



Northern Ireland | Made for Events

Guidelines for Applicants

National Tourism Events

Sponsorship Scheme 2022/23



Contents

1. About Tourism NI	p3
2. Setting the scene	p3
3. Tourism Event Funding Programme	p4
4. National Tourism Events Sponsorship Scheme	p4
5. Who can apply	p6
6. How to apply	p7
7. Sponsorship Award	p8
8. Payment	p8
9. What we are looking for	p9
Requirement 1: Visitor Experience	p9
Requirement 2: Tourism Economic Impact	p10
Requirement 3: Finance	p13
Requirement 4: Marketing Plan	p14
Requirement 5: Regeneration & Environmental Sustainability	p17
Requirement 6: Equality of Opportunity, Accessibility & Inclusivity...	p19
Appendix 1: Embrace a Giant Spirit Brand Guidance	p20
Appendix 2: Marketing Action Plan and Budget Template	p24

1.

About Tourism NI

Tourism NI is responsible for the development of tourism and marketing of Northern Ireland as a tourist destination on the island of Ireland and works closely with Tourism Ireland to sell the destination overseas.

In 2019, tourism in Northern Ireland was a successful £1bn industry, employing 65,000 people. Northern Ireland had just launched a new experience brand to showcase the very best of what Northern Ireland had to offer.

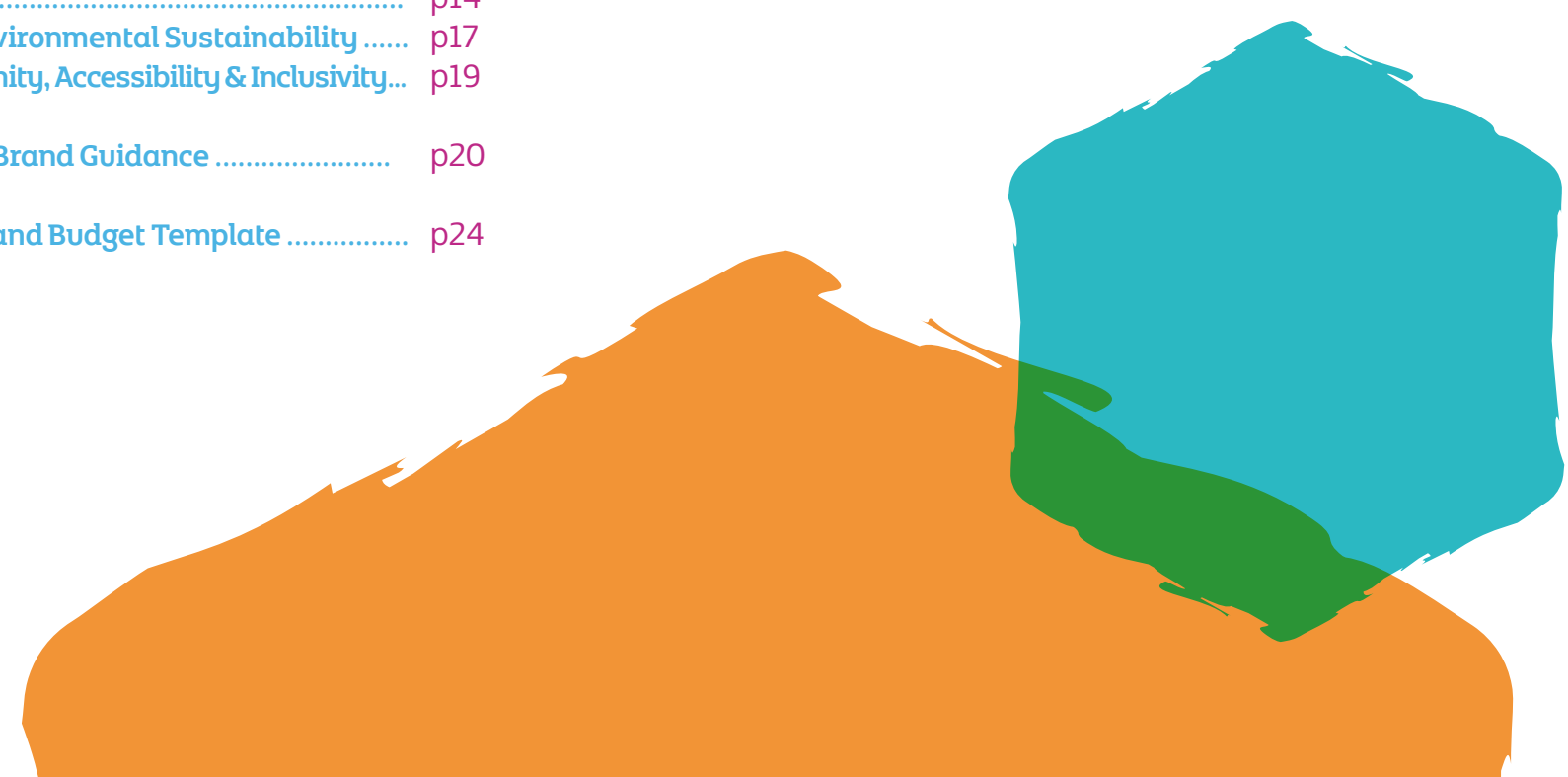
2.

