



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

Application Deadline: 17 March 2023

These guidelines are intended to assist Content Producers in making a submission to Tourism Ireland 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

Tourism Ireland 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
  - Sustainability: economic, social or environmental
  - The regions outside Dublin
  - Northern Ireland
- 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 or Canada. Projects with a confirmed European broadcaster are of particular interest to Tourism Ireland this year and will therefore have a distinct advantage. Additionally, projects with confirmed sales or distribution interest will be prioritised.
- Existing high-end content that can travel overseas with the appropriate re-versioning is also of potential interest.
- It is essential that confirmed financing be in place with clear evidence of market support. This can be secured from a broadcaster or from a combination of broadcaster(s), sales agent, distributor, 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 a 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. Reality genres such as adventure are welcome, provided they meet the brief.

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

Some examples of produced projects that met the key objectives of Tourism Ireland in previous years include *Adrian Dunbar's Coastal Ireland* produced by Afro-Mic Productions for Channel 5, *John Torode's Ireland* by Cornelia Street Productions for the Food Network, *Ireland with Michael* by Wexford House for PBS, *Voices of Ireland* by Red Shoe production for Sky Arts and *Golf's Greatest Holes* by No4 Productions and Leap Productions in partnership with Boulder Creek International for Sky Sports.

#### WHO CAN APPLY?

Eligible 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 Tourism Ireland above. A producer/production company may submit up to two projects for consideration only.

#### HOW TO APPLY?

International TV Executive Yvonne Pilkington has been appointed to manage the application process on behalf of Tourism Ireland.

Complete the application form and submit with the requirements outlined below on or before **3pm on Friday 17 March 2023** and email to [ProductionFund@tourismireland.com](mailto:ProductionFund@tourismireland.com). Late or incomplete applications will not be accepted.

- Completed Application Form
- Detailed Project Proposal/Outline/Treatment (10 pages maximum)
- 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 Tourism Ireland'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?

- Tourism Ireland may invest up to 50% of the global production budget of the production up to a maximum of €200,000. Given the limitations on Tourism Ireland's annual budget, funding offered may be less than the maximum available/request made.
- The conditions of Tourism Ireland's contribution are subject to contractual agreement between both parties. The contribution may exclude VAT and/or entitle Tourism Ireland 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 Tourism Ireland, as well as facilitating international distribution. Note Tourism Ireland will not be in a position to resource day to day support for the project. The production team will need to have sufficient knowledge of the island of Ireland to manage the production independently.
- Successful applicants must proceed to production and complete financial closing/contracting within six months of the offer.
- Tourism Ireland may require that any additional third-party legal costs incurred by Tourism Ireland to make the investment are treated as a budget item of the Project.
- Projects should ideally be completed and ready for broadcast by December 2023. However, if this is not feasible Tourism Ireland may consider projects where principal photography is completed by December 2023 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.
- Tourism Ireland will prioritise projects submitted in this call out for investment, in the unlikely event that any successful projects are unable to complete contracting, Tourism Ireland may consider investing in new projects that clearly meet the criteria outlined.

#### HOW WILL WE SELECT PROJECTS?

Projects submitted will be assessed by Yvonne Pilkington, an independent expert and the Tourism Ireland Brand and Content Marketing Team. 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

Tourism Ireland 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 Tourism Ireland within strict annual budget limits, offers made by Tourism Ireland are subject to availability of funding, and decisions by Tourism Ireland are final.

#### FURTHER INFORMATION & UPDATES

Please contact [ProductionFund@tourismireland.com](mailto:ProductionFund@tourismireland.com) with any enquiries.

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