



UDARAS
CRAOLACHAIN
NA HEIREANN

BROADCASTING
AUTHORITY
OF IRELAND

2021 BAI SPONSORSHIP SCHEME

GUIDE FOR APPLICANTS

November 2020

INTRODUCTION

This document is a guide for applicants who wish to apply to the Broadcasting Authority of Ireland (BAI) for sponsorship funding. The guidance covers the following matters:

1. About the BAI
2. BAI Sponsorship Scheme
3. Eligible applications
4. Funding available
5. Required information for an application
6. Submitting an application
7. Assessment of applications
8. Funding decisions
9. Requirements for successful applications
10. Freedom of Information
11. Data protection

Applicants are advised to read this guidance before completing and submitting a sponsorship application form. If you have any queries in relation to sponsorship, contact sponsorship@bai.ie or 01-6441 200.

Closing Date For Applications

Completed BAI sponsorship application forms must be submitted in **PDF** to sponsorship@bai.ie by **12 noon on Thursday, 17th December 2020**. The BAI will not accept late or incomplete applications.

1. ABOUT THE BAI

The [Broadcasting Authority of Ireland](#) (BAI) was established on 1st October 2009 as the independent regulator for radio and television broadcasters in Ireland. The remit of the BAI is set down in the Broadcasting Act 2009 and includes a range of objectives and functions. Every three years the BAI develops a Statement of Strategy, which sets out the mission, vision and values of the organisation, together with a series of strategic themes that encompass a range of supporting strategic objectives. The strategic themes and objectives in the BAI's current Strategy Statement, available [here](#), are as follows:

Strategic Theme 1: Promoting Diversity & Plurality

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 a media landscape that is representative of, and accessible to, the diversity of Irish society.
4. Foster and promote quality programming in the Irish Language.

Strategic Theme 2: Achieving Excellence & Accountability

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.

2020 BAI SPONSORSHIP SCHEME

Strategic Theme 3: Communicating & Influencing

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

Strategic Theme 4: Empowering Audiences

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

Strategic Theme 5: Enhancing Innovation & Sectoral Sustainability

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

2. BAI SPONSORSHIP SCHEME

The primary objective of the BAI Sponsorship Scheme is to raise awareness of the BAI and its work and contribute to the achievement of the BAI's strategic objectives. The Sponsorship Scheme is operated on an annual basis, when the BAI calls for applications for sponsorship funding for events/activities to be held in the upcoming calendar year.

The BAI publishes a sponsorship guide for applicants with a separate application form. Applicants are generally given a closing date for receipt of applications of 3-4 weeks from the date of the call for applications. After the closing date, the BAI assesses applications against the relevant criteria in this guide for applicants and communicates its funding decisions shortly thereafter.

The BAI defines sponsorship as:

“a contribution in money or “in kind” offered to an organisation, or individual, for the purposes of staging an event, providing a service or undertaking an activity which is in keeping with the BAI’s strategic objectives, in return for a certain specified benefit”.

3. ELIGIBLE APPLICATIONS

The BAI accepts applications for sponsorship for media-related activities and events that align with the BAI's strategic objectives and offer the BAI opportunities to promote its work and strategic objectives to relevant audiences.

Please be aware that this Sponsorship Scheme is focused on event and activity sponsorship rather than the sponsorship of organisations themselves. In addition, please note sponsorship funding is not offered to facilitate the production of films, television or radio programmes.

2020 BAI SPONSORSHIP SCHEME

Applications for funding, therefore, should be limited to one-off events/activities, a programme element or elements within a larger event, or a series of connected events/activities taking place during the calendar year 2021. Applicants are discouraged from seeking sponsorship for a range of unconnected events/activities.

4. FUNDING AVAILABLE

The BAI has funding of **up to €150,000** available to allocate under the sponsorship scheme in 2021, subject to the receipt of applications of sufficient standard and in line with the aforementioned strategic objectives.

By way of guidance on individual funding awards, the amount of sponsorship funding generally offered to applicants on an annual basis ranges between €1000 and €10,000. Greater amounts will be awarded in exceptional circumstances, depending on the nature and importance of the event.

5. REQUIRED INFORMATION FOR AN APPLICATION

Applicants must complete an official BAI sponsorship application form with the following information:

- Details of the Applicant / Proposed Contractor, including full name, address, telephone and email contact details.
- Confirmation of the Applicant / Proposed Contractor's status, including whether it operates as a registered company, organisation or individual business name.
- Brief background of the Applicant / Proposed Contractor, including any track record in organising similar events/activities.
- An outline of the event/activity including the location and proposed dates.
- Explain how the event/activity links to the work of the BAI and aligns to one or more of the BAI's strategic objectives as set out in the [BAI's current Strategy Statement](#).
- Identify the total budget for the event/activity and set out how the BAI sponsorship will be used.
- Details of any other funders involved, the amount of funding being provided by these funders and whether the funding is already secured.
- Explain how the event/activity will be marketed and how the BAI's sponsorship will be recognised.
- **In addition, due to the challenges and impact of the Covid-19 pandemic, applicants will be required to demonstrate how the proposed event / activity will be conducted in line with current Government health guidelines and restrictions in place due to Covid-19, and outline any contingencies being considered in this regard.**

