



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 various types of 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
 - Utilises media coverage to raise the profile of the Council and the district as an 'Event Friendly' destination
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Sponsorship Eligibility

The Council will actively support events which are aligned with its Corporate vision, values and strategic priorities. However, the Council will not put itself in a position where it might be said that such 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 conducted itself in a manner which conflicted with the Council's Corporate vision or values.

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

Eligibility for Sponsorship will include:

- ✓ Organisations and event organisers that demonstrate they have an appropriate governance framework and decision-making structures in place
- ✓ Are socially and environmentally responsible, and
- ✓ The event must take place in the Council area and positively contribute to Fermanagh Omagh 2030 Community Plan outcomes
- ✓ Events that are open and inclusive to all

Applying for Sponsorship

The sponsorship application process is really straightforward. Tell the Council about your event and what you hope to achieve. The event must have a very clear set of aims, objectives, outputs and outcomes.

What we what to know:

Event category: What kind of event is it? **Aim:** what do you hope to achieve? **Objectives:** how are you going to achieve this?

Outputs: what you expect to produce? i.e.: delivery of your event that includes 1500 spectators, 20 participants etc....**Outcome** the difference your event will make to the local area, the economy, social benefits etc... tell us about the positive impacts.

The post **event evaluation** is an activity that seeks to understand and measure the extent to which the event has succeeded in achieving its aims, objectives and outputs and therefore outcomes. It explores the impact the event has had on the those that attended, the participants and the area and how it meets the needs and improve the lives of local people.

Timeframes

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

Typical submission process and timeline based on Sponsorship call out:

|-----8-10 weeks-----|-----TBC-----





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

Type of Events	Event Category	Event Impacts	Event Sponsorship Ranges
<ul style="list-style-type: none"> ▪ Arts/Cultural ▪ Specialist / Niche ▪ Tourism 	<p>Small / Local Niche / Specialist Events and Festival</p> <p>(Examples of this event size are 5/10k runs, angling and cycling events and water-based activities)</p>	<p>Events that attract a small, local, niche audience / participation.</p> <p>Event delivers positive social and economic benefits to the local area.</p> <p>May attract local media coverage.</p>	<p>Participation 50 – 250 approx. and /or Attendance 50 -250 approx.</p> <p>*Max £500</p>
<ul style="list-style-type: none"> ▪ Sporting/ Recreational ▪ Agricultural 	<p>Medium/ Regional Events and Festivals</p>	<p>These events might attract visitors to the district and generate economic benefit and attract local and regional media coverage.</p> <p>Events that extend the tourism season are particularly welcomed.</p>	<p>Participation 251 -500 approx. and /or Attendance 251 – 5,000 approx.</p> <p>*Range £501 - £5,000</p>
	<p>Large/ Regional Events and Festivals</p>	<p>These events might attract visitors to the region and generate significant economic benefit and attract regional media coverage.</p> <p>Events that extend the tourism season are particularly welcomed.</p>	<p>Participation 500+ approx. and /or Attendance 5,001 – 10,000 approx.</p> <p>*Range £5,001 - £10,000</p>
	<p>Major Events and Festivals</p> <p>National and International)</p>	<p>Events which generate substantial economic and social benefits with increased numbers of visitors from outside the district and generate national and international media coverage.</p>	<p>*£10,001 +</p> <p>Requires longer lead in time and may require detailed business plan.</p>

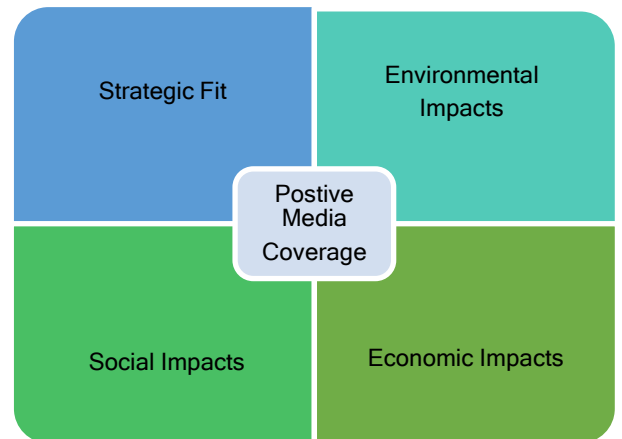
***Sponsorship ranges** are for guidance only and FODC may **reategorise** events when assessing the application **if the event category, anticipated attendance /participation, and funding applied for are misaligned to the event impacts.**

FODC will be adapting a flexible approach to these categories focusing on the positive impacts of the events based on the information submitted in the application.

Sponsorship Investment Criteria

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.



Social Impacts

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.

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 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.

Environmental Impacts

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.

Media Benefits

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.

Strategic Fit

The Council have a number of strategic priorities and acknowledge the role of events in delivering against these key areas. We will prioritise events and festivals that;

- are a fit to place,
- utilise the outdoors in a sustainable way,
- promote arts, culture and heritage of the district,
- contribute to improved health and wellbeing outcomes
- support economic and tourism recovery and in particular optimise the shoulder season or extend the tourism season,
- deliver positive social benefits to local communities

Application Assessment

Based on the information in the Sponsorship Criteria section applications will be assessed against these key areas with each area attracting a score between 0 – 5.

Assessment scores range from 0 which delivers no positive impacts to 5 which delivers maximum positive impacts.

The score obtained will be multiplied by the weight (x4) to get an overall score out of a possible 100.

Applications must score at least 60 to be eligible for Sponsorship.

Sample assessment below:

Criteria	Score	Weight	Max Score
Positive Social Impacts	5	4	20
Positive Economic Impacts	5	4	20
Environmental impacts and mitigation	5	4	20
Positive Media Benefits	5	4	20
Strategic Fit	5	4	20
Applications must score at least 60 to be eligible for Sponsorship			100

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@fermanaghomagh.com or telephone 0300 303 1777 and ask to speak to the events team.

Please note: Sponsorship will be withheld if the event outcomes do not meet the terms and conditions of the Sponsorship Agreement and a post event evaluation is not fully completed.

