



Events & Festivals

Sponsorship Guidance

2024/25



Fermanagh & Omagh
District Council
Comhairle Ceantair
Fhear Manach agus na hÓmaí



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1. Introduction

Fermanagh and Omagh District Council (FODC) acknowledges the importance of events and festivals both to animate the community and project a positive image of the region and its capabilities, generate significant economic, tourism, social, community and cultural benefits.

This document aims to provide guidance for organisations / event organisers when applying for Sponsorship from Fermanagh and Omagh District Council.

The Council will support organisations/ event organisers who deliver sustainable events including but not limited to niche, specialist, local, regional, national and international events and festivals within the district that;

- New events that benefit the local economy
- Attract visitors to the district
- Provides social benefits and improves wellbeing
- Delivers benefits to the host community
- Utilises media coverage to raise the profile of the Council and the district as an 'Event Friendly' destination

What is an Event?

Defining what an event is can be important for clarity and context. Fermanagh & Omagh District Council describe an event as:

“An organised special occasion and activity of limited duration that brings people together for the primary purpose of participating in an uplifting community, cultural, recreational, sporting, artistic, or entertaining experience”.

An event may be:

- Held every year, or twice a year but is not part of a more regular scheduled programme
- Can be either free or paid entry
- Can be either run commercially or on a not for profit basis
- Might be indoors or outdoors, or a combination of both
- Might be single venue or multi-venue

Events can take several forms:

- Signature / Major events is an event of international/national significance that attracts international / domestic visitors and international/national media coverage
- Large Event: An event which attracts significant visitor numbers and media interest to a destination
- Medium Event: An event of regional significance which attracts regional visitors and regional media coverage
- Small Events: An event that is of significance to the local community and attracts local interest and visitors who are already in the destination
- Community Events: Small events primarily attracting local audiences that enhance the quality of life of residents, celebrate local identity and culture, and provide a range of community benefits, including participation, well-being, and community connection. Hyper-local community events are predominately supported by Grant Aid.

2. Sponsorship Eligibility

Each sponsorship application will be considered in relation to its own unique circumstance,

Eligibility for Sponsorship will include:

- ✓ The Council will actively support events that are aligned with its Corporate vision, values, and strategic priorities.
- ✓ Organisations and event organisers that demonstrate they have an appropriate **governance** framework and decision-making structures in place
- ✓ Applicants must provide financial evidence of need with **deficit funding clearly evident**
- ✓ Applicants must indicate how the event **benefits** the local economy,
- ✓ Provide **social benefits**, delivers benefits to local communities,
- ✓ Utilises **media coverage** to raise the profile of the Council and the district as an 'Event Friendly' destination,
- ✓ Applications must demonstrate the **economic benefit** to the area from the event, including evidence of how bed nights (where appropriate) will be generated, and how visitor numbers and visitor spend will be increased.
- ✓ Event organisers are **socially and environmentally responsible**,
- ✓ The event must take place in the Council area
- ✓ Events are **open and inclusive** to all to attend

Sponsorship will **not** be provided to the following organisations or activities; (please note this list is only a guide and is not exhaustive);

- × Events that are responsibility of a Statutory Authority/Agencies (e.g. education or youth service; health service, etc.)
- × Sponsorship of a political party, or individual candidate,
- × Sponsorship which is deemed to discriminate against people because of their protected characteristics,
- × Religious organisations,
- × Organisations in financial or legal conflict with the Council,
- × Organisations with a political purpose, including pressure groups and trade unions,
- × Organisations involved in the production and sale of weaponry including firearms,
- × Organisations involved in racial, religious or sexual prejudice or discrimination related to disability,
- × Trade or professional conferences/conventions; residential courses and associated events,
- × The Council will not provide sponsorship to organisations or event organisers that have applied for any other funding from the Council for the same event
- × The Council cannot provide Sponsorship toward fundraising activities or charitable donations
- × Events that are social events for a company or organisation
- × Events, where the development and delivery are the responsibility of a Governing Body i.e.: League or Cup Championships, or Clubs, own operational activities, competitions, or running costs.

