications of Dun Laoghaire-Rathdown County Council's responsibilities in reference to the Freedom of Information Act 2014, details of which are contained in the Guidelines for the Regional Festivals & Participative Events Programme 2017.*

Yes

No



*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



### **Signed**

**Name:**

**(in block capitals)**

**On behalf of:**

**(organisation's name)**

**Date**

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***Completed Applications should be returned to:***

Darren Hanratty  
Corporate, Communications and Governance Department  
Dún Laoghaire Rathdown County Council.  
[darrenhanratty@dlrcoco.ie](mailto:darrenhanratty@dlrcoco.ie)  
01 205 4796

**Closing date for receipt of Applications March 1<sup>st</sup> 2019**

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