**FÁILTE IRELAND FESTIVAL GRANT SCHEME FOR COUNTY WEXFORD 2025**

**APPLICATION FORM**

**Please Note: Closing Date for completed applications is on or before 4 pm on Monday 2nd December, 2024.** Before completing this form, please refer to the Application Guidelines

**SECTION 1: APPLICANT & FESTIVAL DETAILS:**

|  |  |
| --- | --- |
| 1. **Applicant Details** | |
| Name of Applicant/Organisation: |  |
| Address of Applicant/Organisation: |  |
| Eircode |  |
| Applicant’s legal status:  (e.g. limited company, charity) |  |
| 1. **Contact Person’s Details** | |
| Name: |  |
| Title: |  |
| Email address: |  |
| Telephone number: |  |
| 1. **Festival/Event Details** | |
| Name of festival/event: |  |
| Dates of festival/event: |  |
| Location of festival/event – Town/Village/Region |  |
| Is the festival new or existing? |  |
| Frequency of festival/event: |  |
| Festival/event operating since (year): |  |
| Name of company / organisation in ownership: |  |

|  |  |
| --- | --- |
| 1. **Festival/Event**   **Which category below best fits your festival/event** | |
| Historic Festival |  |
| Traditional Culture Festival |  |
| Food & Drink |  |

|  |
| --- |
| 1. **Describe the nature of the festival/event, unique selling points and vision for its future (Maximum of 200 words)** |
|  |

|  |  |
| --- | --- |
| 1. **Funding** | |
| Amount being applied for under the Fáilte Ireland Festival fund | € |
| Is the amount partial or total festival cost | **P** Partial Total |
| If partial, give estimated total festival cost. | **€** |

**SECTION 2: PROGRAMME AREA FIT:**

The purpose of this section is to give Wexford County Council an understanding of how your festival/events draw tourists to the locality.

|  |
| --- |
| 1. **How does the festival or event help to entertain and/or draw visitors to the locality? If relevant, you may wish to highlight how it showcases the locality’s culture, heritage or landscape (Maximum of 200 words)** |
|  |

**SECTION 3: MARKETING AND DIGITAL CAPABILITY:**

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

|  |
| --- |
| 1. **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)** |
|  |

|  |
| --- |
| **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)**  ***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.*** |
|  |

|  |
| --- |
| **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, Pinterest and other platforms. (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 bed nights arising.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **11.Performance Metrics** | | | | | |
| Audience/Participant Statistics | | | Results for 2024 or Most Recent Year | Projections 2025 | How was data collected\*\* |
| A | Attendance: | Ticketed |  |  |  |
| Non Ticketed |  |  |
| Total Attendance |  |  |
| B | Taking the total attendance figure above, please provide the following breakdown | % Local\* |  |  |  |
| % Domestic\* |  |  |
| % Overseas\* |  |  |
| Must add to 100% | 100% |  |  |
| C | How many events, on average, did/will each individual attend? | |  |  |  |
| D | Of those who overnight in the area, what is the average number of nights spent locally? | |  |  |  |
| Notes:  \*Local- Those living within a 65km/40 mile radius within the county.  \*Domestic- Those living beyond a 65km/ 40 mile radius outside the county.  \*Overseas – Those living outside the Republic of Ireland.  \*\*Please explain how the figures were estimated including what research, if any has been carried out in the compilation of the above figures. | | | | | |

**SECTION 5: DELIVERY TEAM**

The purpose of this section is to give Wexford County Council details of those who will be involved in setting up and delivering the festival/event.

|  |  |
| --- | --- |
| **12.Team & Staffing** | |
| Number of Committee/Board Members: |  |
| Number of Voluntary Members: |  |
| Number of Full-Time Paid Staff: |  |
| Number of Part-Time Paid Staff: |  |
| How many volunteers will be engaged during the planning and operation of the festival/event: |  |
| What was the total salary cost for your most recent event: |  |

**SECTION 6: FINANCIAL DETAILS & FUNDING REQUESTED**

The purpose of this section is to establish the projected cost involved in delivering in 2025.

