



**Comhairle Contae
Dhún na nGall**
Donegal County Council



DONEGAL
www.govisitdonegal.com



**Fáilte
Ireland**

**Turasóireacht Náisiúnta
An tÚdara Eorbartha**
National Tourism
Development Authority

Regional Festivals & Participative Events in 2024

Guidelines & Application Form

Supporting the Development of Tourism

PART A - Guidelines

1. What is the purpose of the Donegal Regional Festivals & Participative Events Funding?

The Regional Festivals Programme aims to support Festivals and Participative Events that will drive domestic tourism and help to improve the visitor experience.

The key objectives are:

- To attract and develop domestic and international visitors to the area in the shoulder season.
- To increase bed-nights and benefit the local economy.
- To raise awareness of the region internationally.

2. What Fund amounts are available?

A total of €49,750 has been allocated to Donegal County Council by Fáilte Ireland to support events taking place in 2024.

Typical grants awarded will be in the region of €500 to €4,000. In certain circumstances Donegal County Council may increase / decrease the grant award.

3. What are the Qualifying Conditions and Minimum Eligibility Thresholds?

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

- The festival/event should help to attract visitors, both domestic and international, to Co. Donegal.
- The project has a minimum expenditure of €8,000.

4. Who is the funding programme aimed at?

The Regional Festival and Participative Events Programme is aimed at festivals and participative events that fit into one of the following categories:

- General festivals held within Donegal (i.e., literary, historic, traditional culture or family focused).
- Arts, Music & Theatre.
- Food & Drink.
- Sports & Outdoors.
- Business & Education.

The following categories of festival and participative events are **ineligible** for this funding arrangement:

- Purely commercial events with limited tourism appeal.
- Agricultural shows and countryside fairs with limited tourism appeal.

- Spectator-based sporting events.
- Circuses and carnivals.
- Christmas fairs and markets.
- Religious Events.
- St Patrick's Day Activities & Parades.

5. What Must Successful Applicants Do Well?

- Help to build memorable visitor experiences in the locality, by adding vibrancy and colour to the area.
- The proposed festival/event programme will be comprehensive and professionally designed and motivating for the visitor.
- A clear business plan has been prepared to include a full income and expenditure budget for the event, and a comprehensive marketing and promotions plan.
- Where possible use digital technology to widen reach and impact.
- The profile of the organisers is appropriate to manage the calibre of the proposed event.
- Festivals/participative events awarded funding must be available to brief the Tourism Unit of Donegal County Council in advance about the event so that information can be shared via a number of social media platforms.

6. Who is eligible to apply?

Non-commercial groups, companies and individuals who have a business address in Donegal and a current **Tax Clearance Access Number in the Republic of Ireland**.

There is no guarantee of funding for events which achieve the minimum eligibility criteria. The fund is limited, and eligible applications will be evaluated on a competitive basis. Donegal County Council reserves the right not to support festivals/ events that may have received funding in the past.

7. What can be funded?

Eligible Expenses

The following costs are eligible expenses and may be funded under the programme:

- **Marketing Activity:** The cost of marketing activities with a regional and national reach. This may include advertising, public relations, digital marketing and similar activities. Eligible costs may also include the cost of site-branding the location during the event.
- **Programming of Events/Activities associated with the Festival/Participative Event:** Expenditure incurred on elements which has not received grant aid from other public bodies (e.g., Fáilte Ireland) and is considered to deliver significant benefits to tourism.
- **Development Activities:** For example, feasibility studies, training and branding consultancy activities may be covered once it is clearly of long-term benefit and or/raises the festival or participative event's profile. If a grantee intends claiming

for Development Activity, it must be agreed in advance and noted in the Letter of Offer.

- **Cross-Border Festival/Participative Events:** In this regard, applicants will need to clearly demonstrate the benefit to tourism in the Republic of Ireland from the cross-border festival/participative event.

Ineligible Expenses

The following costs are ineligible for funding:

- Unpaid expenditure or loans.
- Expenditure paid for by a person other than the grantee.
- Capital costs for example: office equipment, furniture, permits, legal fees.
- In general, the cost of items for resale are ineligible.
- Activities which have been or are being grant aided by other public sources (except where this co-funding arrangement has been acknowledged and expressly allowed in the letter of offer).
- Travel and related costs (including any fuels costs and accommodation costs) incurred by or on behalf of the event delivery team/organisers unless expressly allowed in the letter of offer.
- Activities that duplicate activities that Fáilte Ireland is already undertaking.
- Activities not specifically related to and required for the festival/participative event.
- Activities undertaken outside the dates as specified in the Letter of Offer.
- Recoverable VAT.
- In-kind contributions.
- Fines, penalty payments, legal costs, audit fees, financial consultancy fee
- Trade Association membership fees or equivalent
- Cash expenditure including prize monies.
- Operational costs/overheads/administrative expenses, for example: salaries, rent, phone, office supplies, postage, photocopying and annual insurance premiums. *(Insurance costs that are directly associated with the days of the festival/event only may be considered however confirmation from the insurance company confirming that the insurance expenditure is in relation to the specific dates of the event will be required).*
- Food, accommodation and subsistence for the festival delivery team, hospitality costs in the form of alcoholic beverages

