

# Tourism Event Funding Programme

2017/18

## Frequently Asked Questions

### 1. What is classified as a 'participant' for tourism events?

For tourism events a number of people outside spectators/visitors will attend and these people are classified as participants. These are principally people participating in or running the event. Some typical subgroups of participants will include:

- Team participation
- Media
- Officials
- Delegates
- Volunteers
- Organiser
- Artists

### 2. What is classified as a 'visitor' for tourism events?

For tourism events a visitor is classified as someone who comes to spectate or attend the event. They can either buy a ticket to attend the event or gain free entry. Anyone who participates in the event or makes the event happen is deemed a participant and not a visitor.

### 3. What is an International Tourism Event?

An international tourism event is an event that attracts out of state visitors to Northern Ireland, where the event has played a key/vital role in attracting them to visit. An event of this nature also showcases Northern Ireland on a global stage as a unique tourism destination. This would include generating significant out of state media coverage (such as TV and print) both pre-event and during the event. The coverage would showcase Northern Ireland's authentic people and place, highlighting our iconic landscapes and visitor attractions.

Events must satisfy the following requirements to apply to the International Tourism Events Fund 2017/18:

- Total visitor numbers greater than 5,000 (not participants)
- An overall budget greater than £150,000
- Funding request must be at least £30,000
- Aimed return on investment of 5:1
- Maximum funding of 50% of eligible costs for private, public and voluntary sector events
- Aim to highlight Northern Ireland as an events and tourism destination through high profile, international media coverage

#### **4. How long are each of the Schemes open for?**

- International Tourism Events Fund 2017/18 is open from 26 September 2016 and closes on 31 October 2016 at 12.00noon (open for 5 weeks).
- National Tourism Events Sponsorship Scheme 2017/18 is open from 10 October 2016 and closes on 14 November 2016 at 12.00noon (open for 5 weeks).

#### **5. Can you apply to International Tourism Events Fund 2017/18 and if you fail revert the application to National Tourism Events Sponsorship Scheme 2017/18?**

The applicant must decide which scheme to apply to and once an application is submitted to Tourism NI it cannot be transferred to another scheme.

#### **6. Is sponsorship award inclusive of VAT?**

Yes: All sponsorship is paid inclusive of VAT therefore if you are VAT registered it is up to you to declare this to HMRC when making your return.

#### **7. If an event is occurring across 4 areas will this require 4 individual applications?**

If your event is occurring over 1 or more consecutive days (no break in days) and is hosted in various areas you are required to complete one application. For the purposes of the Economic Calculator and Visitor and Participant Numbers for the host area i.e. town/city you should use the area where the most of the event activity will be held.

#### **8. What do you classify as the host area if your event is being held in different locations?**

The host area for 2017/18 has been defined a local town or city replacing the previous local authority area. If your event is occurring over a number of areas you should use the town/city where the main event activity will be taking place.

#### **9. Can you apply to the Tourism Event Funding Programme 2017/18 for a series of events?**

Tourism NI classify a tourism event as an event occurring on 1 day or over a period of several consecutive days - there must be no break in days.

#### **13. Where do the spend figures of daily spend: £18 and overnight spend:£55 come from in the Economic Calculator?**

Tourism NI have carried out a number of independent economic evaluations over the past 5 years on events supported by the Tourism Event Funding Programme across Northern Ireland. As a result these figures have been generated and are used as an average spend from these events.

#### **14. If the application for sponsorship via the National Tourism Event Sponsorship Scheme 2017/18 is successful in receiving an offer of support is the award paid prior or post event?**

Payment for the National Tourism Event Sponsorship Scheme 2017/18 will be made in one instalment and must be claimed 10 weeks after the event. This is a simple post event reporting process, details of which will be included in the Sponsorship Agreement.