**Home to Mayo Events Schedule 1 May – 31 May 2022:**

**Application Form**

Home to Mayo, May 2022 is aimed at supporting events which encourage our Diaspora to travel home to the County during the month of May 2022. It is a competitive grant process. There is no guarantee of funding for festivals/events that achieve the minimum eligibility conditions. The fund is limited and all eligible applications will be evaluated on a competitive basis against the criteria set out in the **programme guidelines**:

To be considered for funding, applicants need to demonstrate the following:

* That the festival/event has created an Event with a focus on encouraging our Mayo Diaspora Home
* That the festival/event can guarantee bed nights in the County for the duration for their Event
* That the festival/event will have the capability to deliver online in the Event the physical Event has to be downsized

**Who cannot apply :**

Commercial Organisations, For Profit Organisations and National Organisations

**Apply directly to:** Mags Connell, Diaspora Engagement Officer, Mayo County Council, The Mall, Castlebar, Co Mayo / mconnell@mayococo.ie

**Section 1: APPLICANT & FESTIVAL DETAILS**

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| 1. Applicant Details
 |
| Name of Applicant/Organisation: |  |
| Address of Applicant/Organisation: |  |
| Applicant legal structure:(e.g. limited company, charity, local authority) |  |
| 1. Name and Contact Details of person dealing with application:
 |
| Name:  |  |
| Title: |  |
| Correspondence Address: |  |
| Email address: |  |
| Telephone number: |  |
| 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 of the festival: |  |
| Festival/event office address: |  |
| 1. Applicant Tax & Related Details
 |
| Tax Reference Number: |  |
| Charity Number (CHY): |  |
| VAT Registration Number: |  |

**Section 2: THE FESTIVAL/PARTICIPATIVE EVENT’S APPEAL TO MAYO DIASPORA**

***The purpose of this section is to give Mayo County Council a strong understanding of (a) your festival/event and (b) how it entertains and/or draws tourists to the locality.***

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| 1. Festival/Event

Tick one category below which best fits your festival/event |
| General |  |
| Participative Event |  |
| Food & Drink |  |
| Sports & Outdoors |  |
| Education |  |
| Other  |  |
| *If other, please specify the type of the festival or event.*  |  |
| 1. Please describe the nature of the festival/event, including the rationale for its existence, unique selling points and vision for its future.

(Maximum of 150 words.) |
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| 1. How does the festival or event help to entertain and/or draw Diaspora to the locality?

(Maximum of 150 words.) |
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| 1. (a) Outline how your festival/participative event supports the objectives of ‘Home to Mayo (Maximum of 150 words.)

(b) How does the festival/event help to showcase the locality’s culture, heritage or landscape? In answering this question, applicants may wish to refer to information given in reply to an earlier question. (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 and, where relevant, sales activation and to give details of your plans to make Diaspora aware of the festival/event digitally and to build an active on-line community.***

***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 Diaspora? In addressing this question, please detail (a) the [target market segments](http://www.failteireland.ie/Domestic-sales/Domestic-segmentation.aspx) and (b) why these activities were chosen.

(Maximum of 100 words.) |
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| 1. Provide details of any joint marketing initiatives, cross selling, publicity and promotions with other festivals, accommodation providers, tour operators etc.

(Maximum of 100 words.) |
|  |
| 1. How does the festival/event’s on-line presence generate interest among Diaspora? Where possible provide links to relevant digital content.

(Maximum of 100 words.) |
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| 1. How does the festival/event utilise social media channels to generate interest among Diaspora. Relevant social media channels may include Facebook, Twitter, YouTube, Instagram, Snapchat, Pinterest and other platforms.

(Maximum of 100 words.) |
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**Section 5: THE ORGANISING & 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: |  |

**Section 6: TOURISM BENEFITS**

***The details provided in this section will be used to establish the scale of the festival/event in terms of the likely number of Diaspora attending and bed nights arising.***

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| 1. **Performance Metrics**
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| **Audience/Participant Statistics** | **Results for Most Recent Year** | **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\* |  |  |
|  | 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 or 40 mile radius/within the county.******\*Domestic- Those living beyond a 65km or 40 mile radius/outside the county.******\*Overseas – Those living outside the Republic of Ireland.*****\*\**Overleaf, please explain what research, including audience research, has been carried out in the compilation of the above figures? (Keep to a maximum of 50 words).*** |

