

## **Corporate Events Sponsorship Programme 2017/2018**

Antrim and Newtownabbey Borough Council invites applications from event organisers to apply for Council sponsorship of flagship events that will take place in the Borough between 1 April 2017 and 31 March 2018. Event promoters must be able to demonstrate, with evidence, tangible economic benefit to the Borough measured in terms of the following outputs:

- additional bed nights that will be generated for accommodation providers within the Borough
- an increase in visitor numbers
- the value of visitor spend within the Borough
- how the event will improve the visitor experience
- how the event will raise the profile of the Borough

Applicants should provide evidence of how the event can meet the criteria and why financial assistance from the Council is required. The maximum funding available for each event is £10,000.

Guidelines and an application form are available via [www.antrimandnewtownabbey.gov.uk/eventsponsorship](http://www.antrimandnewtownabbey.gov.uk/eventsponsorship)

The closing date for applications is

**Wednesday 22 February 2017 at 12 Noon.**

Late applications will not be accepted.

**Jacqui Dixon BSc MBA**

Chief Executive