



ÚDARÁS
CRAOLACHÁIN
NA hÉIREANN

BROADCASTING
AUTHORITY
OF IRELAND



BAI Sponsorship Application Form

Annual Funding

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**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:

Proposed Contractor:

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

Proposed Contractor's Registration No.:

Proposed Contractor's Address:

Website:

Twitter:

Facebook:

Contact Person:

Contact Email:

Contact Phone no.:

2. Event/Activity

Title of event/activity:

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, availability and prominence of relevant audio and audio-visual 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;

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

6. Lead, model and promote high standards of environmental, economic and social practice in line with the UN Sustainable Development Goals (SDGs).

7. Demonstrate and promote high standards of governance practice in line with the Code of Practice for the Governance of State Bodies (COPGSB).

8. Improve regulatory practices to reduce regulatory burden;

9. Lead debate and influence policy development on future legislative and regulatory framework for digital and broadcasting media services;

10. Respond, adapt to, and communicate on, developments in the wider environment, anticipating and assessing organizational, sectoral and audience impacts;

11. Lead staff, review and transform the BAI's policies, practices and processes in preparation for integration into the new Media Commission.

12. Enhance the understanding, engagement and participation of the public in the media landscape and promote media literacy.

13. Inform and engage the public and BAI stakeholders on the review and revision (as appropriate) of BAI Codes, Rules and Policies.

14. Enhance creativity and innovation as distinctive features of the Irish audio and audiovisual sectors.

15. Support the achievement of enhanced financial sustainability for the Irish audio and audiovisual sectors.



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, and where the balance of funding for the proposed event / activity is to be sourced, and whether it is already secured. 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

(A) 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)

(B) If you have previously entered into a sponsorship contract with the BAI, please confirm the contract's status. For example is the contract closed, or do any required deliverables under the terms of the contract remain outstanding?

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