



ÚDARÁS  
CRAOLACHÁIN  
NA hÉIREANN

BROADCASTING  
AUTHORITY  
OF IRELAND

BAI Sponsorship Application Form

# Annual Funding

# BAI Sponsorship Application Form

## Annual Funding

**Note: Please do not complete this form in a web browser.  
The form must be downloaded and saved before submitting.**

### 1. Applicant Details

Name of Applicant:

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Proposed Contractor:

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Proposed Contractor's Legal Status e.g. registered company, individual sole trader, representative body etc.

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Proposed Contractor's Registration No.:

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Proposed Contractor's Address:

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Website:

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Twitter:

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Facebook:

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Contact Person:

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Contact Email:

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Contact Phone no.:

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### 2. Event/Activity

Title of event/activity:

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

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Location(s):

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**Describe the event/activity (max 200 words)**

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

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**Describe the measures to be put in place to adhere to Government COVID-19 Guidance and Restrictions (max 300 words)**

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

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

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

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

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

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### **3. Finance**

Amount of funding requested:

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Total budget for event/activity:

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

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**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.

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## 4. Promotion and Recognition

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

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### How will BAI sponsorship be recognised?

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

Yes / No

Details:

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Acknowledgment of BAI in event social media posts

Yes / No

Details:

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BAI support acknowledged in press releases/announcements

Yes / No

**Details:**

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BAI advert in event programme

Yes / No

**Details:**

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

Yes / No

**Details:**

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Tickets for BAI attendance

Yes / No

**Details:**

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Speaking opportunities for BAI at event

Yes / No

**Details:**

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Other

Yes / No

**Details:**

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## 5. Track Record

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

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

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