**FESTIVAL & PARTICIPATIVE EVENTS PROGRAMME FOR COUNTY KERRY 2023**

**APPLICATION FORM**

**Please Note: Closing date for completed applications is Thursday, 16th March 2023**

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

# SECTION 1: APPLICANT & FESTIVAL DETAILS:

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| 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 this a new festival? | Yes  No |
| Which of the municipal districts will your festival be held in? | Tralee      Killarney       Castleisland-Corca Dhuibhne     Listowel           Kenmare         Countywide |
| Frequency of festival/event: |  |
| Festival/event operating since (year): |  |
| Name of company / organisation: |  |
| 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) |  | |

**About the Festival**

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| 1. **Describe the nature of the festival/event, unique selling points and vision for its future, programme highlights. Outline any changes to the Festival Programme from previous festivals. (Maximum of 150 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 (extant) and Fáilte Ireland Regional Brand.** |
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| **6.(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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| **6(c) How does the Festival / Event support the actions, objectives and priorities outlined in Failte Ireland’s “Festivals Climate Action Guide”** [**https://supports.failteireland.ie/climate-action/festivals/**](https://eur03.safelinks.protection.outlook.com/?url=https%3A%2F%2Fsupports.failteireland.ie%2Fclimate-action%2Ffestivals%2F&data=05%7C01%7Cviktor.vinarski%40kerrycoco.ie%7Ce7d58a1c4f0e40eab5c208daf938b639%7C67db9ee02439466dbe39cff05773e5a5%7C0%7C0%7C638096319218163297%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=WA5QEoDb7SbsIl0xmdzF62RyUNnsmC8wgwXhNDvJjus%3D&reserved=0) **(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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| 1. **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, TikTok 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    2020    2021      2022      *New Festival/Event*

**Describe how your festival is unique to your location and to Ireland (300 words)**

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| **Describe Saleable Experiences for:**  Domestic Visitor / International Visitor |
| 1. **Domestic Visitors-**Provide a profile of the domestic visitor and insights on why the festival appeals to this market |
| 1. **International Visitors-**Provide a profile of the international visitor and insights on why the festival appeals to this market |
| 1. **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. |

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| **Performance Metrics-**  Audience/Participant Statistics | | | Results of Most Recent Year **(Please specify which year)** | Projections 2023 | How was data collected\*\* |
| A  Attendance Figures: | | Ticketed |  |  |  |
| Non Ticketed |  |  |
| Total Attendance |  |  |
| No. of Bed nights Spent Locally |  |  |  |
| 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.* | | | | | |

# 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** | |
| 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 2023. Please confirm in which year your festival/event was last held.* 2019     2020    2021    2022     New *Festival*/*Event*

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 2023** |
| 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  2020  2021  2022    *New Festival/Event*

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| 1. **INCOME** | *Actual Income of Most Recent Year* **(Please specify which year)** | **Projected 2023** |
| 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  2020    2021    2022   *New Festival/Event*

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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 2023** |
| 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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| **G . Are there any further comments you wish to make about your application?** |
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**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. |  |  |
| **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. |  |  |
| **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. |  |  |
| **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. |  |  |
| **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. |  |  |
| **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 2023. |  |  |
|  | | |
| 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. |  |  |

**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 unauthorised 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.*

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| **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 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/)

**All applications will be acknowledged by email after the closing date has passed. Applicants who do not receive an acknowledgement within SEVEN DAYS of the closing date, should contact the Tourism Office, email** [**tourismoffice@kerrycoco.ie**](mailto:tourismoffice@kerrycoco.ie) **Tel: 066 7183591**