Setting the scene

The recent COVID-19 pandemic has had a profound effect right across Northern Ireland. It has had far-reaching consequences for the tourism sector. While in the current climate it is difficult to make any predictions, it is unlikely that the tourism sector will return to pre-COVID revenue levels for a number of years. It is also highly likely that the majority of demand in the short-to-medium term will be from closer-to-home markets. More information on market reviews can be found at <https://www.tourismni.com/build-your-business/home/>

Over the next number of years, the tourism marketplace, from both a destination and individual business perspective, will be fiercely competitive.

The last decade has seen events play an important role in supporting the exceptional growth of tourism. They can also play an important role in post-COVID recovery and provide an opportunity to enhance and support the Northern Ireland experience brand.



3.

Tourism Event Funding Programme

Tourism NI's Tourism Event Funding Programme provides financial support to international and national tourism events in Northern Ireland. The primary aims are to support growth in visitor numbers and spend, enhance the visitor experience, elongate the tourism season and enhance the appeal and profile of the destination by generating positive coverage of Northern Ireland.

Tourism NI operates two schemes within this Programme:

- National Tourism Events Sponsorship Scheme.
- International Tourism Events Fund.

The two schemes complement each other, maximising the benefits to Northern Ireland. These guidelines are for the National Tourism Events Sponsorship Scheme.

4.

National Tourism Events Sponsorship Scheme

4.1. Definition

Tourism events showcase Northern Ireland's regions and destinations, allowing our visitors to get closer to our authentic people, places and personality through experiencing the real Northern Ireland. These events cover a wide range of themes and areas such as activities, music, culture, food, art, and theatre. Certain events will appeal to niche markets and appeal to specific visitor segments. National events endorse geographical spread and exploration of all destinations and enhance off peak times where there is surplus capacity in our tourism industry. A tourism event is classed as an event occurring on one day or over a period of several consecutive days (there must be no break in days).

The National Tourism Events Sponsorship Scheme is open to eligible events taking place between 1 April 2022 and 31 March 2023.

Potential applicants are encouraged to contact Tourism NI with any queries on the scheme or these guidelines.

4.2. Scheme Aims – what we want to achieve?

The National Tourism Events Sponsorship Scheme 2022/23 will aim to enable events to animate key tourism assets, in particular outdoor spaces, and align with the Embrace a Giant Spirit experience brand.

The scheme aims are to:

1. Support the safe delivery of tourism events as we move through COVID-19, in accordance with relevant legislation and guidance.
2. Support innovation across the tourism events industry to deliver events in new ways that maintain audience engagement.
3. Support the wider economic recovery of the tourism and tourism events industries in Northern Ireland.

This scheme will focus upon national tourism events that:

- are aligned to the motivations of the key market segments;
- enhance and enliven the quality of the visitor experience through event programmes that animate the destination in line with the Northern Ireland experience brand;
- increase visitor numbers and spend, through attendance from geographic locations outside of the host region where reasonable and appropriate, in line with COVID-19 restrictions.

