

Fáilte Ireland Regional Festival & Participative Events Fund

Drawdown – Please complete and email to: tourism@longfordcoco.ie

This programme is aimed at supporting festivals and events 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, be 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.

<u>APPLICANT DETAILS</u>	
Community Group / Organisation	
<u>EVENT</u>	
Name of Event	
Did the event take place over 2 consecutive days? On what dates?	
How many visitor bed nights in paid accommodation were generated by the event?	
How many attended the event in total – please break down by day or event if available.	
How many of the attendees do you realistically estimate travelled from outside county Longford? What evidence are you basing your assumptions on?	
How many of the attendees do you realistically estimate travelled from outside of Ireland? What evidence are you basing your assumptions on?	

<u>Marketing & PR</u>	
Please copy in a screenshot of your campaign's social media post with highest impact/reach/interactions and provide associated statistics/figures	
What audience(s) did you target and how did you reach them?	
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.	

<u>COST OF FESTIVAL / EVENT</u>	
<i>The grant funding may only be used to support the festival or event approved and may not be used for any other purpose.</i>	
What was the final cost of the Event and can you please provide evidence of expenditure.	
<u>EVENT DETAILS</u>	
Can you outline the benefits of the event to the area from an economic and tourism perspective and the extent to which it contributes to the Annual Calendar of Events.	
Longford Tourism is committed to tackling climate change. How is your event demonstrating a commitment to sustainable practices?	

<p>Can you outline and provide evidence of how Longford Tourism was acknowledged in the Event?</p>	
<p>Can you outline the extent to which the event is unique, innovative, creative, interesting, and likely to have future potential.</p>	
<p>Please share any other data gathered through your event that may support Longford Tourism's effort to maximise our national funding draw down across a range of schemes?</p>	

DECLARATION

I/we certify that all information provided in this application, and all information given in any documentation submitted in support of the application is truthful and accurate.

Signed: _____

Date: _____

Name _____
(in block capitals):

Position _____
(in organisation)

Longford Tourism Contact details:

Longford Tourism
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Longford
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