

Sponsorship Programme 2016

Guidelines for Applicants

The Waterways Ireland Sponsorship Programme aims to increase awareness of Waterways Ireland and promote the use of the waterways under our remit by supporting events on the basis of:

- Location and nature of the Event;
- Potential of the Event to introduce new users to the waterways in an active capacity, i.e. not just as spectators;
- Encouraging cross-border participation;
- An even distribution of sponsorship across all activities and all waterways;
- Events which include participants from some of the groups listed; people of different ages, political opinion, race, religious belief, gender, marital status, sexual orientation, people with dependents, people with a disability, and members of the traveller community, are particularly welcome.

Waterways Ireland may, at its discretion and depending on the availability of funds, provide sponsorship (funding and/or support) to groups, associations, clubs, not for profit organisations or any other appropriate bodies to assist with events which meet the aims of the Waterways Ireland Sponsorship Programme and enhance the use of the waterways principally for recreational purposes. The waterways under the remit of Waterways Ireland are:

The Barrow Navigation	The Royal Canal	The Grand Canal
The Erne System	The Shannon Navigation	
The Lower Bann Navigation	The Shannon-Erne Waterway	

For the purposes of the support material and sponsorship application form, **Event** is used to describe any water-based or waterside event, competition, etc.

Event organisers should follow the guidance in relation to dealing with children and vulnerable adults provided by various state departments in the appropriate jurisdictions for example, “*Protection of Children and Vulnerable Adults (NI) Order (2003)*”, available from the Department of Health, Social Services and Public Safety in Northern Ireland; or “*Children First - National Guidelines for the Protection and Welfare of Children*” and “*Our Duty to Care – the Principles of Good Practice for the Protection of Children and Young People*” available from the Office of the Minister for Children and Youth Affairs in the Republic of Ireland.

Waterways Ireland will not sponsor:

- The provision of hospitality, where the hospitality is the central or core aspect to the support sought from Waterways Ireland;
- Events where the primary function of the Event is fund-raising;
- Events, which in the view of Waterways Ireland, are economically viable without financial support from Waterways Ireland;
- Capital projects such as acquiring or developing new or existing buildings, infrastructure development or acquiring/maintaining equipment.
- Companies for whom the event activity is a core business activity on which they profit,
- Events where the activity is for a closed/pre selected group and not open to the public;
- Events where the waterway activity is limited or an add-on to an un-integrated event. Priority should be given to integrated waterways events.

Sponsorship Application Form

The Application Form is designed to ensure that Waterways Ireland has the necessary information to evaluate the application.

Submission Deadline

All applicants must complete the following:

- Sponsorship Application form;
- Application to hold an Event on Waterways Ireland property;
- Risk Assessment.

These documents must be submitted to the Waterways Ireland Marketing & Communications Division before the closing date of **16th December 2015 at 3pm**. Applications will not be assessed until AFTER the submission closing date of **16th DECEMBER 2015 at 3pm**. **Applications will not be processed unless all of the above documents are received.** It is the responsibility of the person/organisation seeking funding to ensure the application is received before deadline. **There is no automatic entitlement to financial and/or other assistance from Waterways Ireland. Waterways Ireland's decision is final.**

Change of Dates

Waterways Ireland may require event organisers to change the event dates where congestion occurs or to provide for better clustering of complimentary activities i.e. dates of events changed to maximise spread of waterway activity or partnership with other organisations.

Levels of Assistance

There is no fixed level of assistance which may be offered to an Event. Each application will be assessed and evaluated individually.

Post Event Evaluation

The organisers of the Event are required to submit a follow-up report with press cuttings, photographs, details of participation and attendance within 30 days of the event taking place.

Payment of Funding

The payment of Sponsorship Funding will be paid post-event on receipt of the following within 30 days of the event taking place:

- Post-Event Evaluation form along with press cuttings, photographs, details of participation and attendance.
- An official invoice on headed paper quoting the Purchase Order number.
- An event expenditure report detailing costs associated with elements of the event supported by Waterways Ireland may be required.
- As one of the conditions of sponsorship, the Event organisers may be required to submit a Tax Clearance Certificate or letter from the relevant Tax Authority, for the Event. This will be outlined in the sponsorship offer letter.

