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| UDARAS CRAOLACHAIN NA hEIREANN |  |
| BROADCASTING  AUTHORITY  OF IRELAND |
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BAI SPONSORSHIP SCHEME

GUIDE FOR APPLICANTS

# November 2022

**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](mailto:sponsorship@bai.ie) or (01) 644 1200.

**Closing Date For Applications**

Completed BAI sponsorship application forms must be submitted in **PDF** to [sponsorship@bai.ie](mailto:sponsorship@bai.ie) by **12 noon on Wednesday, 14th December 2022**. The BAI will not accept late or incomplete applications.

# ABOUT THE BAI

The [Broadcasting Authority of Ireland](https://www.bai.ie/) (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](https://www.bai.ie/en/download/135507/), are as follows:

***Strategic Theme 1: Promoting Diversity & Plurality***

*Objectives:*

1. Facilitate a mix of voices, opinions and sources of news and current affairs in audio and audiovisual media which enhances democratic debate and active citizenship in Ireland.
2. Increase the production, availability and prominence of relevant audio and audiovisual content for all 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 and Accountability***

*Objectives:*

1. Regulate to achieve a responsible and accountable broadcasting sector.
2. Lead, model and promote high standards of environmental, economic and social practice in line with the UN Sustainable Development Goals (SDGs).
3. Demonstrate and promote high standards of governance practice in line with the Code of Practice for the Governance of State Bodies (COPGSB).
4. Improve regulatory practices to reduce regulatory burden.

***Strategic Theme 3: Leadership In Change***

*Objectives:*

1. Lead debate and influence policy development on the future legislative and regulatory framework for digital and broadcasting media services.
2. Respond, adapt to, and communicate on, developments in the wider environment, anticipating and assessing organisational, sectoral and audience impacts.
3. Lead staff, review and transform the BAI’s policies, practices and processes in preparation for integration into the new Media Commission.

***Strategic Theme 4: Empowering Audiences***

*Objectives:*

1. Enhance the understanding, engagement and participation of the public in the media landscape and promote media literacy.
2. Inform and engage the public and BAI stakeholders on the review and revision (as appropriate) of BAI Codes, Rules and Policies.

***Strategic Theme 5: Enhancing Innovation and Sectoral Sustainability***

*Objectives:*

1. Enhance creativity and innovation as distinctive features of the Irish audio and audiovisual sectors.
2. Support the achievement of enhanced financial sustainability for the Irish audio and audiovisual sectors.

Under the Online Safety and Media Regulation Bill 2022, it is proposed that the BAI will be dissolved and its functions transferred to a new media regulator. It is expected that this legislation will be enacted in the coming months. Any Sponsorship agreements under the 2023 Scheme will be transferred over to the new Coimisiún na Meán.

# 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 supporting the 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”.*

# 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 BAI funding under the Sponsorship Scheme is not intended to cover the complete costs of staging proposed events/activities and should be viewed as a contributory partner. Applications for funding should be limited to one-off events/activities, or elements within a larger event, or a series of connected events/activities taking place during the calendar year 2023.

Sponsorship funding is not offered to facilitate the production of films, television or radio programmes.

# FUNDING AVAILABLE

The BAI has funding of **up to €150,000** available to allocate under the sponsorship scheme in 2023, 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 ranges between **€1000 and €10,000**. Greater amounts may be awarded in certain circumstances, depending on the nature and importance of the event.

# 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 .](https://www.bai.ie/en/download/135507/)
* Identify the total budget for the event/activity and set out how the proposed BAI sponsorship to support the event /activity 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

# SUBMITTING AN APPLICATION

Completed BAI sponsorship application forms must be submitted in **PDF** to [sponsorship@bai.ie](mailto:sponsorship@bai.ie) by **12 noon on Wednesday, 14th December 2022.** The BAI will not accept late or incomplete applications. Application forms are available to download [here](https://www.bai.ie/en/download/137853/). 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.

# ASSESSMENT OF APPLICATIONS

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

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| **Assessment Criteria** | **Marks Available %** | **Minimum score required** |
| (A) Supports achievement of BAI strategic objectives | 40 | 24 |
| (B) Offers value for money | 25 | 15 |
| (C) The extent to which the proposal set out is realistic and achievable. | 15 | 9 |
| (D) The relevant experience of the applicant having regard to the event / activity proposed.  In this regard, should an applicant have previously secured sponsorship under the Scheme, the track record of the Applicant, including matters of compliance with relevant contracts will be considered. | 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.**

# FUNDING DECISIONS

The BAI will communicate funding decisions to successful and unsuccessful applicants in the first quarter of 2023.

# 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**.

Upon execution of a contract, an initial tranche of the funding allocated will be made. In order to drawdown remaining funds, applicants are required to comply fully with the terms of the contract. Requirements include submission of all the required deliverables set out in the contract to a satisfactory standard.

Successful applicants with existing sponsorship contracts, will be required to close such contracts and submit any outstanding deliverables to the satisfaction of the BAI in order to commence contract negotiations for any upcoming event / activity awarded funding.

A sample funding contract for the Sponsorship Scheme, with terms and conditions can be viewed on the BAI’s website [here.](https://www.bai.ie/en/broadcasting/funding-development-3/#al-block-5)

In addition, please note the following:

**Funding drawdown:** Generally, 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 a maximum of 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.](https://www.bai.ie/en/broadcasting/funding-development-3/" \l "al-block-5)

**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:** Successful applicants who are VAT-registered must issue valid VAT invoices to the BAI in order to receive sponsorship funding.

# 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.

# 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.

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-**