Galway City Council Marketing Promotion Fund
Guidelines

Purpose of the fund

1. The Marketing Promotion Fund was established in order to ensure that the Council could provide support for the holding of major events and festivals in the city. This should be the main focus of the fund, and for this reason, the fund should be a rolling fund, built up from year to year, used to promote and market the city.

2. Assistance from the fund should be provided only to projects that will support local economic development, i.e. attracting or generating investment, spending, jobs or additional events in the city.

3. Funding should only be provided to projects and events that have a city-wide impact. This is not a fund for small-scale, local events nor is it an emergency fund for existing projects that may have lost other sources of funding.

4. Of the total fund allocated by the Council’s Annual Budget:

   At least half is to be reserved each year as a sinking fund for future use on major projects and events.

   The remainder will be available for allocation in the relevant year. Of this, approximately three-quarters will be allocated following the application and approval process in the opening months of the year as set out below.

   The balance will be available for either additional roll-over into the ‘sinking fund’ for future years or for good projects which materialise later in the year.

Criteria to be used in determining applications.

a. In view of the central role of the Council in supporting local economic development, proposals for funding should relate only to projects which will support local economic development, i.e. attracting or generating additional events, investment, spending or jobs in the city.

b. The funding should add value for the city.

c. Proposals must include a business plan, outlining the economic benefits of the activity or event. This plan should include details of all projected costs and revenues, including the source of such costs and revenues.

d. The application should clearly specify how the funding in general and Galway City Council in particular will be acknowledged before, during and after the event. This includes the use of City Council’s logo on promotional materials and at events.

e. The full extent of co-funding or matching funds either sought or obtained from other sources must be disclosed. Events in receipt of, or in line for, other public funding which will make up more than 50% of their total budget will be ineligible for consideration under this scheme The Council is placing
this cap on the maximum proportion of public funding in order that any project should not be funded completely from public monies and that private sponsorships and fund-raising should be identified and documented.

f. A maximum of 50% of the funding allocated to a particular project will be provided in advance of the event. The remainder of the funding will be paid on the production of appropriate reports demonstrating that funding criteria have been met, that the event adhered to its business plan and that branding requirements were fulfilled.

g. As funding for approved projects and events is likely to exceed €10,000, promoters will be expected to satisfy tax-clearance requirements.

h. Following submission of completed applications the Corporate Policy Group will meet to assess projects and recommendations for funding will go forward to the next Ordinary Meeting of City Council.