Given the current operating environment, Tourism NI has adapted the scheme and are considering applications from tourism events that are delivering an event either live or hybrid.

4.3. Parameters

The National Tourism Events Sponsorship Scheme 2022/23 will offer financial support to eligible events taking place between 1 April 2022 and 31 March 2023.

Events must satisfy the parameters below to apply for the National Tourism Events Sponsorship Scheme:

- Total visitor numbers greater than 1,000. Please note live and hybrid events must have 1,000 visitors not including an online audience.
- Events must have a minimum income of £50,000 through ticket sales, private sponsorship, other public sector, merchandise etc. (prior to receiving monies from Tourism NI).
- Events must have an overall minimum expenditure of £50,000.
- Sponsorship awards are available from Tourism NI of between £6,000 and £30,000 including VAT.
- Tourism NI support cannot be included as part of the minimum income requirement.
- In-kind support is not included in the budget, although there is an opportunity elsewhere in the application to detail in-kind support.

4.4. Requirements

Tourism NI will appraise your application to the National Tourism Events Sponsorship Scheme by assessing the areas detailed below:

Requirement 1: Event Visitor Experience.

Requirement 2: Tourism Economic Impact:

2a. Visitor, Live Online Audience and Participant Numbers.

2b. Bednights generated as a result of the event.

Requirement 3: Finance.

Requirement 4: Marketing.

Requirement 5: Regeneration and Environmental Sustainability:

5a. Employment and Social Impact.

5b. Environmental Sustainability.

Requirement 6: Equality of Opportunity, Accessibility and Inclusivity. Full details can be found in Section 9.

5.

Who can apply

The application process is open to all.

Event organisers may only submit one application per event to the National Tourism Events Sponsorship Scheme.

Any financial award offered will depend on the overall budget available to Tourism NI and the number of applications received.

Events eligible for sponsorship support would be:

- **Live, public facing tourism events** which welcome audiences in person to spectate or participate safely.

- **Hybrid tourism events** which present a viable solution to the current situation. For the purposes of this scheme, hybrid events are categorised as events that have an in-person opportunity to attend an event, alongside an online opportunity to engage with the event.

What type of events are not eligible to apply?

- Conferences/exhibitions.
- Community festivals.

6.

How to apply

This is an online application process. For information on the opening and closing dates and times and the application process, please refer to <https://www.tourismni.com/build-your-business/sector/other-sectors/other-sectors-growing-your-business/events-industry-support/>

It is important that applicants demonstrate, by example and evidence, how their event meets the requirements. It is not enough to copy text from the guidance notes.

Please note, if you have previously used Tourism NI's online forms you should use your existing username and password to apply. If you are a new user, please register to gain access to the application form.

The application form will request applicants to state if they have

ever been declared bankrupt, or are awaiting any criminal or civil proceedings against them, or if they have any unspent criminal or civil convictions. Applicants must also state if they have any outstanding court judgements against them. If an applicant answers 'Yes' to any of these areas they will be required to provide detailed evidence to support their application.

Applications will be assessed and decisions on awards made by panels comprising Tourism NI and external representatives.

Tourism NI will notify all applicants to the National Tourism Events Sponsorship Scheme of its decision as soon as the assessment process is complete.

Such a decision by Tourism NI shall be final. If your application to the National Tourism Events Sponsorship Scheme is unsuccessful and you wish to receive feedback in respect of your application please contact eventsunit@tourismni.com.



7.

Sponsorship Award

Successful applicants will be issued with a Sponsorship Agreement. The agreement will include a tailored benefits package for Tourism NI.

Sponsorship Award: Sponsorship awards are available from Tourism NI of between £6,000 and £30,000 including VAT. The final Tourism NI sponsorship award will not exceed 50% of total event costs.

The value of the package offered will be linked to:

- Event Visitor Experience.
- Tourism economic impact.
- Marketing.
- Benefits to Tourism NI. You will be asked to demonstrate what benefits to tourism your event will bring, for example:
 - Maintaining audience engagement.
 - Supporting economic recovery.
 - Delivering in an innovative way, including showcasing tourism assets.
 - Enhancing media coverage and profile.
 - Maximising the impact of event in a safe environment.
 - Improving the visitor experience.

