

Marketing Fund & Regional Festival Fund Guidelines

Purpose of the fund

- The Marketing Promotion Fund was established in order to ensure that the Council could provide support for the holding of major events and festivals in the city. This should be the main focus of the fund, and for this reason, the fund should be a rolling fund, built up from year to year, used to promote and market the city.
- The Regional Festivals Programme aims to support Festivals and Participative Events that will drive domestic tourism and help to improve the visitor experience. Their key objectives are:
 - To attract and develop domestic and international visitors to the city in the shoulder season
 - To increase bed-nights and benefit the local economy
 - To raise awareness of the region internationally
- Assistance from these funds should be provided only to projects that will support local economic development, i.e. attracting or generating investment, spending, jobs or additional events in the city.
- Funding should only be provided to projects and events that have a city-wide impact. These are not funds for small-scale, local events nor is it an emergency fund for existing projects that may have lost other sources of funding.
- Events that take place in the shoulder season are eligible to apply. For this fund Galway City Council is looking for Applications for events of festivals from September 2022 to April 2023.
- The total budget allocated by Galway City Council to the Marketing Fund is €75,000
- The Regional Festival Fund has a budget of €18,500 supplied by Fáilte Ireland

Criteria to be used in determining applications.

- In view of the central role of the Council in supporting local economic development, proposals for funding should relate only to projects which will support local economic development, i.e. attracting or generating additional events, investment, spending or jobs in the city.
- These funds are a competitive process and no applicant is guaranteed funding. No applicant should assume funding will be approved from these funds until a letter of offer is received. **All applications to the Marketing Fund must be approved by the elected members of Galway City Council who will make the final decision. Canvassing may disqualify.**
- Proposals must outline the economic benefits of the activity or event. This plan should include details of all projected costs and revenues, including the source of revenue.
- The application should clearly specify how the funding in general and Galway City Council in particular will be acknowledged before, during and after the event. This includes the use of City Council's logo on promotional materials and at events.
- The full extent of co-funding or matching funds either sought or obtained from other sources must be disclosed. Events in receipt of, or in line for, other public funding which will make up more than 50% of their total budget will be ineligible for consideration under these schemes. The Council is placing this cap on the maximum proportion of public funding in order that any project should not be funded completely from public monies and that private sponsorships and fund-raising should be identified and documented
- A maximum of 50% of the funding allocated to a particular project will be provided in advance of the event. The remainder of the funding will be paid on the production of appropriate reports demonstrating that funding criteria have been met, that the event adhered to its business plan and that branding requirements were fulfilled.
- Funding for approved projects and events that exceeds €10,000, promoters will be expected to satisfy tax-clearance requirements

All 2022 applications will be scored on the following criteria:

Criteria	Marks
Economic Impact	60
Matched Funding	30
Marketing & Promotion of Galway	30
Quality & Ambition of the Activity	30
Delivery Team	20
Sustainability	20
Family Friendly / Alcohol Free Events	20
Sponsorship Opportunities	10
Total Marks	220

Terms & Conditions:

- The information supplied by the applicant group/organisation must be accurate and complete. Misinformation may lead to disqualification and/or the repayment of any grant made.
- All information provided in respect of the application for a grant will be held electronically and may be made available to other Galway City Council departments, as appropriate. Galway City Council will publish a list of all grants awarded on its website.
- The Freedom of Information Act applies to all records held by Galway City Council. (The application must be signed by the Chairperson, Secretary or Treasurer of the organisation making the submission).
- It is the responsibility of each organisation to ensure that it has proper procedures and policies in place including appropriate insurance to support the proposed activity.
- If the proposed activity includes children or young people under 18, each group/organisation must have in place a child protection policy including a vetting procedure.
- Galway City Council reserves the right to call for interview short-listed applicants as part of the assessment process. Applicants must make themselves available for this interview if requested. ^The decision of Galway City Council is final.