

## **Guidelines for Tourism Ireland's Publicity Programming Fund Featuring the Island of Ireland**

**Application Deadline: 3<sup>rd</sup> June 2021**

These guidelines are intended to assist Content Producers in making a submission to Tourism Ireland Ltd (TI) in response to its call out for new high-quality programming profiling the island of Ireland for distribution to international broadcasters. TI is introducing this once off initiative to support a limited number of projects as part of its stimulus measures to promote the island of Ireland overseas and its unique attractions.

### **TOURISM IRELAND'S KEY OBJECTIVES?**

TI is open to applications which can demonstrate the following:

- New high quality and innovative projects profiling the island of Ireland which feature one or all of the following:
  - The island's stunning landscapes
  - Rich heritage and living culture
  - Food & drink
  - Soft adventure
  - People
- Projects must demonstrate evidence of international market support and commercial viability including onward sales. The project must have at least one confirmed broadcast commitment in US, GB, France, Germany, Italy, Spain, Netherlands, Nordics, Canada, Australia, New Zealand, UAE, China or India. Projects with confirmed sales or distribution interest will have an advantage.
- While all talent does not need to be attached at the time of application, those which require key talent such as an Irish or international celebrity or presenter should aim to have their commitment in principle secured to demonstrate viability.

**IMPORTANT NOTE:** Original factual programming (including documentary, factual entertainment, cultural and specialist factual) are likely to appeal most (and be prioritised), although other proposals which clearly meet the key criteria are eligible to apply. The project may involve a series of episodes, but stand-alone projects with overseas broadcast commitment will also be considered. Celebrity/Artist/Expert-led content tends to work well, but it must involve internationally recognised talent. Documentaries and cultural content including music, literary & film themes with a strong sense of place are of interest. Projects may be made in any relevant language but the application must be made through English.

Some examples of produced projects that met the key objectives of TI (some, but not all received funding from TI) include *Adrian Dunbar's Coastal Ireland* (Channel 5), *Three Men In A Boat Go To Ireland* (BBC), *Aerial Ireland* (Smithsonian Channel), *Wild Ireland With Christine Bleakley* (ITV).

### **WHO CAN APPLY?**

Irish and international producers with a strong track record in producing high quality content for the international market involved in Irish or internationally originated projects that meet the key objectives of TI above.

#### HOW TO APPLY?

Galway Film Centre will manage the application process on behalf of TI.

Complete the application form and submit with the requirements outlined below on or before **3pm on Thursday 03<sup>rd</sup> June, 2021** and email to [tourismireland@galwayfilmcentre.ie](mailto:tourismireland@galwayfilmcentre.ie). Late or incomplete applications will not be accepted.

- Completed Application Form
- Detailed Project Proposal/Outline/Treatment (10 pages maximum)
- Global Production Budget & Irish Production Budget
- Finance Plan AND Letters of Commitment from your confirmed Broadcaster and any other financiers
- List of Potential Cast and Crew (please indicate any confirmed)
- Producer's statement on the project outlining the plans for execution and exploitation plans
- Director's statement on creative aspects of the project (if applicable)
- CV's of key talent including Producer(s), Writer(s), Director(s) and any others applicable
- Link to relevant examples of work by the Director (if applicable)
- Evidence of ownership of rights

#### CONDITIONS OF THE FUNDING?

- TI may invest up to 70% of the global production budget of the production up to a maximum of €250,000. Given the limitations on Tourism Ireland's annual budget, funding offered may be less than the maximum available/request made.
- TI's contribution is excluding VAT
- Payments will be made in 3 – 4 stages as the project progresses.
- Successful applicants will be responsible for sourcing talent, developing the concept and producing the content in consultation with TI as well as facilitating international distribution.
- Successful applicants must proceed to production and complete financial closing/contracting within six months of the offer.
- TI may require that any additional third-party legal costs incurred by TI to make the investment are treated as a budget item of the Project.
- Projects should ideally be completed and ready for broadcast by December 2021. However, if this is not feasible TI may consider projects where principal photography is completed by December 2021 and contractual arrangement concluded.
- Projects that have commenced production on or before the application deadline are not eligible to apply.
- Projects must be produced in compliance with all Government guidelines on COVID-19 restrictions in the Republic of Ireland and Northern Ireland, as appropriate and adhere to Government approved production guidelines.

#### HOW WILL WE SELECT PROJECTS?

Projects submitted will be assessed by the TI Content & Marketing Communications Team as well as a panel of appointed independent experts as deemed necessary. Selection criteria will be based on:

- Concept & Content
- Destination Focus
- Broadcast commitment in a relevant market
- Producer's evidenced track record of placing content on international broadcast channels

TI *may* invite shortlisted projects for interview during the week beginning 05<sup>th</sup> July 2021. TI will endeavor to make funding decisions in a timely fashion ideally within six to eight weeks of the deadline. However, this may vary depending on the volume of applications received, resources required and activity at the time. Applicants will be updated regularly about the status of their submission.

#### FEEDBACK

Due to the high volume of submissions that we expect to receive, we regret we will not be able to give individual feedback on submissions. Investment is provided to TI within strict annual budget limits, offers made by TI are subject to availability of funding, and decisions by TI are final.

#### FURTHER INFORMATION & UPDATES

Please visit <https://www.tourismireland.com> or contact [tourismireland@galwayfilmcentre.ie](mailto:tourismireland@galwayfilmcentre.ie) with any enquiries.

*Tourism Ireland reserves the right to make changes to these guidelines.*