8.

Payment

Payment will be made in one instalment and should be claimed no later than ten weeks after the event. This is a simple post-event reporting process, details of which will be included in the Sponsorship Agreement.

Payments are made using budget from Central Government. If Tourism NI does not receive adequate budget to cover the National Tourism Events Sponsorship Scheme, we can suspend, end or reduce the amount we offer.

Note that the award decision will be made on event plans and information provided at time of application. Should the event delivery change, the award level may be reviewed following an assessment of the revised benefits to be delivered.



9.

What we are looking for

Requirement 1: Event Visitor Experience

Tourism NI's objective is to increase the growth in visitors to Northern Ireland. National events must be able to demonstrate how they will attract visitors in person through their event content and how they will enhance the visitor event experience. This is your opportunity to demonstrate how your event can deliver on this.

In this requirement you must clearly provide sufficient detail to understand what each day (or a typical day) of the event will consist of and how it will deliver on Northern Ireland Embrace a Giant Spirit brand. It is important that you read the toolkits about Northern Ireland Embrace a Giant Spirit, <https://www.tourismni.com/feature-experience/> and the information available to you regarding the brand outlined at Appendix 1.

Within this section of the application, you should identify the visitor experience and what you can realistically deliver through your live or hybrid event.

1a. Please provide a short description of your event including programme highlights and event timings.

This question gives you an opportunity to clearly outline your event programme and content.

1b. In this question it is important that the assessor understands the visitor experience at your event, either live or hybrid.

You should consider:

- What is the event experience?
- What are the elements of your event in which visitors can get involved? Describe how visitors will get 'hands-on' if appropriate.
- How will the event animate and showcase other tourism assets in the area?
- Think about your welcome at the event including online – what is the visitor's first experience?
- How will your event programme be curated?
- What is your seamless visitor journey? Consider how you present, engage and inform your visitor information - online, ticketing, transport links, car-parking, food and drink, accommodation, other things to see and do in the area, packages, cross selling, itineraries etc.

If you are delivering a hybrid experience, please detail the visitor journey online. Please include production, ticketing, event content, how you will keep the audience engaged, legislative considerations, cross-selling, and showcasing the area.

1c. To deliver on the Embrace a Giant Spirit brand it is important that the event showcases the place and personality of Northern Ireland.

In this question you should outline **what do you do to deliver a big-hearted experience at your event?**



- What is original and unique about your event?
- How does it animate Northern Ireland e.g. food, location, people, culture etc.?
- What is distinctly Northern Ireland about this experience?
- How will visitors be in contact with local people?
- What legends and stories will you bring to life through your event?
- How will the event awaken the giant spirit in visitors? What is it about the visit that will make an impact on them?

- What emotion/ reaction are you aiming to awaken in the visitors? What feelings will you invoke in the visitor? Why do people attend your event and how does this make them feel?
- Will you work in partnership to develop event packages with providers?

1d. Given the current operating environment and with the ever changing landscape, **it is important that tourism events are able to innovate and adapt to keep visitors and participants safe whilst delivering an authentic Northern Ireland event offering.** Please outline how the event is innovative and adaptable in the current environment.

Requirement 2: Tourism Economic Impact

The tourism economic impact of an event refers to the total amount of additional expenditure generated within a defined area as a direct consequence of staging the event. For most events, spend by visitors and participants from outside the town/city where the event is taking place, in particular on accommodation, is one of the biggest factors in generating economic impact.

However, spend by event organisers is another important consideration and local businesses can benefit from an event taking place, as well as providing job opportunities and upskilling the local work force.

Requirement 2 is split into two sections: **2a Visitor, online live audience and participant numbers and 2b Bednights.**

It is important to provide a separate breakdown of visitors and participants, and if applicable, online live audiences. We ask that you are realistic with your numbers and do not over inflate the visitor/participant/online live audience numbers and bednights. If participant costs are subsidised it is important to enter this total.

