

SCALE Sponsorship Guidance

2025-2026



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

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, generating significant economic, tourism, social, community, and cultural benefits.

This document provides guidance for organisations/event organisers when applying for Sponsorship from FODC.

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:

- Benefit the local economy
- Attract visitors to the district
- Provide social benefits
- Deliver benefits to local communities
- Utilise media coverage to raise the profile of the Council and the district as an 'Event Friendly' destination

Strategic Fit

Our priorities align with FODC's Corporate Plan and key strategic frameworks, including the Visitor Experience Development Plan, Place Shaping Plans, Inclusive Economy Action Plan, Events & Festivals Strategy, Draft Heritage Plan, and Community Health and Wellbeing through Active Together Strategy.

We will prioritise events and festivals that:

- Reflect the character and identity of the place
- Provide a compelling reason to visit including new events
- Offer immersive experiences for visitors
- Drive economic benefits, particularly in the shoulder season or by extending the tourism season
- Utilise outdoor spaces sustainably
- Celebrate arts, culture, and heritage
- Focus on specialist and seasonal themes (e.g., music, food, markets)
- Enhance health and wellbeing outcomes
- Support the early evening and night-time economy
- Deliver positive social impact for local communities

Sponsorship Scale Programme

The Sponsorship Scale programme is specifically designed to support large and medium-scale events. The maximum sponsorship available under this programme can be up to £15,000 per event, depending on the event's size and scope. It primarily seeks to support new events delivered by experienced event organisers with a proven track record.

Events seeking more than £15,000 in sponsorship require early engagement with FODC, up to a 12-month lead-in time, and a developed business and marketing plan.

Ineligible Sponsorship Areas

- × Small scale events
- × Events that are the responsibility of a statutory authority, agency, or public sector body
- × Sponsorship of a political party or individual candidate
- × Sponsorship that discriminates against people based on 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
- × Residential courses or training
- × Activities that discriminate against one section of the community
- × Retrospective funding applications
- × Trade or professional conferences, conventions, or associated events
- × Events that are social events for a company or organisation
- × 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)
- × Fundraising activities or charitable donations

The Council will not put itself in a position where it might be said that Sponsorship opportunities have or might have or may be thought to have:

- Influenced the Council or its Officers in carrying out its statutory functions
- Been entered into to gain favourable terms from the Council in any business or other agreements
- Align the Council with any organisation which in conflict with the Council, or its values

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
- Organisations that apply Safeguarding Standards and Procedures
- 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

Applying for Sponsorship

This Sponsorship Scheme is open for Events & Festivals taking place between 01 April 2025 and 31 March 2026,

Event Category Section

- **Event Type:** Tell us what type of event is it? This Sponsorship Scheme includes Tourism, Sport and Recreation, Community, Niche, Arts & Culture or Agricultural events
- **Event Category** This considers the size of the event; Medium, Large, Major or Signature.
- **Event Range:** 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 range.

Categories and Sponsorship Ranges

Event Type	Event Category	Event Impacts	Event Sponsorship Ranges
Community Arts/Cultural Specialist/Niche Tourism Sporting/Recreational Agricultural	Medium Events & Festivals	Attract visitors, generate economic benefits, regional media coverage. Community events must deliver social benefits. Tourism season extension encouraged.	M-Tier 1: Attendance 1,000 – 1,500 / Participation 251 – 500 M-Tier 2: Attendance 1,501 – 2,500 / Participation 500+ M-Tier 3: Attendance 2,501 – 3,000 / Participation 500+
	Large Events & Festivals	Significant visitor attraction, high economic impact, regional media reach. Tourism season extension encouraged.	L-Tier 1: Attendance 3,001 – 5,000 / Participation 500+ L-Tier 2: Attendance 5,001 – 8,000 / Participation 600+ L-Tier 3: Attendance 8,001 – 15,000 / Participation 600+
	Major Events & Festivals	Substantial economic and social benefits, significant international media coverage. Requires detailed business plan and long lead-in.	15,000+ Attendance (8 months – 1-year lead-in)
	Signature Events & Festivals	Large-scale international events, exceptional economic impact, extensive global media coverage. Requires a strategic business plan.	25,000+ Attendance (1-year lead-in)

Note: Event categories are for guidance only. FODC may reclassify events based on their impact. The focus remains on the overall positive contributions an event brings.

Investment Criteria

FODC's sponsorship investment criteria assess events based size and likely impact

- Medium Events: 1,000+ attendees
- Large Events: 3,000 – 15,000+ attendees
- Major Events: 15,000+ attendees
- Significant Events: 25,000+ attendees

Event Impact

Sponsorship investment criteria is 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.

The investment criteria covers 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 Impact

- Increased visitor spending, particularly in accommodation, food, and local services.
- Use of local suppliers to support the regional economy.

Media Impact

- Promotion of FODC's sponsorship support.
- Increased visibility of the region through online, print, and broadcast media.
- Cross-promotion with similar events to enhance visibility.

Social Impact

- Creation of engaging, inclusive experiences for attendees.
- Positive contributions to health and wellbeing outcomes.
- Encouraging strong community participation.

Environmental Impact

- Implementation of 'Green Your Festival' sustainability principles.
- Minimisation of environmental footprint through responsible event planning.

Strategic Fit

Alignment with FODC's Corporate Plan and other strategic imperatives such as Visitor Experience Development Plan, Place Shaping Plans, Inclusive Economy Action Plan, Events & Festivals Strategy, Draft Heritage Plan and Community Health and Wellbeing through Active Together Strategy.

This is means that we will prioritise events and festivals that:

- Are a fit to place,
- Deliver a compelling reason to visit the area
- Immersive events that visitors can feel part of
- Deliver economic benefits to the destination, particularly optimise the shoulder season or extend the tourism season
- Utilise the outdoors in a sustainable way,
- Promote arts, culture, and heritage of the district,
- Specialist and seasonal events ie: 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

- Surveys and third-party evaluations may be required based on event scale.
- Post-event reports detailing social, economic, and media impacts must be submitted.

Application Process & Assessment

- Applications will be assessed based on strategic fit, positive economic, social, environmental and media impacts
- Sponsorship is competitive; applications must meet a **60% minimum eligibility threshold**.

Other Funding

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

Insurance

Please include all necessary insurance information

Income and Expenditure

- We will need to see a breakdown of your income and expenditure.
- The Sponsorship amount requested should represent the gap between your income and expenditure.
- We may review your organisations accounts and reserves to establish funding need funding.
- We will also need to know if you have received funding from other sources and the value

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

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.fermanaghomaggh.com/events-and-festivals/>