



SPARK

Sponsorship Guidance

2025-2026



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

1. Introduction

SPARK is a smaller sponsorship fund specifically designed to support small community events delivered in partnership by more than one organisation. Due to its limited budget, SPARK can only support a small number of events each year.

The objectives of SPARK are to:

- Support the development and growth of smaller events, particularly those with the potential to expand and create a greater impact in future years.
- Encourage collaboration between organisations to enhance event planning and execution.
- Foster partnerships that contribute to the sustainability of community-led events.
- Establish a foundation for long-term event success through strategic support and networking opportunities.

2. Eligibility Criteria

To be eligible for sponsorship, events must meet the following criteria:

- Be a legally constituted, not-for-profit group operating within the Fermanagh and Omagh District area.
- Events must involve two or more organisations working together to plan and deliver the event.
- Each organisation should be distinct from the other with no cross over in office bearers or staff employed.
- There must be a lead partner for the purposes of the application and award.
- Events must engage the local community, foster participation, and promote community cohesion.
- Events should aim to attract between 250- 999 attendees and demonstrate potential for future expansion and increased impact.
- Proposals must highlight creativity and contribute to the long-term sustainability of community-led events.
- Events must demonstrate deficit funding
- Events must occur within the Fermanagh and Omagh District Council area.

- All participating organisations must be non-profit, and the event must not pursue commercial aims.
- Events must adhere to relevant legislative requirements on health, safety, equality, and safeguarding.
- Events are open and inclusive to all to attend.

3. Funding Allocation

Funding Size: Sponsorship up to £1,000 per event.

4. Exclusions

Sponsorship will not be provided to the following organisations or activities (please note this list is not exhaustive):

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| × Events that are the responsibility of a statutory authority, agency, or public sector body | × Activities that discriminate against one section of the community |
| × Sponsorship of a political party or individual candidate | × Retrospective funding applications |
| × Sponsorship that discriminates against people based on protected characteristics | × Trade or professional conferences, conventions, or associated events |
| × Religious organisations | × Events that are social events for a company or organisation |
| × Organisations in financial or legal conflict with the Council | × Events where development and delivery are the responsibility of a governing body (e.g., league or cup championships, clubs' own operational activities, competitions, or running costs) |
| × Organisations with a political purpose, including pressure groups and trade unions | × Fundraising activities or charitable donation |
| × Organisations involved in the production and sale of weaponry, including firearms | |
| × Residential courses or training | |

5. Evaluation Criteria

Applications will be evaluated based on:

Applications will be assessed based on the following criteria, with scores assigned to reflect alignment with the SPARK fund's objectives:

Partnership and Collaboration (40%)

Evidence of active collaboration between two or more organisations in planning and delivery.

Community Impact (40%)

The event's potential to foster community engagement, participation, and cohesion delivering positive social impact.

Growth and Development Potential (10%)

Demonstration of how the event could expand and achieve greater impact in future years.

Innovation and Creativity (10%)

Degree of innovation and uniqueness to place, contributing to a distinctive and engaging event.

Applications will be scored out of 100%, and those with the highest alignment to these criteria will be prioritised for funding.

6. Application Process

Submission Details: Applications should be submitted via the online portal.

The deadline for applications is **5:00 pm Wednesday, 12 March 2025**.

Required Documentation

- Governance Arrangements
- Description of event and target audience.
- Financial breakdown including income and expenditure
- We may review your organisations accounts and reserves to establish need for funding.
- The Sponsorship amount requested should represent the gap between your income and expenditure.
- Evidence of partnerships and collaboration. One lead applicant and supporting information for partner organisation/s.
- Insurance, health and safety, safeguarding documentation.
- We will also need to know if you have received funding from other sources including the Council and the value.
- Only one Council funding source may be utilised for the event.

Eligible & Ineligible Costs

The list below highlights Sponsorship eligible and ineligible costs.

Eligible Costs:

- Marketing and PR
- Health and Safety
- Event Production
- Venue Hire
- Accommodation & Travel
- Security
- Performance Fees
- Event Evaluation

Ineligible Costs:

- Staff salaries
- Capital expenditure
- Fundraising activities
- Hospitality
- Membership fees
- Tax, VAT payments, loan repayments, bad debt, bank charges, or arrears in payments
- Flags or bunting
- Alcohol
- Hospitality costs

- Capital works or equipment purchases
- Celebrity appearances
- Gifts or donations

Assessment Process

- Applications will be assessed against the criteria outlined in Section 5.
- Applicants may be contacted for additional information or clarification.

7. Post-Event Requirements

Successful applicants must:

- Submit a post-event evaluation report outlining how you met the outputs in the sponsorship agreement

8. Appeals Process

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.

For further details, visit: <https://www.fermanaghomagh.com/events-and-festivals/>

9. Key Dates

- Application Deadline: **5pm on 12 March 2025**
- Event Delivery Period: **01 April 2025 – 31 March 2026**

10. Additional Information

For more details, visit the FODC events page:

<https://www.fermanaghomagh.com/events-and-festivals/>