All applicants must be aware that the documentation required for any grant awarded, including current **Tax Clearance Access Number, bank statements and claim documentation must be in the name of the grantee.** Any cash payments made are ineligible for grant recoupment.

8. What are the Evaluation Criteria?

Applications that meet the qualifying conditions will be assessed under the following evaluation criteria:

Criteria	Marks
<p>Festival Programme - Quality & Ambition of the Festival / Participative Event</p> <p><i>Does the festival / participative event build memorable visitor experiences and respond to visitor need? Does it increase awareness of the area? Does it contribute to local economy? Does it attract visitors to the area and entice visitors to stay in the area?</i></p>	30
<p>Marketing (including Digital Marketing)</p> <p><i>How is the festival/participative event going to be marketed to generate interest for the event, and possibly sold to tourists? Will the festival/participative event be presented online and will digital marketing/social media channels be utilised to generate interest amongst tourists? Will the festival/participative event be promoted locally, regionally, nationally, within Northern Ireland and Overseas?</i></p>	30
<p>Tourism Impact including Environmental Management Plan and Sustainability</p> <p><i>Has the festival/participative event the ability to entertain tourists and grow visitor numbers to the host area by extending the season and dispersing tourists outside of the core location (where possible)? Will there be collaboration with local community and other organisations/partners to maximise local and visitor potential of the festival/event, increasing dwell time in the area? Does the festival/event have waste management plan in place and demonstrate sustainability.</i></p>	30
<p>Delivery Team</p> <p><i>The experience and ability of the organisers will be evaluated to ensure the event is effectively managed and delivered. The festival/participative event's financial sustainability will also be reviewed.</i></p>	30
Total Marks	120

The following will be used for guidance in assessing applications:

- Festival and participative events programme- The programme must include high quality content and design and demonstrate ability of the event to attract visitors, generate bed nights; stimulate the local economy and build memorable visitor experiences.
- Collaboration- The extent to which the festival/event collaborates with local community and other organisations/partners to maximise local and visitor potential of the festival/events including increasing dwell time in the area.
- Marketing and Digital- Is there a comprehensive marketing plan in place? How will the festival/event be marketed to generate interest and attract visitors to the area? What digital marketing/social media channels will be used?
- The Environmental Management plan and Sustainability- What actions will the festival/ event take to minimise impact on the environment (e.g., preventing waste; reducing energy/water use; minimising or eliminating single use plastics.

Please also refer to [Fáilte Ireland Sustainable Festival Guidelines](#) Section on "Nature & Biodiversity" & extract below:

"According to the legislation, there are specific activities that will require consent if undertaken on or near a Special Area of Conservation (SAC) or Special Protection Area (SPA). SACs and SPAs are collectively termed 'European sites' or 'Natura 2000 sites'. You can find a list and a map of these sites at the National Parks and Wildlife Service (NPWS) website" [Search Results | National Parks & Wildlife Service \(npws.ie\)](#)

9. How do I apply?

You should apply directly to Donegal County Council. Only completed submissions received via the approved application form will be considered. The completed form must be sent to marioncallaghan@donegalcoco.ie

A signed version of the application must be scanned in and then emailed (with the appropriate signature(s) of the organiser). You may also submit accompanying additional documentation with your completed application form as appropriate.

Applications must be received by Donegal County Council offices by close of business on Friday **23rd February 2024**.

10. How will I know if my group has been successful?

Successful applicants will receive a Letter of offer. This letter will form the contract between the Donegal County Council and the organiser and will detail all conditions and requirements.

A list of successful festivals/events will be published on Donegal County Council's website stating the name and date of the event taking place.

11. Acknowledgement

Once you have been notified that you have been successful in receiving funding, you must acknowledge receipt of the letter of offer and ensure that your event is promoted as part of this initiative and appropriate guidelines to support this will be included with the letter of offer.

12. Appeals Procedure

If an unsuccessful applicant wishes to appeal Donegal County Council's decision, they must do so in writing within 14 days of receiving notification. All appeals will be carefully considered. Successful applicants are not permitted to appeal the amount awarded.

