



Marketing Fund list of questions to aid completion of your application

Before completing this form please read the application guidelines carefully.

Please ensure that all relevant documents are included with your application, as outlined in Section 6:

Checklist.

Does the proposal deliver an experience that meets the criteria? Possible Answer YES/NO

Has the project the experience to deliver an economic impact for Galway City? Possible Answer YES/NO

Is the project/proposal financially viable? Possible Answer YES/NO

Is the applicant clear on the requirements of Galway City Council to be branded as a funder / sponsor of this initiative? Possible Answer YES/NO

Will the company adhere to conditions that are part of the Grant? Possible Answer YES/NO

Is your event or festival of a QUALITY to attract visitors to Galway? Possible Answer YES/NO

Have you taken steps to make your festival and event more Sustainable? Possible Answer YES/NO

Can your festival/event support the local economy? Possible Answer YES/NO

Project Details

Project Description

Economic Impact - How does the activity plan to grow visitors to Galway City and have a positive economic impact?

Will the activity add to the visitor experience in Galway and give visitors and users of the city a positive experience

Outline how the activity will be marketed to attract additional footfall and visitors to Galway city including any partnerships with local accommodation providers to increase hotel occupancy?

Outline the sponsorship (branding) opportunities that will be afforded to Galway City Council in return for funding? Is this similar to other sponsorship opportunities?

Please indicate experience of the organisers in providing experience to deliver this project?

Provide details of plan to make your activity more green and sustainable in 2022? See

www.greenyourfestival.ie for examples and ideas

Provide details of how the event will be family friendly and have alcohol free elements? Please see this link [link](#) for information

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 the above figures.

Estimated

Domestic Visitor** 2022 No. of Tickets Sold/Issued

2022 No. of Bed nights Spent Locally

International Visitor 2022 No. of Tickets Sold/Issued

2022 No. of Bed nights Spent Locally

How figures were estimated for Domestic Visitor

How figures were estimated for international Visitor

**Domestic- Those living beyond a 65km/ 40 mile radius outside the county.

Financial Information

Amount Sought from Grant

Total Cost of the festival

Sources of co-funding/income

Confirmation of all public and private must be provided

Expenditure Plan/Budget

Include information on staffing, venue, operational items, marketing and communications, equipment, advertising, overheads, rent, etc.



Additional Information

Does the project require planning permission/events license permission or third party permission of any kind? Possible Answer Yes /No

If so, please provide details of pre-planning/license consultation.

Any other information that you feel is relevant to this application

