

Festivals and funding clinic, presented by Limerick Arts Office

Dance Limerick, Monday, February 2nd

Organising an arts festival? Planning the future? This day is for you!

This clinic provides festivals practitioners with an insight into approaches to financial viability and sustainability and examines revenue generation, sponsorship, box office and grant funding.

From 10.40am to 12.20pm. Clinic - Feedback sessions:

Limerick Arts Office is offering four individual feedback sessions to arts festivals practitioners to provide feedback on applications in progress for the Arts Council Festivals and Events funding strand. These sessions are aimed at beginner to intermediate level. The deadline for the Arts Council Festivals and Events funding is Thursday 26th February.

Feedback sessions are with Dr. Pippa Little, Limerick Arts Office. In order to benefit from the session we request the submission of sections of a draft application in advance.

Please book via artsoffice@limerick.

Presentations

Presentation 1

2:00-3:00

Dealing With Your Business Community

Colm Crotty, AOIFE, Association of Irish Festivals Events

Understanding their needs, Cash and Contra (Trade) sponsorships, Researching Leads, Pitching the correct concept, Tips on measuring the Return on Investment for a business partner, Sponsor Optimisation, Follow Up – Post Event Report and A Renewals Strategy.

Colm Croffy is Executive Director of the Association of Irish Festivals and Events (AOIFE). He serves as the Secretary / Director of the World International Festivals and Events Association (IFEA) and serves as the Hon. Treasurer of International Festivals and Events – Europe. Colm has spent over 25 years working in events and festival management crossing the educational, arts, business and cultural sectors and toured and lectured extensively in Irish, British and European Festival and Tourism industry circuits.

Presentation 2

3:15-3:45

How to apply....The Arts Council Festivals and Events Scheme

Dr. Pippa Little, Limerick Arts Office

Writing and compiling the grant application. This is an introduction and pointers for compiling Arts Council grant applications. It is aimed at beginner and intermediate level. Please read the Arts Council guidelines and form in advance.

Festivals and funding clinic is provided free of charge.

Please book via artsoffice@limerick.ie.

This training is provided by Limerick Arts Office, Limerick City and County Council. Limerick Arts Office acknowledges the financial support of the Arts Council.

