



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

Application Deadline: 10 June 2022

These guidelines are intended to assist Content Producers in making a submission to Tourism Ireland Ltd (TI) in response to its call out for high-quality programming profiling the island of Ireland and its unique attractions for distribution to international audiences.

### TOURISM IRELAND'S KEY OBJECTIVES?

TI is open to applications which can demonstrate the following:

- 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 & characters
- 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. Projects with a confirmed European broadcaster are of particular interest to TI this year and will therefore have a distinct advance. Additionally, projects with confirmed sales or distribution interest will be prioritised.
- Confirmed financing in place with clear evidence of market support (secured from or from a combination of a broadcaster(s), sales agent, distribution, publisher, established funders such as Screen Ireland, BAI, Creative Europe etc.)
- 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. TI may consider a follow-on series of a project that can clearly demonstrate the success of the first series and present a strong rationale for support.

TI aims to select a balanced slate of projects reflecting the key interest areas (Ireland's landscapes, rich heritage and living culture, food & drink, soft adventure, people) and this may impact on awards



made. For context, TI supported a number of food related projects for the UK & US markets in 2021 and feel these markets are well served with food themes currently. Food projects that can sell into European broadcasters are of greater interest for 2022.

Some examples of produced projects that met the key objectives of TI include *Adrian Dunbar's Coastal Ireland* (Channel 5), *Exploring Northern Ireland with Siobhan McSweeney*, (More 4), *Golf's Greatest Holes* (Sky Sports), *Burren Heart of Stone* (PBS), *Voices of Ireland* (Sky Arts).

#### 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. A producer/production company may submit up to two projects for consideration only.

#### HOW TO APPLY?

Ardán have been appointed to manage the application process on behalf of TI.

Applicants are required to complete the online application form [HERE](#) and follow the instructions for supplying the requirements outlined below. All steps in the submission process should be completed on or before **1pm on Friday, 10 June 2022**. Applicants should give themselves sufficient time to complete their submission(s). Late or incomplete applications will not be accepted. Please email [tourismireland@ardan.ie](mailto:tourismireland@ardan.ie) if you require guidance on the submission process. The following requirements are required with each application:

- Completed Application Form
- Detailed Project Proposal/Outline/Treatment (10 pages maximum)
- Global Production Budget & Irish Production Budget
- Finance Plan
- Letters of Commitment from your confirmed Broadcaster and any other financiers
- List of Potential Key Talent and Crew (please indicate any confirmed)
- Producer's statement on the project outlining the plans for execution and exploitation and project's ability to meet TI's key objectives as outlined above
- 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 €200,000. Given the limitations on TI's annual budget, funding offered may be less than the maximum available/request made.
- The conditions of TI's contribution are subject to contractual agreement between both parties. The contribution may exclude VAT and/or entitle TI to a share of net profits derived from exploitation of the project.



- 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 2022. However, if this is not feasible TI may consider projects where principal photography is completed by December 2022 and contractual arrangement concluded.
- 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 as of the time of commencing production.
- TI will prioritise projects submitted in this call out for investment, in the unlikely event that any successful projects are unable to complete contracting, TI may consider investing in new projects that clearly meet the criteria outlined.

#### 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 preferred/relevant market. Potential reach is extremely important.
- Viability to progress based on financing and talent confirmed
- Producer's evidenced track record of placing content on international broadcast channels

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@ardan.ie](mailto:tourismireland@ardan.ie) with any enquiries.

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