3. Applying for Sponsorship

This Sponsorship Scheme is open for

- ✓ Events & Festivals taking place between April 2024 and 31 March 2025

All Event applications close at **5 pm on Thursday 28 March 2024**

Privacy/Organisation and Contact

Tell us about your organisation and who the contacts are, and we will tell you how we will keep your information safe in accordance with GDPR, how we will use it and how long we will keep it for.

Event Details Section

Tell us about your event and where it will take place.

Event Category Section

Event Type: Tell us what type of event is it?

This Sponsorship Scheme includes events for

Event and Festivals including; New events that deliver significant economic benefits, Tourism, Sport and Recreation, Community, Niche, Arts & Culture or Agriculture.

Event Category This considers the size of the event; Small, Medium, Large, Major or Signature. Please note that small hyper local events are usually supported by Grant Aid and not Sponsorship.

Event Profile: This will help demonstrate the size of your event, please select the most appropriate Tier.

Please use the events matrix within this guidance to select the most appropriate type, category and profile.

4. Event Matrix

The information below may guide applicants with the types and size of events we typically support.

Event Type	Event Category	Event Profile	Event Impact
Community Arts/Cultural	Small /Niche Events and Festivals (Examples of this event size are 5/10k runs, angling and cycling events and water-based activities)	Attendance 50 -250 approx. and/or Participation 50 – 250 approx. £300 max	Events that attract a small, local, niche audience/participation. The event delivers positive social and economic benefits to the local area. May attract local media coverage.
		Small hyper local events are usually supported through Grant Aid.	
Specialist / Niche Tourism Sporting/Recreational Agricultural	Medium Events and Festivals	M-Tier 1. Attendance 251 – 1,000 approx. And/or Participation 251 -500 approx. £ 1,000 max	These events might attract visitors to the district, generate economic benefits, and attract local and regional media coverage. Community events must deliver positive social benefits to the host community. Events that extend the tourism season are particularly welcomed.
M-Tier 2. Attendance 1001 – 3,000 approx. And/or Participation 500+ approx. £ 3,000 max			
M-Tier 3. Attendance 3001 – 5,000 approx. And/or Participation 500+ approx £ 5,000 max			
New Events	Large Events and Festivals	L-Tier 1. Attendance 5,001 – 6,000 approx and/or Participation 500+ approx. £ 6,000 max	These events might attract visitors to the region and generate significant economic benefit and attract regional media coverage. Events that extend the tourism season are particularly welcomed.
L-Tier 2. Attendance 6,001 – 8,000 approx. And/or Participation 600+ approx. £ 8,000 max			
L-Tier 3. Attendance 8,001 – 10,000 approx. And /or Participation 600+ approx. £ 10,000 max			

	Major Events and Festivals National and International	15,000 + attendance Max £15,000	Events that generate substantial economic and social benefits with increased numbers of visitors from outside the district and generate national and international media coverage. Requires longer lead time and may require a detailed business plan. (8 mths-1 Year)
	Signature Events and Festivals National and International	25,000 + attendance Business case Required	Events that generate substantial economic and social benefits with increased numbers of visitors from outside the district and generate national and international media coverage. Requires longer lead time and may require a detailed business case. (1 year)

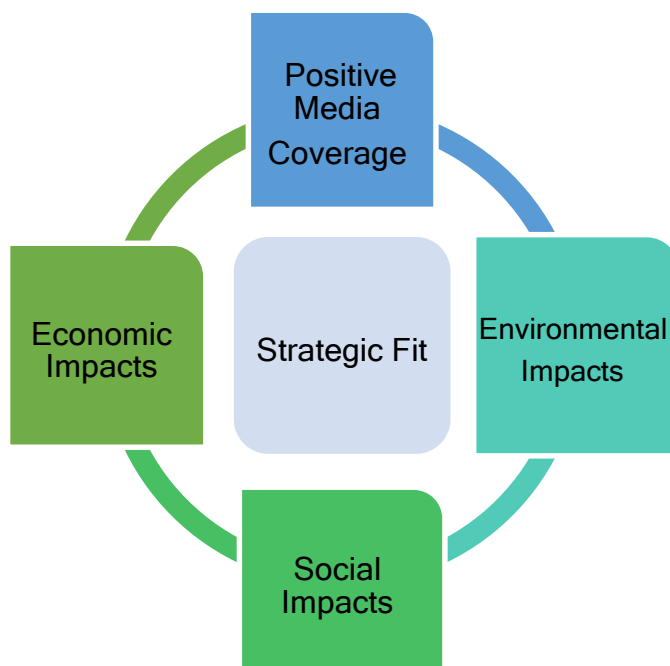
Event category is for guidance only: FODC may recategorize events when assessing the application. FODC will be adapting a flexible approach to these categories focusing on the positive impacts of the events based on the information submitted in this application.