2a. Visitor, Online Live Audience and Participant Numbers

Events applying to the National Tourism Events Sponsorship Scheme must demonstrate:

- Total visitor numbers greater than 1,000. Please note live and hybrid events must have 1,000 visitors not including an online audience.
- The event's ability to attract visitors and participants from outside the town/city where the event takes place.
- The event's ability to attract an online live audience and participants from outside the town/city where the events takes place (if hybrid).
- The event's ability to deliver visitor spend and/or participant spend to the economy.

It is important to be open and honest when submitting the projected number of visitors, participants and online live audience who will attend the event. Please ensure that you keep your visitor, participant and online audience numbers separate. You will be asked to demonstrate the event's potential to attract visitors, participants and an online live

audience to areas of Northern Ireland, during and/or after the event. You will be asked to enter the total visitor and participant numbers and online live audience numbers projected for your event and then asked for a percentage breakdown of where visitors, participants and online live audience will come from. You will be asked to provide the methodology you use to calculate the percentage breakdown. Your explanation should take into account whether your event is ticketed or free to watch:

Ticketed Event

Measuring attendance at ticketed events can be monitored through ticket sales or tickets surrendered on entrance to gain admission. You also need to take account of free or complimentary tickets and ensure this all tallies with your ticket numbers. If online you can consider the analytics that will be available for your event, or previous event statistics, your contacts database, targeting of marketing, and the results of any audience research studies you have undertaken.



Non-ticketed Event

Measuring non-ticketed events is more difficult as people can chance upon or drift in and out of an event. Suggested considerations when measuring attendance at non-ticketed events are:

- Venue capacity.
- Number of entrances to the event.
- If people can watch from different locations.

If the event is hybrid for the online element you can consider the analytics that will be available for your event, or previous event statistics, your contacts database, targeting of marketing, and the results of any audience research studies you have undertaken.

Other ways of measuring your attendance

- Surveys from previous event(s) (Please provide details on survey size, year of survey, etc.).
- Benchmarking against similar event(s).
- Online following.
- Database.
- Market research.

For participants, you need to give a clear breakdown of the participant roles and number for each subgroup.

What is classified as a 'visitor' for tourism events?

For tourism events, a visitor is classified as someone who comes to spectate or attend the event. They can either buy a ticket to attend the event, or gain free entry.

What is classified as a 'live online audience' for tourism events?

For hybrid events there will be an online audience as well as live attendees. These are people who will view your event live online. They can buy a ticket to view the event or it can be free to view. Please note persons viewing the content after the event should not be included in this section and will be recorded within the marketing section of the application so should not be included in the figures.

What is classified as a 'participant' for tourism events?

For tourism events, a number of people outside spectators/visitors will attend and these people are classified as participants. These are principally people participating in or running the event. For example, typical subgroups of participants will include:

- Team participation
- Media
- Officials
- Delegates
- Volunteers
- Organisers
- Artists

2b. Bednights

In this section you will be asked to provide the methodology you used to calculate the bednights generated as a result of your event if applicable. Please enter the number of bednights for each type of accommodation and then enter the average number of days that visitors and participants will stay overnight as a result of the event.

We are keen to know all types of bednights available to the visitor/ participant e.g:

- Commercial bednights (Hotel, B&B, Guest House, Self-Catering).
- Camping.
- Motorhomes.
- Family and friends.

Clearly record the following:

- Number of visitors staying overnight.
- Number of nights visitors will stay.
- Number of participants staying overnight.
- Number of nights participants will stay.
- Methodology used to capture the numbers.

We ask that you are realistic with your numbers and do not over inflate the bednight figures.

Requirement 3: Finance

Events must have a minimum income of £50,000 through ticket sales, private sponsorship, other public sector, merchandise etc. Tourism NI support cannot be included as part of the minimum income requirements; events must also have an overall minimum expenditure of £50,000 prior to receiving monies from Tourism NI.

You will be asked to provide a budget breakdown for your event. It is important not to inflate your budget figures. Please note, Tourism NI is not a core funder. Applications that do not provide a budget may be ineligible and may not be scored.

