



# Events & Festivals Sponsorship Guidelines



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, 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;

- Benefit the local economy
- Attract visitors to the district
- 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

## Sponsorship Eligibility

Each sponsorship application will be considered in relation to its own unique circumstance, sponsorship will not be provided to the following organisations or activities; (please note this list is only a guide and is not exhaustive);

- |   |  |                                       |   |
|---|--|---------------------------------------|---|
| × | Sponsorship of a political party, or individual candidate,   | discrimination related to disability, |   |
| × | Sponsorship which is deemed to discriminate against people because of their protected characteristics, | ×                                     | Trade or professional conferences/conventions; residential courses and associated events,   |
| × | Religious organisations,   | ×                                     | 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 |
| × | Organisations in financial or legal conflict with the Council,   | ×                                     | The Council cannot provide Sponsorship toward fundraising activities or charitable donations  |
| × | Organisations with a political purpose, including pressure groups and trade unions,                    | ×                                     | Events that are social events for a company or organisation   |
| × | Organisations involved in the production and sale of weaponry including firearms,                      |                                       |   |
| × | Organisations involved in racial, religious or sexual prejudice or                                     |                                       |   |

- × Events, where the development and delivery are the responsibility of a Governing

Body ie: League or Cup Championships, or Clubs, own operational activities, competitions, or running costs

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**
  - ✓ 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
- 
- ✓ **Coronation of King Charles III events** must take place between the 5<sup>th</sup> – 9<sup>th</sup> May 2023 to be eligible for Sponsorship.

## Applying for Sponsorship

This Sponsorship Scheme is open for Festivals and Events and for Coronation events.

Coronation events applications close at 5pm on Friday 31<sup>st</sup> March 2023

Festivals and Events applications close at 5pm on Wednesday 19 April 2023

## Section A

### 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.

## Section B

### Event Details Section

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

**Please note** that **Coronation of King Charles III events** must take place **between the 5<sup>th</sup> – 9<sup>th</sup> May 2023** to be eligible for Sponsorship.

### Event Category Section

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

This Sponsorship Scheme includes events for the **Coronation of King Charles III**, if this is what you are applying for please select this option from the drop down menu.

Other event types include: Tourism, Sport and Recreation, Community, Niche, Arts & Culture or Agriculture.

- **Event Category** This considers the size of the event; Small, Medium, Large or Major
- **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.**



**Event Matrix** – the information below may guide applicants with the types and size of events we typically support.

Event Type	Event Category	Event Impacts	Event Sponsorship Ranges
Coronation Events	Small	Community led Coronation events which <b>must take place between 05-09 May 2023</b> . The event delivers positive social benefits to the local area.	Participation 50 – 250 approx. and /or Attendance 50 - 250 approx.  <b>**Max £400</b> (20% cap on hospitality /refreshments costs)
Coronation Events	Significant	Significant event that might attract visitors to the area/district and generate economic benefit and attract local and regional media coverage. <b>The event must take place between 05-09 May 2023.</b>	Participation 500+approx. and /or Attendance 1,001 – 3,000 approx.  <b>**Max £2,000</b> (20% cap on hospitality /refreshments costs)
Event Type	Event Category	Event Impacts	Event Sponsorship Ranges
<ul style="list-style-type: none"> <li>*Community</li> <li>Arts/Cultural</li> <li>Specialist / Niche</li> <li>Tourism</li> </ul>	Small /Niche Events and Festivals (Examples of this event size are 5/10k runs, angling and cycling events and water-based activities)	Events that attract a small, local, niche audience / participation. Event delivers positive social and economic benefits to the local area. May attract local media coverage.	Participation 50 – 250 approx. and /or Attendance 50 - 250 approx.  <b>**Max £500</b>
	Medium/ Regional Events and Festivals	These events might attract visitors to the district and generate economic benefit 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.	<b>M-Tier 1.</b> Participation 251 -500 approx. and /or Attendance 251 – 1,000 approx. <b>**Range £501 – Max £1,000</b>
			<b>M-Tier 2.</b> Participation 500+ approx. and /or Attendance 1001 – 3,000 approx. <b>**Range £1001 – Max £3,000</b>
			<b>M-Tier 3.</b> Participation 500+ approx. and /or Attendance 3001 – 5,000 approx. <b>**Range £3,001 – Max £5,000</b>
<ul style="list-style-type: none"> <li>Sporting/Recreational</li> <li>Agricultural</li> </ul>	Large/ Regional	These events might attract visitors to the region and generate significant economic	<b>L-Tier 1.</b> Participation 500+ approx. and /or Attendance 5,001 – 6,000 approx.

	Events and Festivals	benefit and attract regional media coverage.  Events that extend the tourism season are particularly welcomed.	<b>**Range £5,001 – Max £6,000</b>
			<b><u>L-Tier 2.</u></b> Participation 600+ approx. and /or Attendance 6,001 – 8,000 approx. <b>**Range £6,001 – Max £8,000</b>
			<b><u>L-Tier 3.</u></b> Participation 600+ approx. and /or Attendance 8,001 – 10,000 approx. <b>**Range £8,001 – Max £10,000</b>
	<b>Major</b> Events and Festivals National and International	Events which generate substantial economic and social benefits with increased numbers of visitors from outside the district and generate national and international media coverage.	<b>**£10,001 +</b> Requires longer lead in time and may require detailed business plan. An event impact assessment will be built into any award of sponsorship for this level of funding.

**Event category is for guidance only:** FODC may recategorise 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. (Please refer to Events & Festivals Sponsorship Guidelines)

## Outline the main elements of the event:

- **Tell us about the event**, what do you hope to achieve? What are the key elements of the event?

## 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 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 a number of 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 initiative'](#) in event planning.

## Strategic Fit

The Council have 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 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

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 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. We will also need to know if you have received funding from other sources and the value.

The Sponsorship amount requested should represent the gap between your income and expenditure.

**Specialist/Coronation events small community events max sponsorship £400; significant/ large events max sponsorship £2,000.**

The list below highlights Sponsorship eligible and ineligible costs.

This list is not exhaustive:

### Eligible Costs

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

Please note: Hospitality is eligible for the **Coronation of King Charles III event** – however, **costs are capped at 20%**.

### **Health and Safety**

Please include all relevant Health and Safety documentation as requested.

### **Submission**

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

### **Timeframes**

There are two sponsorship call outs each year, the number of events supported will be dependent on the available budget.

**Applications that fall outside of the Sponsorship process are not eligible**

### **Application Assessment**

Based on the information in the Sponsorship Criteria section applications will be assessed against key criteria each area.

Assessment scores range from low - 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@fermanaghmagh.com](mailto:sponsorship@fermanaghmagh.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.

## 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/>