5. Event Impact - Why We Invest in Events

Sponsorship investment criteria are based on the impact your event will have.

Event sponsorship is a competitive process and assessment will be made against FODC sponsorship investment criteria to ensure consistency and fair consideration for all applicants. We are particularly interested in new events that deliver significant economic benefits to the district.

The investment criteria cover five key areas within the application, the following information explains what we mean when we ask about social, economic, environmental, and media impacts and if the event is a strategic fit with Council priorities.



Economic Impacts

The economic impact of an event refers to the amount of additional expenditure generated as a direct consequence of staging the event. For most events, spending by visitors/participants in the local area (and in particular on accommodation) is the biggest factor in generating economic impact.

However, spending by event organisers in terms of using local suppliers is another important consideration and should be included. Please include your expenditure in the Income and Expenditure Section.

What we mean by...

Visitor/spectator/attendee: A **visitor/spectator/attendee** is classified as someone who comes to the event. They can either buy a ticket to attend the event or gain free entry.

Participation: A **participant** is classified as a team / group participant, media, official, delegate, organiser/s, artist/s.

Performer: A **performer** is classified as someone who performs at the event-Festival either paid or not, a band, singer, juggler, stilt walker, dressed up character etc

Volunteer: A **volunteer** is someone who commits their time freely in an unpaid capacity doing something that benefits society, community, and environment.

Media Impact

Events can provide a platform to enhance perceptions of the local area and the destination to increase awareness, boost visitation and attract investment to the area. Tell us how your event will attract online and offline media coverage to promote the event and to acknowledge the Council's Sponsorship support and promote the district as place to visit, enjoy and possibly return to.

Cross promotion aims to partner with similar events types to optimise promotional opportunities for other events we support to enhance our 'Event Friendly' ethos.

Social Impact

The event has the potential to have positive effects on the people and communities that interact with it and create meaningful impacts on their lives in several different ways. At a basic level this might simply be the creation of an enjoyable experience for spectators. At a more advanced level this might be the creation of an opportunity that positively contributes to health and wellbeing outcomes. Community Festivals are funded by Department for Communities (DfC), community events must deliver positive social benefits. target poverty and/or social exclusion and have strong community participation.

Environmental Impact

Different types of events will have varying environmental impacts the Council is committed to staging and supporting more sustainable events. FODC will work with event organisers to help reduce negative event impacts of staging the event where possible. Applicants will need to demonstrate they have considered and are actively using the ['Green Your Festival principles'](#) in event planning.

Strategic Fit

The Council has a number of strategic priorities which include action areas from the Visitor Experience Development Plan, Enniskillen Place Shaping, and the Omagh Place Shaping Plan and local Community Health and Wellbeing Plans.

We will prioritise events and festivals that;

- ✓ Are fit to place,
- ✓ Deliver a compelling reason to visit the area,
- ✓ New events that attract economic benefits for the area,
- ✓ Immersive events that visitors can feel part of and enjoy,

- ✓ Deliver economic benefits to the destination, particularly optimise the shoulder season or extend the tourism season,
- ✓ Sustainably utilise the outdoors,
- ✓ Promote arts, culture, and heritage of the district,
- ✓ Specialist and seasonal events i.e.: music, food, markets,
- ✓ Contribute to improved health and wellbeing outcomes,
- ✓ Support the early evening and night-time economy, and;
- ✓ Deliver positive social benefits to local communities.

Measuring Event Impact

Depending on the event type and size and the level of investment we may ask you or instruct a third party to undertake surveys to establish the impact of your event.