Please note that in-kind support is an important element in the delivery of events but should not be included in your budget breakdown. You will be given a separate opportunity to provide information on any in-kind support you will receive.



The assessor will contact the event organiser for further clarification if required. If clarity is not provided, the application score may be reduced.

Requirement 4: Marketing

National tourism events that can increase visitor numbers and spend through attendance and/or through engaging online content that will increase visitor intent to travel are essential in showcasing the Northern Ireland Embrace a Giant Spirit Brand.

In this section you will be asked about the marketing activities and budget plans for your event. In addition to answering questions about your activity, you will be asked to upload a template in support of your application.

- Visitor segments.
- Marketing action plan and budget.
- Co-branding opportunities.
- Collaborative marketing opportunities.
- Measurement and evaluation.

4a. Visitor Segments

In this section, you will be asked to identify which visitor segments your event will be targeting and how it aligns with their needs and motivations. More than any sector, tourism has been severely impacted; however, as we move out of crisis and begin to understand what the 'new norm' will look like we must now begin to chart the road to recovery for the tourism industry throughout Northern Ireland. The domestic market will be key to the sector's recovery, and presents an opportunity for the events sector.

Aspiring Families, Natural Quality Seekers and Social Instagrammers have been identified as priority segments in the NI Domestic Tourism Strategy.

Additional information on domestic marketing can be found at:

<https://www.tourismni.com/build-your-business/sector/accommodation/accommodation-trends-and-opportunities/ni-market/>

The Republic of Ireland (ROI) market represents a significant tourism opportunity for Northern Ireland.

Additional information on ROI marketing can be found at: <https://www.tourismni.com/roi-market/>

4b. Marketing Activities and Budget

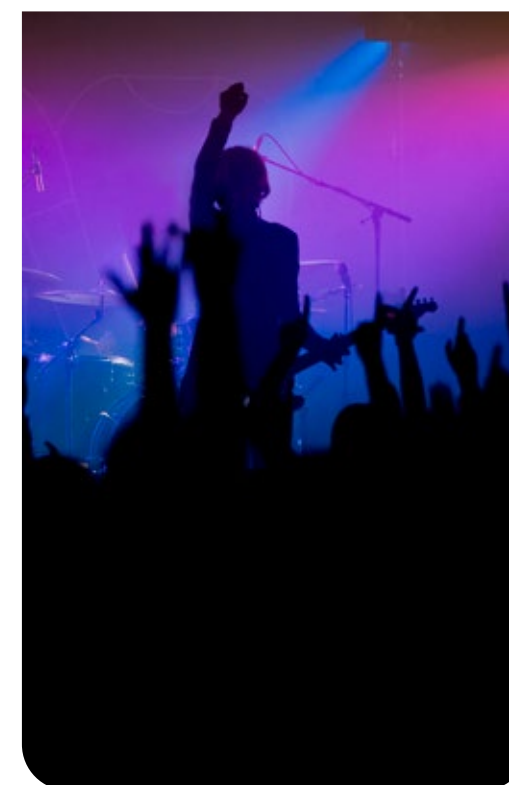
A sample marketing activities and budget template has been included for your reference at **Appendix 2**.

Having identified what visitor segments your event is targeting, you will be asked to complete and upload the template provided demonstrating how your marketing activities and budget will reach your target audience.

You will need to ensure that your marketing activities and budget are sufficiently resourced to deliver the projected visitor numbers, bednights and live/hybrid audience figures.

The template includes:

- The marketing channels you will use to reach your audience, i.e., print, broadcast, digital, social. You will also need to tell us what activity is planned for each of these channels.
- The markets and visitor segments you will be targeting for each marketing channel. You will need to demonstrate that the marketing channels and activity are appropriately targeted and align to Tourism NI's key visitor segments.
- The quantity of each activity i.e., number of print runs, length and quantity of time of broadcasts, number of ads, PR engagements planned, number of influencers engaged, partnerships developed, sponsors engaged, etc.
- The anticipated reach for each channel and activity i.e., potential audience size. Reach examples



include online, print and broadcast audience reach, outdoor reach (billboards, bus shelters, etc.), digital reach (website, newsletter, online brochures), social media reach (organic and paid), PR engagements (online and print articles), influencer reach, sponsors and partners reach.

