



ÚDARÁS
CRAOLACHÁIN
NA hÉIREANN

BROADCASTING
AUTHORITY
OF IRELAND



BAI Sponsorship Application Form

Annual Funding

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1. Applicant Details

Name of Applicant:

Organisation/Company Registered Name:

Organisation/Company Registration No.:

Organisation/Company Address:

Website:

Twitter:

Facebook:

Contact Person:

Contact Email:

Contact Phone no.:

2. Event/Activity

Title of event/activity:

Is this:

a one-off event/activity

a programme element within a larger event/activity or

a series of connected events/activities?

Event date(s) If dates are not confirmed, please supply indicative dates:

Location(s):

Describe the event/activity (max 200 words)

Describe the target audience - sector, interest, expected numbers (max 150 words)

Select one or more BAI strategic objectives that this event/activity supports:

1. Facilitate a mix of voices, opinions and sources of news and current affairs in audio-visual media which enhances democratic debate and active citizenship in Ireland;

2. Increase the production and availability of culturally relevant audio-visual content for Irish audiences;

3. Foster and promote quality programming in the Irish Language;

4. Foster a media landscape that is representative of, and accessible to, the diversity of Irish society;

5. Regulate to achieve a responsible and accountable broadcasting sector;

6. Show leadership in sustainable development by modelling and promoting high standards of environmental, social and governance practice;

7. Promote an innovative working environment that motivates, challenges and develops the BAI;

8. Promote public debate and inform policy to facilitate a vibrant, dynamic media landscape;

9. Develop the understanding, engagement and participation of the public in an evolving media landscape;

10. Work with stakeholders to support the achievement of greater sustainability for the Irish audio-visual sector;

11. Encourage creativity and innovation as distinctive features of the Irish audio-visual sector; and,

12. Ensure an increased focus on creativity and innovation across all BAI activities.

Explain how the event/activity supports the above selected strategic objectives (max 150 words)

3. Finance

Amount of funding requested:

Total budget for event/activity:

If this is a series of events/activities, provide a total budget for each element:

Explain what BAI sponsorship funds will be spent on, with a breakdown of indicative costs. If the total budget is greater than the amount requested from the BAI, explain where the balance of funding will be sourced? Indicate the financier, amount, and whether additional funding is secured.

4. Promotion and Recognition

Outline the marketing strategy for the event/activity (max 200 words)

How will BAI sponsorship be recognised?

Inclusion of BAI logo on event promotional materials (website, programme, posters/ads)

Yes / No

Details:

Acknowledgment of BAI in event social media posts

Yes / No

Details:

BAI support acknowledged in press releases/announcements

Yes / No

Details:

BAI advert in event programme

Yes / No

Details:

BAI promotional materials (pop-ups, backdrops, videos) shown at event

Yes / No

Details:

Tickets for BAI attendance

Yes / No

Details:

Speaking opportunities for BAI at event

Yes / No

Details:

Other

Yes / No

Details:

5. Track Record

Describe your experience of organising previous iterations of this event/activity or similar. Include relevant links for events/activities not sponsored by the BAI (max 250 words)

I have read and understood the relevant BAI Sponsorship Scheme Guide for Applicants.
