

## Corporate Events Sponsorship Programme 2019/2020 Guidance Notes

### 1. Introduction

Antrim and Newtownabbey Borough Council's Corporate Event Sponsorship is targeted at flagship events taking place in the Borough. Sponsorship is awarded on merit and performance with a maximum grant of up to £15,000 (currently under review). Sponsorship is subject to applicants demonstrating evidence of need and subject the Council's available budget. Event must be delivered by no later than the end of the financial year post event (by 31<sup>st</sup> March post event).

Applicants should note that at the time of writing these guidance notes Antrim and Newtownabbey Borough Council's approach to events funding is under review.

### 2. Aims & Objectives

The Council's Corporate Events Sponsorship Programme is available to applicants for events held within the Borough of Antrim and Newtownabbey. The Council's key objectives for supporting corporate events are to:

- Have a direct and indirect positive economic impact on the Borough;
- Increase visitor spend;
- Increase bed nights within the Borough;
- Increase visitor numbers;
- Enhance the visitor experience;
- Raise the profile of the Borough regionally, nationally and internationally; and
- Develop and promote opportunities within the Borough for other attractions/tourism providers.

### 3. Criteria

**The assessment panel will be scoring applications on the basis of information that has been submitted with the application. It is therefore critical that applicants submit all of the required information and evidence.**

Evidence of how the applicant meets all of the criteria listed below must be submitted with the application and also in the event evaluation report.

- Applicants must provide financial evidence of need with deficit funding clearly evident for Council's sponsorship to be awarded
- Applicants must indicate how the event furthers the Council objective that we have an attractive tourism offer and maximise benefits to our Borough.
- Applications must demonstrate the economic benefit to the Borough from the event, including evidence of how bed nights in the Borough will be generated, and how visitor numbers and visitor spend will be increased. The relevant table in the application form must be completed identifying where

in the Borough participants/spectators are forecast to be accommodated during the event. Council strongly recommend that applicants engage accommodation providers at an early stage to establish a partner package or rate associated with the event. Council Officers can facilitate this introduction as it will help substantiate your bed night achievements as part of our required post-event evaluation.

- Events must enhance the visitor experience; and
- Events must raise the profile of the Borough. Council's specific marketing requirements will be detailed in the Letter of Offer should sponsorship be awarded.

Please note that the Council may contact the event organiser for further clarification on the application if required.

#### **4. Scoring the applications**

Applications will be scored as outlined below:

- Marketing of the Event (12.5%)
- Have a direct and indirect economic impact on the Borough (12.5%)
- Increase visitor spend (12.5%)
- Increase bed nights within the Borough (12.5%)
- Increase visitor numbers (12.5%)
- Enhance the visitor experience (12.5%)
- Raise the profile of the Borough regionally, nationally and internationally (12.5%)
- Develop and promote opportunities within the Borough for other attractions/tourism providers (12.5%)

#### **5. Who can apply**

Applications will be accepted from private and constituted community/voluntary organisations which are **not** eligible for the Council's Community Development & Festivals funding or Leisure Grant Programme . If further clarification required, please contact Karen Steele (contact details in section 11).

#### **6. Specific Conditions**

Applicants will be asked to include an estimated budget of the cost of the event, showing a breakdown of all income including sponsorship, grants, trade and stall income and ticket sales, if applicable. Expenditure should detail all costs including marketing, event programming, venue hire and hospitality. The deficit funding should also be highlighted at the end of the budget.

Applicants must complete the attached economic calculator providing details on breakdown of visitors, visitor accommodation details, breakdown of participants, revenue leaving NI with non-local traders and Event Organiser Spend.

It is the responsibility of the applicant to ensure that all insurances, statutory licenses and permits are in place prior to the event including Entertainments and Street Trading if applicable. Successful events sponsorship applicants will be required to submit the following documents 4 weeks prior to the event:

- Risk assessment
- Event management plan
- Proof of relevant insurance

In order to maximise the possible benefits from any Corporate Event supported by the Council, fulfilment of additional specific conditions may be required by the event organiser; these conditions will be detailed at Letter of Offer stage.

## 7. **Eligible/Ineligible Costs**

<b>Eligible Costs</b>	<b>Ineligible Costs</b>
Marketing and PR Costs	Staff Salaries
Health and Safety Costs	Fees – Legal, Bank, Membership, Accountancy
Event Production/Programming Costs	Administration
Venue and Hire Costs	Loan Repayments
Accommodation Costs	Tax and VAT Payments
Travel Costs	Hospitality
Prize Awards and Trophies	Membership Fees
Security Costs	Event Management Fees
Event Evaluation	Capital Expenditure
Market Research	
Performance fees	

## 8. **Marketing**

- Acknowledgement of the Council's support should be evidenced on all event marketing materials. Council's minimum marketing requirement will be specified in the Council's Letter of Offer and must be evidenced at evaluation;
- All materials displaying the Council logo should be approved by the Council's media and marketing team by emailing: [comms@antrimandnewtownabbey.gov.uk](mailto:comms@antrimandnewtownabbey.gov.uk)
- Banners will be provided by the Council to put on display during the event;
- Following the event, any publicity should acknowledge the Council's contribution to your event.

## 9. Reporting requirements

An event evaluation report must be submitted within 8 weeks of the event demonstrating how your event delivered the outcomes listed in your sponsorship application and Letter of Offer, to the satisfaction of the Council. A Pro Forma will be provided. The following information is required:

- A concise summary of the project;
- Event budget outturn (detailing ticket income generated and any other sponsorship secured if applicable);
- Total visitor numbers and a breakdown of where the visitors come from (giving a clear justification at how these figures have been collated);
- Total participant numbers and a breakdown of where participants come from;
- Total number of bed nights generated within the Antrim and Newtownabbey Borough (the relevant section of the application form must be completed identifying where participants/spectators at the event will stay overnight);
- Promotional and monitoring activity undertaken (with evidence);
- The level of local business and partnership support/engagement;
- Overall assessment of the tourism and economic impact achieved;
- Costed Marketing Plan.

## 10 Payment

Payment will be made in one instalment and must be claimed within 8 weeks following the event. Payment will only be made by electronic bank transfer to an organisation's bank account and not to any one individual.

## 11 How To Apply

An application form must be downloaded at:

<https://antrimandnewtownabbey.gov.uk/residents/grants-funding/>

**Completed forms must be returned to Natasha Donald at email address below:**

[natasha.donald@antrimandnewtownabbey.gov.uk](mailto:natasha.donald@antrimandnewtownabbey.gov.uk)

**For further information please contact:**

Natasha Donald (Tourism & Regeneration Assistant)

Tel: 028 9034 0000

Email: [natasha.donald@antrimandnewtownabbey.gov.uk](mailto:natasha.donald@antrimandnewtownabbey.gov.uk)

This is a competitive, rolling call for applications with no closing date and is subject to available budget. The Council will consider proposals as they are submitted and applications will be assessed and brought to the first available Council meeting for approval. Applicants are asked to note the calendar of **Full Council** meetings, which are published on the Council's website and be aware that reports and accompanying papers are normally issued at least one week prior to the meeting.

<https://antrimandnewtownabbey.gov.uk/council/committees-meetings/council-monthly-meetings/2019/>