**Section 7: FINANCIAL DETAILS & FUNDING REQUESTED**

***The purpose of this section is to establish the actual cost involved in delivering the festival/event in most recent year and the projected cost of delivering it 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**
 | **Actual Spend in most recent year** | **Projected Spend 2022** |
| **Marketing Costs** |
| Local advertising (Total cost of any Print, Radio, TV or Online advertising with a circulation within 65kms/40 miles) |  |  |
| Regional, National and International advertising ( Total cost of any Print, Radio, TV or Online advertising with a circulation beyond 65kms /40 miles) |  |  |
| Design & Print of programmes, brochures, posters, leaflets etc |  |  |
| Public Relations (including PR consultancy, launches, photo calls etc) |  |  |
| Sales Activity  |  |  |
| Website Development & Design |  |  |
| Online Marketing including social media  |  |  |
| Site branding and signage |  |  |
| Other *(please specify)* |  |  |
| **Total Marketing Costs** |  |  |

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| --- | --- | --- |
| **EXPENDITURE**  | **Projected Spend 2022** |  |
| **Development Costs** |
| Fundraising Costs |  |  |
| Branding or development consultancy |  |  |
| Other |  |  |
| **Total Development Costs** |  |  |

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| **EXPENDITURE**  | **Projected Spend 2022** |  |
| **Programme& Event Production Costs** |
| Free Events: (e.g. artists/performers fees, travel & subsistence for free events, venue hire & production costs)  |  |  |
| Ticketed Events: ( e.g. artists/performers fees, travel & subsistence for free events, venue hire & production costs)  |  |  |
| Other (please specify) |  |  |
| **Total Programme & Event Costs** |  |  |

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| **EXPENDITURE**  | **Projected Spend 2022** |  |
| **Summary of Totals** |
| **Marketing**  |  |  |
| **Development**  |  |  |
| **Programme & Event Production** |  |  |
| **Other (please specify)** |  |  |
| **Overall Total Expenditure**  |  |  |

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| --- | --- | --- |
| 1. **INCOME**
 | **Projected Income 2022** |  |
| **Earned Income** |  |  |
| Ticket Sales |  |  |
| Festival/event merchandising |  |  |
| Festival/Event Programmes |  |  |
| Other (please specify) |  |  |
| **Sponsorship** (please specify the funder) |  |  |
| **Grants From** |  |  |
| Arts Council |  |  |
| Local Authority |  |  |
| LEADER/Local Development Companies |  |  |
| Údarás na Gaeltachta |  |  |
| Fáilte Ireland |  |  |
| Other (please specify) |  |  |
| **Fundraising** |  |  |
| **Borrowing** |  |  |
| **Other** (please specify) |  |  |
| **Total Income**  |  |  |

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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.  | **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**

Please provide details of your strategy to increase (a) your total funding and (b) your other sources of funding.  |
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**Section 8: 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 Mayo County Council’s Home to Mayo Programme and agree to comply in full therewith.  | **Yes** | **No** |
| **A Competitive Grant Process**I/we understand that the Home to Mayo 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** |
| **Freedom of Information** Mayo County Council wishes to advise applicants that, under the Freedom of Information Acts the information supplied in the application form may be made available on request, subject to Mayo County Council’s obligations under law.You are asked to consider if any of the information supplied by you in this application should not be disclosed because of sensitivity. If this is the case you should, when providing the information, identify same and specify the reasons for its sensitivity. Mayo County Council will consult with you about sensitive information before making a decision on any Freedom of Information request received.However, if you consider that none of the information supplied by you is sensitive, please complete the statement below to that effect. Such information may be released in response to a Freedom of Information request. |
| 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** |
| Two representatives of the organising group have signed the declaration (overleaf) | **Yes** | **No** |

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| **Declaration of Applicant(s)** |
| We have read and understood the information and criteria applicable to the Fund and agree to comply in full therewith. 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 and that I/we have not applied to any other city / county council for funding for this Initiative. **More than 1 group member must sign the application.**  |

**Signed:**

**Date:**

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

**Signed:**

**Date:**

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

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

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| **Checklist of documents to be attached with your application if available (all to be submitted by email)** |
|  | Copy of business plan including marketing plan if available |
|  | Copy of most recent Post Event Report if available |
|   | Samples of promotional material from previous year (max 5 samples) |
|  | Letters of support from two Fáilte Ireland approved accommodation providers or other tourism businesses in the locality outlining any packages / special offers. |
|  | Copies of any relevant research undertaken |
|  | Copies of signed most recent accounts / income and expenditure |

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