**FESTIVAL & PARTICIPATIVE EVENTS PROGRAMME FOR COUNTY KERRY 2022**

**APPLICATION FORM**

**Please Note: Closing Date for completed applications is Tuesday 1st March 2022**

***All Projects must adhere to Government Covid 19 restrictions and guidelines***

*Before completing this form, please refer to the Application Guidelines*

# SECTION 1: APPLICANT & FESTIVAL DETAILS:

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| 1.
 |
| Name of Applicant/Organisation: |  |
| Address of Applicant/Organisation: |  |
| Eircode |  |
| Applicant’s legal status:(e.g. limited company, charity) |  |
| 1. **Contact Person’s Details**
 |
| Name: |  |
| Title: |  |
| Email address: |  |
| Telephone number: |  |
| 1. **Festival/Event Details**
 |
| Name of festival/event: |  |
| Dates of festival/event: |  |
| Location of festival/event – Town/Village/Region |  |
| Is the festival new or existing? |   Yes q   No q    |
| Which of the municipal districts will your festival be held in? | Tralee       q    Killarney       q     Castleisland-Corca Dhuibhne   q Listowel        q    Kenmare         q     Countywide                                 q |
| Is your application linked to **An Turás Mor – The Journey Home Festival Series**’ planned for October 2022 as part of Fáilte Irelands Global Irish Festival Series (Ref: **SECTION 7**)  |   Yes q   No q   |
| Frequency of festival/event: |  |
| Festival/event operating since (year): |  |
| Name of company / organisation in ownership: |  |
| Festival/event office address: |  |

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| 1. **Festival/Event**

**Which category below best fits your festival/event (Tick ONE only)** |
| General  | Literary |  |
| Historic |  |
| Family |  |
| Traditional Culture |  |
| Arts, Music & Theatre | Arts |  |
| Dance |  |
| Music |  |
| Theatre |  |
| Film  |  |
| Comedy |  |
| Food & Drink |  |
| Sports & Outdoors | Walking |  |
| Running |  |
| Cycling |  |
| Water-based Activities |  |
| Triathlon/Adventure Race |  |
| Angling |  |
| Equine |  |
| Golf |  |
| Motor Sport |  |
| Team Sports  |  |
| Business & Education | Summer School |  |
| Conference/Exhibition |  |
| Seminar – one day only |  |
| Seminar–more than one day |  |
| Other (specify the type of festival or event) |  |

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| 1. **Describe the nature of the festival/event, unique selling points and vision for its future (Maximum of 200 words)**
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**SECTION 2: PROGRAMME AREA FIT:**

*The purpose of this section is to give Kerry County Council an understanding of how your festival/events draw tourists to the locality.*

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| 1. **(a) Outline how your festival/event supports the objectives and priorities outlined in the Kerry Tourism Strategy and Action Plan 2016-2022 *(please refer to*** [***www.kerryyournaturalescape.ie***](http://www.kerryyournaturalescape.ie) ***for a copy of the Strategy*)**
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| 1. **(b) How does the festival or event help to entertain and/or draw visitors to the locality? If relevant, you may wish to highlight how it showcases the locality’s culture, heritage or landscape (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. 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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| **8. How does the festival/event’s on-line presence, particularly its website, generate interest among tourists? *Please provide links to relevant digital content.* (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.*** |
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| **9. 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 bed nights arising. Please confirm in which year your festival/event was last held.*  2019 q   2020  2021 q

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| 1. **Performance Metrics**
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| Audience/Participant Statistics | Results of Most Recent Year **(Please specify which year)** | Projections 2022 | How was data collected\*\* |
| A | Attendance Figures:  | 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 Kerry County Council details of those who will be involved in setting up and delivering the festival/event.*

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| 1. **Team & Staffing**
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| 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 previous years and the projected cost of delivering it in 2022. Please confirm in which year your festival/event was last held.* 2019 q   2020  2021 q

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**
 | *Actual Expenditure of Most Recent Year* **(Please specify which year)** | **Projected Spend 2022** |
| Marketing Costs |  |  |
| Development Costs |  |  |
| Programme & Event Production Costs |  |  |
| Other (please specify) |  |  |
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| **Overall Total Expenditure**  |  |  |

*Please confirm in which year your festival/event was last held.* 2019 q   2020  2021 q

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| 1. **INCOME**
 | *Actual Income of Most Recent Year* **(Please specify which year)** | **Projected 2022** |
| Earned Income |  |  |
| Sponsorship (please specify who is funding) |  |  |
| **Grants From:** |  |  |
| Fáilte Ireland via Festival & Participative Events Programme  |  |  |
| Fáilte Ireland – additional grants (specify name of grant and amount of funding) |  |  |
| Arts Council |  |  |
| Kerry County Council or other Local Authority (please specify the source and amount of funding from each – e.g. Community Support Fund, Arts Dept, etc) |  |  |
| 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) |  |  |
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| **Total Income**  |  |  |

*Please confirm in which year your festival/event was last held.* 2019 q   2020  2021 q