6. SUBMITTING AN APPLICATION

Completed BAI sponsorship application forms must be submitted in **PDF** to sponsorship@bai.ie by **12 noon on Thursday, 17th December 2020**. The BAI will not accept late or incomplete applications. Application forms are available to download [here](#). Please note that applications must be saved to a computer. Applications filled out in the PDF viewer of an internet browser cannot be successfully uploaded.

7. ASSESSMENT OF APPLICATIONS

The BAI will assess all eligible applications against the following criteria:

Assessment Criteria	Marks Available %	Minimum score required
(A) Supports achievement of BAI strategic objectives	50	30
(B) Offers value for money	30	18
(C) Is realistic and achievable, with reference to track record	20	12
Total	100%	-

The BAI will also carry out a strategic assessment of applications, taking the following factors into consideration:

1. The range of BAI strategic objectives that would be supported by the sponsored events/activities;
2. The diversity of audiences that would be served by the sponsored events/activities;
3. The diversity of mediums (radio/television/film) and sectors (commercial/community/public service) that would be promoted by the sponsored events/activities; and,
4. The diversity of genres/formats (e.g. drama, documentary, animation, etc.) that would be promoted by the sponsored events/activities.

Please note that previous success in securing sponsorship funding does not guarantee funding in future years.

8. FUNDING DECISIONS

The BAI will communicate funding decisions to successful and unsuccessful applicants. Decisions for 2021 will be communicated in January 2021.

9. REQUIREMENTS FOR SUCCESSFUL APPLICATIONS

Contract: All offers of sponsorship funding are subject to applicants formally accepting the offer and executing a funding contract with the BAI within timeframes specified by the BAI and **no later than the date the sponsored event or activity is due to be held**. Sample terms and conditions can be viewed on the BAI's website [here](#).

2020 BAI SPONSORSHIP SCHEME

Funding drawdown: Generally, annual funding will be paid in two tranches and the percentage of funding in each tranche is agreed during contract negotiations between the successful applicant and the BAI. By way of guidance, generally the first tranche of funding will range from 50% to 70%.

Bank account: Sponsorship funding may only be issued to a **separate bank account** for the sponsored event/activity.

Accounting: Successful applicants are required by the BAI's sponsorship contract to use the MTS 45 accounting standard when preparing final cost statements for the sponsored event/activity. The final tranche of sponsorship funding cannot be issued without this. Guidance on the MTS 45 accounting standard is available [here](#).

Tax clearance: Successful applicants must submit tax access and tax reference numbers to the BAI to demonstrate tax compliance before any sponsorship funding may be issued.

VAT: The BAI views sponsorship as similar to advertising in that there are clearly identifiable benefits received by the BAI in return for the sponsorship funding. As such, successful applicants who are VAT-registered must issue valid VAT invoices to the BAI in order to receive sponsorship funding.

10. FREEDOM OF INFORMATION

The BAI undertakes to use its best endeavours to hold confidential any material provided in sponsorship applications, subject to the BAI's obligations under law, including the Freedom of Information (FOI) Act 2014. Applicants are asked to consider if any of the information supplied in their applications should not be disclosed because of its information content, to identify same and to specify reasons for its sensitivity. The BAI will consult with applicants about sensitive information before making a decision on any request received under the FOI Act. If applicants consider that none of the information supplied by them is sensitive, they should make a statement to that effect. Such information may be released in response to an FOI request.

11. DATA PROTECTION

The BAI is subject to all applicable national and EU data protection laws, regulations and guidelines including, but not limited to, Regulation (EU) 2016/679 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (the "General Data Protection Regulation") and any guidelines and codes of practice issued by the Office of the Data Protection Commissioner or other supervisory authority for data protection in Ireland from time to time.

The BAI will be a data controller (where Data Controller has the meaning given to it under the Data Protection Laws) in respect of any Personal Data (where Personal Data has the meaning given to it under the Data Protection Laws) required to be provided by applicants for sponsorship funding.

2020 BAI SPONSORSHIP SCHEME

The applicant, as data controller in respect of any data provided by it in its application, is required to confirm in writing that all data subjects (where data subject has the meaning given to it under the data protection Laws) whose personal data is provided by the applicant have consented to the processing of such personal data by the applicant, the BAI and the assessment panel for the purposes of participation in this Sponsorship Scheme OR that the applicant has a legal basis for providing such personal data to the BAI for the purposes of its participation in this Sponsorship Scheme.

--ENDS--