Photography

Any photographs taken at the Event by or on behalf of Waterways Ireland or provided by the Event Organisers may be used in Waterways Ireland publications, website or social media. Events which include people aged under 16 must seek the written permission of parents/guardians to take photographs.

Sponsorship Criteria

Applications will be assessed according to the following criteria:

The Event must:

1. Be water-based or a waterside activity on one or more of the seven waterways under the remit of Waterways Ireland;
2. Attract new waterway users in an active capacity and not just as spectators;
3. Give due regard for the environment, ecology, natural and built heritage and biodiversity of the waterways;

Equality of Access

Waterways Ireland Equality Scheme provides equality of access to the waterways. There should be equal access for people to participate in the Event regardless of their:

- Age
- Dependents
- Disability
- Gender
- Marital Status
- Political Opinion
- Race
- Religious Belief
- Sexual Orientation
- Member of the Traveller Community

Cross Border Participation

Waterways Ireland promotes cross-border participation in events on the waterways i.e. involvement of competitors/spectators from Northern Ireland and the Republic of Ireland at the same Event.

Marketing Strategy Details

Applicants must provide details of how the event will be promoted, how the event will showcase the inland waterways as a recreational amenity and evidence of how Waterways Ireland will be promoted as part of the event.

Application Process

1. Complete the Sponsorship Application form

Complete the form and submit it to the Marketing and Communications Division of Waterways Ireland.

2. Application to hold event on Waterways Ireland Property/Risk assessment

These documents are required by the Office of the Inspector of Navigation and should be submitted with the Sponsorship Application form.

3. Evaluation and Notification

- Waterways Ireland will evaluate all the submissions after the closing date and advise the applicants of the outcome in writing.
- Applications will not be assessed unless the application forms **and** risk assessment are submitted
- If sponsorship is approved, the applicant will be sent a Letter of Offer (funding and/or other support) containing the conditions of sponsorship which must be signed and returned.
- If sponsorship is not approved, the applicant will be advised and the reason/s given as to why the event is not offered support.

4. Conditions of Sponsorship

The conditions of sponsorship may include some of the following:

- (i) that Waterways Ireland be acknowledged in all promotional material;
- (ii) that all material associated with the Event display the Waterways Ireland corporate identity in a prominent position;
- (iii) that Waterways Ireland may use photographs taken at the Event or supplied by the Event Organisers, in printed materials and on the Waterways Ireland website or social media;
- (iv) that Waterways Ireland approve all related designs and layouts;
- (v) where Waterways Ireland is the title sponsor the Event must be titled the “Waterways Ireland (*Event Name*)” and that it be referred to as such in all promotional material;
- (vi) that the Event receives approval from the Inspector of Navigation;
- (vii) that an invoice which references a Waterways Ireland purchase order number be supplied **within 30 days of the event taking place**;

- (viii) that an event expenditure report detailing costs associated with elements of the event supported by Waterways Ireland is submitted;
- (ix) that a Tax Clearance Certificate or letter from the relevant Tax Authority is submitted.
- (x) Any change in event format must be agreed in advance and in writing with Waterways Ireland.

5. Acceptance of Sponsorship Offer

Applicants must confirm that they accept the offer of sponsorship and agree to the conditions of sponsorship by signing the Letter of Offer which will be sent to the Event Organisers. If the conditions of sponsorship are not adhered to, Waterways Ireland has the right to withhold or seek to recover all or part of the support provided.

Applications will not be assessed until AFTER the submission
closing date of **16th December 2015 at 3pm**

If you would like this information in large print or other formats, please contact:

Marketing & Communications Division
Waterways Ireland
Somerview House
Carrick-on-Shannon
Co Leitrim

Tel: +353 (0)71 96 50622

Email: sponsorship@waterwaysireland.org