Dún Laoghaire-Rathdown County Council

Tourism Festival & Participative Events Grant

Application Form 2022

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# Section 1: The Applicant & Festival Details

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| 1. Applicant Details | |
| Name of Applicant/Organisation: |  |
| Address of Applicant/Organisation: |  |
| Eircode |  |
| Applicant’s legal status:(e.g. limited company, charity, local authority) |  |

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| 1. Contact Person’s Details | |
| Name: |  |
| Title: |  |
| Email address: |  |
| Telephone number: |  |

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| 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: |  |
| Festival/event office address: |  |

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| 1. Please Provide details of proposed event/festival, outlining all elements of the proposed event/festival programme. Attach extra sheets if required. |
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**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.

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| 1. 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) |
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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.

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| 1. 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) |
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| 1. 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) |
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# 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.***

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| 1. **Performance Metrics** | | | | | |
| Audience/Participant Statistics | | |  | 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\* |  |  |
| 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? | |  |  |  |
| Notes:  \*Local- Those living within a 65km/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.  ^ Please explain how the figures were estimated including what research, if any has been carried out in the compilation of the above figures. | | | | | |

# 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.***

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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: |  |
| What was the total salary cost for your most recent event: |  |

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| 1. Key Team Members Provide details of the background and experience of the key individuals/companies who deliver the festival/event. | |
| Name | **Role & relevant experience** |
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# Section 6: Financial Details & Funding Requested

***The purpose of this section is to establish the actual cost involved in delivering the festival/event in 2022.***

***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.*

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| 1. **EXPENDITURE** | **Projected Spend 2022** |
| Marketing Costs |  |
| Development Costs |  |
| Programme & Event Production Costs |  |
| Other (please specify) |  |
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| **Overall Total Expenditure** |  |

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| 1. **INCOME for proposed project** | **Projected 2022** |
| Earned Income |  |
| Sponsorship (please specify the funder) |  |
| **Grants From:** |  |
| Fáilte Ireland |  |
| Arts Council |  |
| Dun Laoghaire-Rathdown County Council |  |
| Leader / Local Development Companies |  |
| Údarás na Gaeltachta |  |
| Irish Film Board/Bord Scannán na hÉireann |  |
| Heritage Council |  |
| Culture Ireland |  |
| Department of Arts, Heritage, Regional, Rural and Gaeltacht Affairs |  |
| Department of Tourism, Transport and Sport |  |
| Other (please specify) |  |
| Fundraising |  |
| Borrowing |  |
| Other (please specify) |  |
| Total Income |  |

# 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 the Dun Laoghaire-Rathdown Tourism Festivals and Participative Events Programme and agree to comply in full therewith. | **Yes** | **No** |
| **A Competitive Grant Process**  I/we understand that the Tourisml 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 2022. | **Yes** | **No** |
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| 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** |

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| **Signed** |  |
| **Name:**  **(in block capitals)** |  |
| **On behalf of: (organisation's name)** |  |
| **Date** |  |

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| ***Completed Applications should be returned to:***  Dave Lawless  Tourism Development  Finance & Economic Development Department  Dún Laoghaire Rathdown County Council.  [dlawless@dlrcoco.ie](mailto:dlawless@dlrcoco.ie)  **Closing date for receipt of Applications February 25th 2022** | |