

Corporate Events Sponsorship Programme 2017/2018 Guidance Notes

1. Introduction

Antrim and Newtownabbey Borough Council invites applications from event organisers to apply for Council sponsorship for flagship events that will take place in the Borough between 1 April 2017 and 31 March 2018. Sponsorship will be awarded up to a maximum of £10,000 per event, subject to applicants demonstrating evidence of need and subject to the Council's available budget for this sponsorship programme.

2. Aims & Objectives

The Council's new Corporate Events Sponsorship Programme will provide financial support to flagship events held within the Borough of Antrim and Newtownabbey. The Council's key objectives for supporting flagship events will be to maximise opportunities to:

- Enhance the economic benefit to the Borough
- Increase visitor spend
- Increase bed nights for accommodation providers within the Borough
- Increase visitor numbers
- Enhance the visitor experience
- Raise the profile of the Borough on a regional, national and international level
- Promote and develop opportunities for improving the Borough's tourism product

3. Criteria

Evidence of how the applicant meets all of the criteria listed below must be submitted with the application and with the claim for drawing down the funding; an independent post project verification will also be carried out by the Council.

- Applicants must provide 'evidence of need' with the Council's sponsorship awarded on the basis of 'deficit funding';
- Applicants must indicate how the event furthers the Council's corporate objectives to promote and develop tourism opportunities <http://www.antrimandnewtownabbey.gov.uk/getmedia/05421018-b487-4c8a-b908-cdf92902d7f1/ANBC-Corporate-Plan-2015-2030.pdf.aspx>
- 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 likely to be accommodated during the event
- Events must enhance the visitor experience and raise the profile of the Borough

- Applicants must demonstrate how the event will be open to all sections of the Community

The Council may contact the event organiser for further clarification on the application if required.

4. Who can apply

Applications will be accepted from private and constituted community/voluntary organisations which are **not** eligible for the Council's Community Development and Festivals funding.

5. 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 tickets 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.

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 an appropriate:

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

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

6. Eligible/Ineligible Costs

Eligible Costs	Ineligible Costs
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	

7. **Marketing**

- Acknowledgement of the Council's support should be evidenced on all event marketing materials
- All marketing materials displaying the Council logo should be approved by the Council's media and marketing team by emailing: 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

8. Reporting requirements

All successful applicants will be asked to provide an event evaluation report within 8 weeks of the event, to include:

- A brief 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

9. Tendering Procedures

Goods and services to be obtained by the applicant with an estimated cost of over £1,000 must be procured according to the requirements set out below.

	Number of Quotations Required	Quotation/ Tender Thresholds (Excl. VAT)
1	No quotations required	Up to £999.99
2	At least three written quotations	£1,000.00 – £4,999.99
3	At least four written quotations	£5,000.00 – £19,999.99
4	Public Tender	Above £20,000.00

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:
www.antrimandnewtownabbey.gov.uk/eventsponsorship

For further information please contact Karen Steele:

Tel: 028 9446 3113 (ext.31376)

Email: karen.steele@antrimandnewtownabbey.gov.uk

The closing date for applications is:

12 Noon Wednesday 22 February 2017 at 12 Noon (late applications will not be accepted).

Completed forms must be returned to:

karen.steele@antrimandnewtownabbey.gov.uk

(please note handwritten forms will not be accepted).

12. Timetable For Processing of Events Sponsorship Applications

Closing Date for applications	Wednesday 22 February 2017 at 12 Noon
Assessment of applications	Week Commencing 27 February 2017
Report to Community Planning & Regeneration Committee	Monday 13 March 2017
To be ratified by the Council	Monday 27 March 2017
Notification of Event Sponsorship	Week Friday 31 March 2017