- The breakdown of the marketing budget against each marketing channel. Applicants should ensure that costs included within the budget column are consistent with the planned marketing activity.
- The timeline of the marketing activity i.e., when it will happen.

4c. Co-branding Opportunities

Tourism NI has designed the Embrace A Giant Spirit brand guidelines for you and your marketing partners. The guidelines introduce you to the experience brand's key elements, its logo, typeface, photographic style, colour palette and tone of voice, and offers ideas on how to apply each of them to your communications.

In this section you will be asked what co-branding opportunities will be made available to Tourism NI.

Examples of co-branding opportunities could include:

- Inclusion of the Northern Ireland Embrace a Giant Spirit branding in your marketing activity (broadcast, print and digital).
- Offering media and engagement opportunities (ad slots, editorial, influencers, polls/surveys).
- Content development opportunities and access to content (videography, imagery, etc.).

More information on co-branding opportunities can be found here: <http://tourismni.com/build-your-business/opportunities-campaigns/>

4d. Collaborative Marketing Opportunities

In this section you will be asked what collaborative marketing opportunities your event will deliver to enhance the appeal and profile of the Northern Ireland Embrace a Giant Spirit brand. This should also include how you plan to promote the destination in your marketing activities.

Examples of collaborative marketing opportunities could include:

- Working with Tourism NI, Tourism Ireland, local councils or city bid teams to promote the event through co-operative marketing opportunities.
- Partnering with local accommodation providers, visitor attractions, or experience providers to co-promote the event through each others' marketing channels.
- Offering partners and sponsors discounts, tickets, and giveaways to co-promote the event and encourage ticket sales or attendance.
- Creating itineraries with partners to encourage attendance at the event and share on your event website and social channels.
- Co-creating content to promote the event and the destination offering, enhance the event content during broadcast and afterwards for sharing on each other's websites and social channels.
- Showcasing the local area, tourism assets, and Northern Ireland as a destination.

More information on developing collaborative marketing opportunities can be found here: <https://www.tourismni.com/globalassets/past-webinars/reimagining--commercial/reimagining-commercial-strategies-1.pdf>

4e. Monitoring and Evaluation

In this section you will be asked how you will evaluate the success of your event marketing.

Examples of measurement metrics could include:

- Online, print and broadcast audience reach - social media reach, online and print articles published, influencer reach, etc.
- Social media engagement - the number of likes, comments, shares, hashtag mentions.
- Audience engagement - event app downloads, online brochure views/downloads, discount codes redeemed, polls, and surveys.
- Co-branding opportunities created and outcomes - ad slots, editorial, content creation etc.
- Collaborative marketing opportunities created and outcomes - number and value of each opportunity e.g., new partnerships developed, referrals to partners and ticket sales recorded, sponsorships developed and value of sponsorship, packages developed and sales of packages, itineraries created, and content developed, etc.
- Website traffic - increase in website traffic, new visitors to your website, demographics, content consumed.
- Newsletter signups and demographics.
- New social media followers and demographics.

Requirement 5: Regeneration and Environmental Sustainability

This section will allow you to demonstrate the social impacts and benefits your event brings to your area.

5a. Employment

A vital impact of event delivery is the economic benefit it brings to Northern Ireland with visitors coming to the region to spend but also direct and indirect employment, ensuring it drives investment into an area.

Within this section please outline the number of people your event employs and engages:

- Full time employees.
- Part-time employees.
- Volunteers.
- Contractors.

5b. Social Impact

Tourism events can deliver wider social impacts such as the development of community and the advancement of skills. The development of people's skills and volunteering through events is not just an important social impact but is also important if future events are to be sustainable. Events offer diverse opportunities for people to gain experiences and skills that they may not be able to develop within their own working environments.