Other Funding

We will ask you about what funding you have received in the past, please list any other funders, sponsorship or contributions outside of FODC.

Insurance

Please include all necessary insurance information

Health and Safety

Please include all relevant Health and Safety documentation as requested.

Income and Expenditure

- We will need to see a breakdown of your income and expenditure. We will also need to know if you have received funding from other sources and the value.
- Fermanagh & Omagh District Council Sponsorship is not core funding.
- Sponsorship is provided to deliver the specific event in the application.
- Applications that do not provide a budget may be ineligible and may not be scored
- The Sponsorship amount requested should represent the gap between your income and expenditure.

The list below highlights Sponsorship eligible and ineligible costs.

This list is not exhaustive:

Eligible Costs

- ✓ Event Marketing and PR Costs
- ✓ Event Health and Safety Costs
- ✓ Event Production/Programming Costs
- ✓ Event Venue and Hire Costs
- ✓ Event Accommodation Costs
- ✓ Event Travel Costs
- ✓ Event Prize Awards and Trophies
- ✓ Event Security Costs
- ✓ Event Evaluation
- ✓ Event Performance fees

Ineligible Costs

- × Staff Salaries
- × Fees – Legal, Bank, Membership,
- × Accountancy
- × Administration
- × Loan Repayments
- × Tax and VAT Payments
- × Hospitality (exceptions based on sponsorship scheme)
- × Membership Fees
- × Capital Expenditure
- × Market Research
- × Events for Charitable fundraising activities or donations to organisations

Scaling up Events

The council would like to support the strategic scaling up of events with a dual focus on economic growth and sustainability. By expanding the scale of events, the council aimed to significantly boost the local economy, attracting visitors and increasing spend in hospitality, retail, and local services. Simultaneously, the initiative aims to prioritise sustainability to minimize environmental impact.

If you are applying for sponsorship, have experience in delivering events, and would like support to grow your event please complete the 'Scaling Up' section in the application form.

6. Submission

Please submit your application within the requested timeframe. Applications submitted after the closing time and date will **not** be accepted.

Timeframes

There is an Annual Sponsorship call out each year, the number of events supported will be dependent on the available budget.

Requests for financial support outside of the Sponsorship process are not eligible.

Depending on the available budget, there will be two sponsorship call outs each year, the number of events supported will also be dependent on the available budget.

Application Assessment

Based on the information in the Sponsorship Criteria section applications will be assessed against key criteria detailed in section 5; Event Impact – Why We Invest in Events.

Assessment scores range from low - which delivers no positive impacts to high which delivers maximum positive impacts.

The score obtained will be multiplied by the weighting factor to get an overall score.

Applications must meet a minimum threshold to be eligible for Sponsorship.

What happens next?

When you submit an application, you will be notified of the outcome in the timeframe indicated; successful applicants will be contacted by the responsible officer and a Sponsorship Agreement will be developed based on the information within your application.

You are advised to discuss your application with a Council Officer before submission; please email sponsorship@fermanaghomagh.com or telephone 0300 303 1777 and ask to speak to the events team.

Please note: Sponsorship will be withheld if the event outputs do not meet the terms and conditions of the Sponsorship Agreement and a post-event evaluation is not fully completed.

7. Sponsorship Appeals

If your application is unsuccessful, or you are not satisfied with the recommendation, you can contact the Sponsorship team to request more information. If you are still not satisfied and wish to appeal a decision, please find appeals process below:

- Appeals must be made in writing within 10 working days of date of written decision.
- Should you decide to appeal the Sponsorship decision, you must identify your reasons for requesting an appeal.
- An appeal process does not entail a re-assessment of an application containing new or additional information.
- The appeal process provides applicants with the opportunity to seek reconsideration of a Sponsorship decision where evidence suggests that a procedural error has occurred during the assessment of an application.
- Please note where an application is incomplete or does not meet the eligibility criteria, therefore deemed ineligible; an appeal will not be considered.
- A meeting of the Sponsorship team will be convened to consider your appeal.
- The outcome will be communicated to you.
- The appeals decision is final.

More information can be found at: <https://www.fermanaghomagh.com/events-and-festivals/>