



## Fáilte Ireland Regional Festival & Participative Events Fund 2025

### Guidelines

**Closing date for submission of completed applications is close of business Friday, 31 January 2025.**

Longford Tourism are currently seeking applications for Round 1 of the Fáilte Ireland Regional Festival and Participative Events Fund 2025. This programme is aimed at supporting festivals and events, **held from 1 January 2025 up to 30 June 2025**, which drive both domestic and international tourism **helping to increase economic activity within the community**. The **objective** of the scheme is to support community and voluntary groups who are organising a diverse range of projects and events. In addition, the festival or event must take place in County Longford, take place over a minimum of **2 consecutive days** in duration and aim to attract international visitors. This fund is advertised twice a year for festivals from January to June and from July to December.

### Guidelines

This programme is aimed at festivals and events that fit into one of the following categories:

- General festivals (for example: literary, historic, fairs, traditional culture or family focused).
- Arts, Music and Theatre.
- Family Sports and Outdoors

The following categories of festival and participative events are **ineligible**:

- Purely commercial events with limited tourism appeal
- Agricultural shows and countryside fairs with limited tourism appeal
- Spectator-based sporting events
- Circuses and carnivals
- Christmas fairs and markets

The scheme will **not** fund:

- Ongoing running costs
- Servicing of debt repayments
- Activities where adequate statutory funding is clearly available

The group must comply with the following:

- Provide a detailed report post event evaluation report, demonstrating facts and evidence that the event has taken place including:
  - Photographic evidence of the day
  - Clicker counter numbers of attendees at various parts of the events
  - Data gathered upon registration online (if applicable) indicating origin of visitor and date/time of booking.
  - Any data gathered from the event itself i.e. questionnaires etc undertaken with attendees.
  - Estimates of numbers attended and sources for same for example, through ticket sales, from discussions with those in a position to estimate same like An Garda

- Síochána, Civil Defence or Fire Services or from imagery vs capacity of venues etc
- The reach of PR, social media and marketing actions, for example, medium used, target audience and figures on reach/impressions/interactions from social media channels.
- The final payment of the claim will be contingent upon this aspect being undertaken and templates and supports will be provided.
- Have an acceptable constitution set of rules governing its membership, operations, and management.
- Have proper procedures and policies in place
- As a condition of funding, Longford Tourism ask organisations working with children to confirm that they have their own Child Safeguarding Statement and policies in place or agree to comply with the Longford Tourism Child Safeguarding Statement (where activity includes children and young people under 18)
- Have a reasonable expectation of continuity.
- Be registered with Longford Public Participation Network.
- A recent bank / post office statement, showing the group name and account details, of Income and Expenditure associated with the event
- Provide confirmation of Tax Clearance.
- Acknowledge Longford Tourism's support, use the Longford Tourism logo and tag Longford Tourism on all social media activity relating to the event.
- Complete and return the supplier setup form. This is required for payment.
- Successful applicants and payment of the grant will be made in one instalment upon receipt of evidence of expenditure.
- The grant funding may only be used to support the festival or event approved and may not be used for any other purpose.
- Longford Tourism reserves the right to audit claims submitted.

**Please note:** There is no guarantee of funding for applications that achieve the minimum eligibility requirements. The fund is limited, and all eligible applications will be evaluated on a competitive basis against the criteria set out below:

1. The benefit of the event to the area from an economic and tourism perspective.
2. The extent to which proposed initiatives maximise community participation in terms of the number organising and attending the event.
3. The extent to which the proposed initiative contributes to the 2025 Longford Calendar.
4. The extent to which the event is unique, innovative, creative, interesting, and likely to have future potential.
5. Commitment to sustainable practices
6. Funding received previously from this scheme. A maximum of €4,000 per organisation can be received in any one year with a maximum of 3 events funded.

Longford Tourism Contact details: 043-33 435 09 or [tourism@longfordcoco.ie](mailto:tourism@longfordcoco.ie)

Only completed submissions received via the approved application form will be considered and must be submitted by 6pm on **Friday, 31 January 2025.** Incomplete applications and applications received after the closing date will not be considered for grant assistance.