In providing details:

* 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.

|  |  |
| --- | --- |
| **13.EXPENDITURE** | **Projected Spend 2025** |
| Marketing Costs |  |
| Development Costs |  |
| Programme & Event Production Costs |  |
| Other (please specify) |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| **Overall Total Expenditure** |  |

|  |  |
| --- | --- |
| **14.INCOME** | **Projected Income 2025** |
| Earned Income |  |
| Sponsorship (please specify who is funding) |  |
| Grants From: |  |
| Fáilte Ireland |  |
| Arts Council |  |
| Wexford County Council or other Local Authority (please specify the source and amount of 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) |  |
| Fundraising |  |
| Borrowing |  |
| Other (please specify) |  |
| **Total Income** |  |

|  |
| --- |
| **15. Are there any further comments you wish to make about your application?** |
|  |

**SECTION 7: DISCLAIMER, DECLARATION, SIGNATURES (Please read carefully)**

Wexford County Council and Fáilte Ireland shall not be liable in respect of any loss, damage or costs of any nature arising directly or indirectly from this application or the subject matter of the application. Wexford County Council and Fáilte Ireland, its servants or agents shall not at any time in any circumstances be held responsible or liable in relation to any matter whatsoever arising in connection with the development, planning, construction, operation, management and/or administration of individual projects.

I have read the above terms and conditions and I certify that the information supplied here is a true and fair representation of this organisation’s position.

|  |
| --- |
| **DECLARATION** |

Please ensure that this form is signed by **two** appropriate members of your organisation.

*In signing this declaration, I agree to the above disclaimer and that:*

1. I certify that all the details supplied in this application form are true and correct to the best of my knowledge.
2. I have read, understood and accept the Terms & Conditions of the Fáilte Ireland Festival Grant Scheme 2025.
3. By submitting an application, applicants agree to the processing and disclosure of the applicant’s information by Wexford County Council and Fáilte Ireland, and to other third parties if required, for Fund administration, reporting, evaluation and audit purposes; and successful applicants further consent to the disclosure of this information (e.g. name of successful applicant, amount of award, event details, etc.) by these parties in connection with the marketing or promotion of the Fund. Personal data will be processed only in accordance with the relevant provisions of the Data Protection legislation.
4. I have adequate and appropriate insurance cover for our Fáilte Ireland Festival Grant Scheme 2025.
5. I agree to acknowledge the support of Wexford County Council, Fáilte Ireland, Ireland’s Ancient East, Arts Council in any promotional material associated with the Grant Scheme applied for and logos etc will be issued to the successful festivals/events.
6. Wexford County Council Fáilte Ireland in all promotional material and to include the correct logos.

I agree to accept the decision of the assessment of my application as final.

1. Signature of contact person: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name of Contact person (CAPITALS):\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Position in group: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Signature of contact person: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name of Contact person (CAPITALS):\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Position in group: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

On behalf of: (organisation's name): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Incomplete forms will NOT be considered

**Application dates:**

* Closing date for receipt of applications: on or before **4.00 pm,** **Monday 2nd December, 2024.**
* Digital applications only
* All Applicants will be notified on or before **Monday 16th December, 2024.**
* Your application should include completed:
  + Application Form
  + Disclaimer
  + Supporting Documentation all compiled into one PDF document.

(if submitting via email the total should not exceed 12 MB in size)

Please submit your application

Via email to [arts@wexfordcoco.ie](mailto:artsoffice@wexfordcoco.ie) . Digital submission on one PDF or Word document preferred and must not exceed 12 MB in size including support material.

Please put in the subject Line of the email –

**FÁILTE IRELAND FESTIVAL GRANT SCHEME 2025**

**(And organisation name)**

If you have any access issues around applying for this Scheme, please contact the Arts Office and leave a number and we will be very happy to assist you with your application. Hard copies may be accepted following communication with the Arts Office.

Tel: 053 - 9196369 Wexford County Council Arts Office, County Hall, Carricklawn, Wexford, or email [arts@wexfordcoco.ie](mailto:arts@wexfordcoco.ie)