



States of Alderney

Tourism & Marketing Department
PO Box 1001, Alderney, Channel Islands GY9 3AA

Tourism & Event Grant Application Form

The States of Alderney Tourism & Event Grant Fund aims to provide financial support to events and festivals taking place on Alderney. Applications from non-profit organisations or charities who use their event to benefit the island and provide a backdrop for visitors to Alderney will be considered. The islands economy will be at the forefront of the decision making process, evidence of the events contribution to this should be included in the application form.

The application will be assessed on the following points;

- How does the event encourage visitors to Alderney and therefore contribute to the island economy?
- What are the main objectives of the event, is there a clear action plan to reach them? How does the island Tourism Industry fit in to this?
- On and off island marketing and publicity plans
- The quality and professionalism of the event and its staff and volunteers
- What are the target markets and how accessible is the event?
- How does the financial support requested match the financial gain for the islands economy?

Applications along with the supporting evidence are to be submitted to;

Tourism & Marketing Department,
States of Alderney,
PO Box 1001
Alderney
GY9 3AA

or email us on tourism@alderney.gov.gg

Following submission your application will be discussed and a decision made at the next Committee meeting, the date of this will be supplied once the application is received.

For further information please contact us on; e: tourism@alderney.gov.gg t: 01481 822300

Contact & General Information

Organisation or Charity name:

Charity number/NPO where applicable:

Individual managing the application:

Full Address & Postcode:

Phone number:

Email address:

Please describe the nature of your organisation:

Event title:

Start date: ____/____/2019

End date: ____/____/2019

What is the aim of your event?

Island impact

To enable us to measure how your event will benefit Alderney's economy please provide us with as much of an insight to your event as possible.

Who is your target audience?

Please provide an estimation of how many people will be involved in your event:

Participants/Audience:

Artists & event support:

How long you do expect these visitors to stay on island:

How much would you expect these visitors to spend in local businesses per day during their stay on Alderney?
(Accommodation, food & drink, sundries)

Are those who attend likely to provide repeat business? Very Likely Not Very Likely

Event promotion and publicity

How much 'off-island' media interest is there in your event?

Where do you plan to advertise the event?

Your Budget

How do you propose to fund the event and what funds do you hold at present?

What efforts have been made to arrange other sources of funding or sponsorship?

Do you wish to receive a waiver of fees chargeable (ie Island Hall fees)?

Amount requested from the SoA Tourism & Events Grant Fund

£

- I/we understand that a condition of this grant is that adequate insurance cover is in place prior to this event being held, and that documentary evidence of accounts will be required for applications over £1,000.
- Applications will only be considered from Groups, Organisations or Charities i.e. not from individuals seeking funding.
- Grants are valid for one year only from the date of approval, thereafter monies will be returned to the States of Alderney grant fund and applicants will need to re-apply as necessary.
- Only one application per organisation will be considered in each calendar year, therefore if more than one event is planned all funding assistance for the current year should be included as one application.
- By applying for this grant you are automatically signing up, on application, to acknowledging States support for your event and the States of Alderney/Visit Alderney logo to be shown on event literature and website as a sponsor.
- Please note the information provided on this application form will be held by the States of Alderney and only shared with the Committee for Tourism & Economic Development.

Signed:

for and on behalf of.....

Dated:



States of Alderney
 Tourism & Marketing Department
 PO Box 1001, Alderney, Channel Islands GY9 3AA