13. Conditions Required to Drawdown Grant Funding

Documents required for any grant awarded include- Tax Clearance and Bank Account in the name of the grantee. Grant payments can only be made to the grantee.

Claims must be submitted within 60 days of the festival/event taking place and no later than Friday 6th December 2024.

Claim must consist of the following – completed post event form- invoices paid related to the event – bank account in name of the grantee showing payment of invoices. Also, photos/press cutting, social media coverage of the festival/participative event will need to be included.

PART B – Application Form

Donegal Regional Festivals & Participative Events Funding

Section 1: The Applicant & Festival Details

1. Applicant Details	
<i>Name of Applicant/Organisation:</i>	
<i>Address of Applicant/Organisation:</i>	
<i>Eircode</i>	
<i>Tax Clearance Access Number</i>	
<i>Applicant's Legal Status:</i> <i>(e.g., limited company, charity etc.)</i>	

2. Contact Person's Details	
<i>Name:</i>	
<i>Title:</i>	
<i>Email Address:</i>	
<i>Telephone Number:</i>	

3. Festival/Event Details	
<i>Name of Festival/Event:</i>	
<i>Dates of Festival/Event:</i>	
<i>Location of Festival/Event - Town</i>	
<i>Is the Festival new or existing?</i>	
<i>Frequency of Festival/Event:</i>	
<i>Festival/Event operating since (year):</i>	
<i>Name of Company / Organisation in Ownership:</i>	
<i>Festival/Event Office Address:</i>	

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

5. Description of the Festival 2024 (Maximum of 200 words)

--

6. Festival 2024 programme highlights.

--

7. Outline any changes to Festival Programme in 2024 from previous festivals.

--

Section 2: Marketing and Digital Capability

The purpose of this section is to give details of your marketing strategy and where relevant, sales activation. If you have prepared a marketing plan, please provide a copy of it in support of your funding application.

8. 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)

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.

9. How does the festival/event's on-line presence, particularly its website, generate interest among tourists? Where possible provide links to relevant digital content. (Maximum of 200 words)

10. 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, TikTok and other platforms. (Maximum of 200 words)

Section 3: Attraction & Collaboration

The purpose of this section is to give Donegal County Council an understanding of how your festival/events draw tourists to the locality and collaborates with local community and other organisations /partners to maximise local and visitor potential of the festival/ event including increasing dwell time in the area.

11. How does the festival or event help to entertain and/or draw tourists to the locality? If relevant, you may wish to highlight how it showcases the locality's culture, heritage or landscape and partnerships with community, organisations, networks etc. to maximise the potential of the festival/event (Maximum of 200 words)

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 any bed nights arising.

12. Describe how your festival/event is unique to your location and to Ireland (Maximum 300 words)

13. Describe how the festival/event aligns to the County Tourism Strategy and Fáilte Ireland Regional Brand- include how the festival event grow visitor numbers to the host area and disperse tourists outside of core location.

14. Describe Saleable Experience for:

Domestic Visitor	International Visitor

Visitor Impact

15(a) Domestic Visitors*: Provide a profile of the domestic fanbase and insights on why the festival appeals to this market.

15 (b) International Visitors:** Provide a profile of the international fanbase and insights on why the festival appeals to this market.

Section 6: Financial Details & Funding Requested

The purpose of this section is to establish the actual cost involved in delivering the festival/event in 2023 or its most recent year and the projected cost of delivering it in 2024.

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.*

18. EXPENDITURE	Actual Spend 2023 or most recent year	Projected Spend 2024
<i>Marketing Costs</i>		
<i>Development Costs</i>		
<i>Programme & Event Production Costs</i>		
<i>Other (please specify)</i>		
Overall Total Expenditure		

19. INCOME	Actual 2023 or most recent year	Projected 2024
<i>Earned Income</i>		
<i>Sponsorship (please specify the funder)</i>		
Grants From: - <i>(Please disclose all other sources of funding received in relation to this event including total amount received)</i>		
-Fáilte Ireland		
-Arts Council		
-Local Authority (including DFI funding)		
-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)		
<i>Fundraising</i>		
<i>Borrowing</i>		
<i>Other (please specify)</i>		
Total Income		

20. IN KIND EXPENDITURE/INCOME List approximate value of items and services provided free of charge, e.g., accommodation, stewarding, advertising, transport etc.	Actual 2023 or most recent year	Projected 2024
<i>In Kind Expenditure-list:</i>		
Total In Kind Expenditure		
<i>In Kind Income-list:</i>		
Total In Kind Income		

21. AMOUNT OF FUNDING AWARDED IN THE LAST FIVE YEARS	
<i>List <u>all sources of funding</u> obtained in the last five years</i>	
Total	€

22. FINANCIAL SUSTAINABILITY STRATEGY
Provide details of the strategy to increase (a) total funding and (b) other sources of funding.