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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.  | *Most Recent In Kind Expenditure/ Income i.e.* Year | **Projected 2022** |
| In Kind Expenditure-list: |  |  |
| **Total In Kind Expenditure** |  |  |
| In Kind Income-list: |  |  |
| **Total In Kind Income** |  |  |

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| 1. **Financial Sustainability Strategy**

Provide details of the strategy to increase (a) total funding and (b) other sources of funding.  |
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| **17. Are there any further comments you wish to make about your application?** |
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**SECTION 7: An Turas Mór - Homecoming Kerry - Festival for the month of October 2022**

An **Turas Mór** is a home coming cry from all aspects of Kerry Business, Tourism, Sports and Cultural organisations spearheaded by Kerry County Council to come home and enjoy close of fifty events and activities that will take place throughout the County during the month of October this year. Added priority will be given to festival committees who are interested in getting involved in this event with the Tourism Unit in Kerry County Council. Please refer queries regarding the event to Tourism Department. Email: TourismOffice@kerrycoco.ie Phone **066 7183591 / 066 7183543.**

 ‘An Turas Mór - Homecoming Kerry’ is to bring home our Kerry Diaspora during the month of October. The Festival will present five Hero Experiences for our Kerry Diaspora to enjoy, namely.

* **Festival in a Box** will feature a Pull-Up and Pop-Up travelling roadshow that will visit several towns throughout Kerry with street spectacle and entertainment.
* **Annual Festivals & Spectacles** which traditionally take place during October will be supported and promote to entice their own local Diaspora community to make the trip home.
* **Sports & Recreational** Clubs and organisations will engage with Diaspora-lead exchange programmes and activities to encourage International members or Kerry people involved in sporting clubs abroad to hold a sporting exchange in October.
* **Clan Gatherings** is an initiative to engage with the O'Connors of North Kerry, O'Sullivans of Iveragh & Bera along with the Hibero-Norman Fitzgeralds and their rivals the McCarthys.
* **Experience Kerry** will see a Diaspora focussed economic, and tourism driven business aspect to the month with trade show style event, business Symposium along with a Gala event and awards celebration.

**SECTION 8: DECLARATIONS, DISCLOSURES & SIGNATURES**

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|  | **Tick as appropriate****YES NO** |
| **Understanding the Guidelines** I/we have read and understood the guidelines and criteria applicable to the Kerry County Council Festivals and Participative Events Programme and agree to comply in full therewith. | **Yes** | **No** |
| **A Competitive Grant Process**I/we understand that the 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 Kerry County Council’s responsibilities in reference to the Freedom of Information Act 2014, details of which are contained in the Guidelines for the Festivals & Participative Events Programme 2021. | **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** |

**Disclaimer – please read carefully**

It will be a condition of any application for funding under the terms and conditions of the Festivals and Participative Events Programme that the applicant has read, understood and accepted the following:

1. Kerry County Council and Fáilte Ireland shall not be liable to the applicant or any other party, in respect of any loss, damage or costs of any nature arising directly or indirectly from:
	1. The application or the subject matter of the application.
	2. The rejection for any reason of any application.
2. Kerry County Council or Fáilte Ireland shall not be held responsible or liable, at any time in any circumstances, in relation to any matter whatsoever arising in connection with the administration of activities.
3. By submitting an application, applicants agree to the processing and disclosure of the applicant’s information by Kerry County Council and Fáilte Ireland, and to other third parties if required, for Fund administration, reporting, evaluation and audit purposes; and successful applicants further consent to the disclosure of this information (e.g. name of successful applicant, amount of award, event details, etc.) by these parties in connection with the marketing or promotion of the Fund.  Kerry County Council and Fáilte Ireland will employ appropriate measures to keep applicants’ data safe and secure; to prevent its unauthorized or accidental disclosure, access or alteration; and to ensure that personal data will be processed only in accordance with the relevant provisions of the Data Protection legislation.

**PLEASE ENSURE THAT THIS FORM IS SIGNED BY**

**TWO APPROPRIATE MEMBERS OF YOUR GROUP.**

*In signing this declaration we agree that:*

1. *The information provided in this application is correct.*
2. *We have read, understood and accept the Terms & Conditions of Funding.*
3. *We have adequate and appropriate insurance cover for our activities.*

**Signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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

**Position in the Group: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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

**Position in the Group: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**On behalf of: (organisation's name): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Incomplete forms will NOT be considered**

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| **Checklist of documents to be attached with your application if available (please submit all documentation by email)** |
|  | Copy of business plan including marketing plan if available. |
|  | Samples of promotional material from previous years (max five samples). |
|  | If the event is being held on public lands or council owned lands a safety plan/COVID Plan must be submitted as part of the application. |
|  | Copies of any relevant research undertaken. |
|  | Copies of signed most recent accounts/income and expenditure.  |

Please Note: All personal data collected is in compliance with the requirements of the General Data Protection Regulations (GDPR) 2016 and the Data Protection Acts 1988-2018. Please refer to the Privacy Notice for the Community/Tourism Unit which is available to view at [www.kerrycoco.ie/home3/data-protection-gdpr/](http://www.kerrycoco.ie/home3/data-protection-gdpr/)