23. GREEN YOUR FESTIVAL

ENVIRONMENTAL MANAGEMENT PLAN & SUSTAINABILITY

Waste Management:

Organisers of festivals and events should be aware of the Waste Management Act of 1996. The objective of this act is to provide a legal framework to ensure that the holding, transportation, recovery, and disposal of waste do not cause environmental pollution.

- All festival committees will be required to put in place a Waste Management Plan.
- Committees should engage with a permitted waste collector for the provision of a segregated waste system for General Waste, Recycling and Food Waste and make arrangements for the servicing of same.
- Committees should allocate personnel to monitor the receptacles and engage with the festival goers about their use.
- MyWaste have developed resources that can be used for festivals to help with waste segregation, these are available to order from www.mywaste.ie/business
- Attention should also be given to the prevention of waste and the reduction in Single Use items where possible.

Litter Pollution Act 1997

The Litter Pollution Act has specific references to the management of waste at festival and events. In particular, event organisers should note the following sections:

Mobile food outlets

Operators of mobile food outlets selling fast food or beverages or other outlets such as those selling farm produce are obliged to provide suitable bins in the vicinity of their outlets. They must also clean up any litter arising from the operation of their outlets within a radius of 100 metres of their outlet.

Litter control at major events

The promoters or organisers of major events are required to ensure that they have litter control measures in place at the venue and in the surrounding vicinity before, during and after the event.

Litter Management:

- All festival committees should be aware of the Litter Pollution Act 1997 and must have a litter management plan in place.

- The plan should indicate the additional provision of litter bins, equipment necessary and personnel to litter pick, empty bins etc. Efforts should be made to encourage segregation of litter collected for recycling etc.
- Committees should engage with a permitted waste collector for the disposal of litter collected.
- Festival sites and environs should be left litter free.

Go further and Green Your Festival:

Green Your Festival Guides and useful resources such as Green Your Festival Charters, Business Charter and Stallholder Charters are available at the following website.

<https://localprevention.ie/>

<https://localprevention.ie/resources/green-events/all/all/date/>

Festival committees can contact the Environment Section 074 9153900 for further advice.

Please also refer to [Fáilte Ireland Sustainable Festival Guidelines](#) Section on ‘Nature & Biodiversity’ & extract below:

“According to the legislation, there are specific activities that will require consent if undertaken on or near a Special Area of Conservation (SAC) or Special Protection Area (SPA). SACs and SPAs are collectively termed ‘European sites’ or ‘Natura 2000 sites’. You can find a list and a map of these sites at the National Parks and Wildlife Service (NPWS) website” [Search Results | National Parks & Wildlife Service \(npws.ie\)](#)

24. Are there any further comments you wish to make about your application?

Empty box for providing further comments on the application.

Section 7: Declarations, Disclosures & Signatures

Understanding the Guidelines

I/We have read and understood the guidelines and criteria applicable to the Donegal Regional Festivals and Participative Events Programme and agree to comply in full therewith.

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

A Competitive Grant Process

I/We understand that the Regional 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
<input type="checkbox"/>	<input type="checkbox"/>

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
<input type="checkbox"/>	<input type="checkbox"/>

Legal Obligations

I/We have taken steps to ensure that all legal obligations and eligibility criteria associated with operating the festival/event, including appropriate insurances, tax clearance, bank accounts have been defined and will be addressed before its commencement.

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

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 including waste management and litter management plan.

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

*I/We have reviewed the **list of Natura 2000** sites listed on the National Parks and Wildlife Services website (as recommended under sections 8 & 23 of application form) and I/We have taken steps to ensure that appropriate environmental consents are in place for activities undertaken on or near a Special Area of Conservation (SAC) or Special Protection Area (SPA)*

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

Freedom of Information

I/We understand the implications of Donegal County Council's responsibilities in reference to the Freedom of Information Act 2014.

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

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
<input type="checkbox"/>	<input type="checkbox"/>

Name: (Please use capitals)

Signature:

On behalf of: (Event/Organisation name)

Date:

Checklist of documents to be attached with your application if available (all to be submitted by email)	
	<i>Copy of business plan including marketing plan if available.</i>
	<i>Samples of promotional material from previous year (max 5 samples).</i>
	<i>Letters of support from two tourism businesses in the locality outlining any packages / special offers.</i>
	<i>Copies of any relevant research undertaken.</i>
	<i>Copies of signed most recent accounts / income and expenditure.</i>