Events may offer training opportunities to up-skill the workforce, provide volunteers with transferrable skills and the region with better quality support for future events. The benefit for the event organiser is the provision of cost-effective labour,

which is sometimes highly-skilled in nature and often makes the difference in events becoming financially viable. Please outline how your event will deliver social impact.





5c. Good Relations

It is important your event is promoting community cohesion through community relations and racial equality.

This question gives you the opportunity to outline how your event will better promote good relations between people of different religious beliefs/political opinion/racial groups.

5d. Environmental Sustainability

It is important the event is delivered in a safe and responsible way while following public health guidance. With the direct impact events are having on the environment it is important as event organisers you consider the direct and indirect impact the event may have on the environment.

You should also detail the mitigating measures you will put in place to minimise these impacts such as waste management, the co-ordination of event transport, or use of eco-friendly materials.

Events should consider:

- event management plan.
- waste management plan.
- transport plan.

It is not sufficient to state that the venue or locations where an event is taking place has bins in place or that the local council will collect refuse as part of their normal service. Event organisers must detail what environmental measures they are taking specifically for the event.



Requirement 6: Equality of Opportunity, Accessibility and Inclusivity

Specific pieces of legislation will be relevant to event organisers, especially with regard to paid employment, volunteer programmes and access to events, for example:

- Employment Equality (Age) Regulations (NI) 2006.
- Disability Discrimination Act 1995.
- Equal Pay Act (NI) 1970.
- Sex Discrimination (NI) Order 1976.
- Race Relations (NI) Order 1997.
- Fair Employment & Treatment (NI) Order 1998.
- Employment Equality (Sexual Orientation) Regulations (NI) 2003.
- Equality Act (Sexual Orientation) Regulations (NI) 2006.

You should note that equality and anti-discrimination law may be changed or updated. The law is also complex and can require interpretation.

Please note that this list is not designed to be either prescriptive or exhaustive. Please feel free to contact The Equality Commission for Northern Ireland if you need clarification or guidance.

Appendix 1

Embrace a Giant Spirit Brand Guidance

You will find lots of guidance on the Embrace a Giant Spirit brand here: <https://www.tourismni.com/build-your-business/opportunities-campaigns/feature-your-experience/>. Below are some summary points only for you to consider when completing your application.

Northern Ireland - Embrace a Giant Spirit is a pledge to our visitors. It promises them experiences that they recognise as distinctively Northern Ireland and which communicate our giant spirit. The Northern Ireland Embrace a Giant Spirit brand reflects who we are. It is based on what our visitors have fed back time and again.

Living up to that promise is a challenge to us. Delivering world-class, well-designed experiences that embody the brand across Northern Ireland will require a collaborative effort from our tourism industry.

Sharing the giant spirit of Northern Ireland reflects consumer perceptions of a warm, engaging and big-hearted country. It highlights our land as one built by pioneers and entrepreneurs, with a rich cultural history, reflected in words, music and craft, and woven together by a unique, elemental beauty.

Awakening the giant spirit in our visitors reflects the aspects that we know visitors to Northern Ireland seek out. It focuses on how embracing our landscapes, culture and heritage can help people to connect, discover and feel inspired and refreshed.

The Northern Ireland – Embrace a Giant Spirit brand focuses on the experiences of Northern Ireland that we offer people. It creates an opportunity for us to work together to create unforgettable visitor experiences. Bringing it to life requires us to be continuously reflective and challenging of our offering and ideas. We will continue to find new and exciting ways to connect with, engage and surprise our visitors – to awaken their giant spirit. We know we can do this. We will do it better and faster, if we follow the experience development steps developed specifically for this brand.

Giant Spirit experiences showcase the people and places of Northern Ireland that make us unique. Our local stories, our characters, our heritage, our landscapes, our food, music and literature all contribute to this.

Consider whether your experience includes:

- Local traditions, culture and heritage.
- Special aspects of Northern Ireland.
- Stories of local history, local people and sense of place.
- Stories that highlight the history of Northern Ireland.
- Local food and/or drink.

The Awakeners

The Awakeners are a tool for developing experiences that awaken a giant spirit in your visitors and audience. They focus on creating an emotional response to your experience or event, and will vary from person to person.

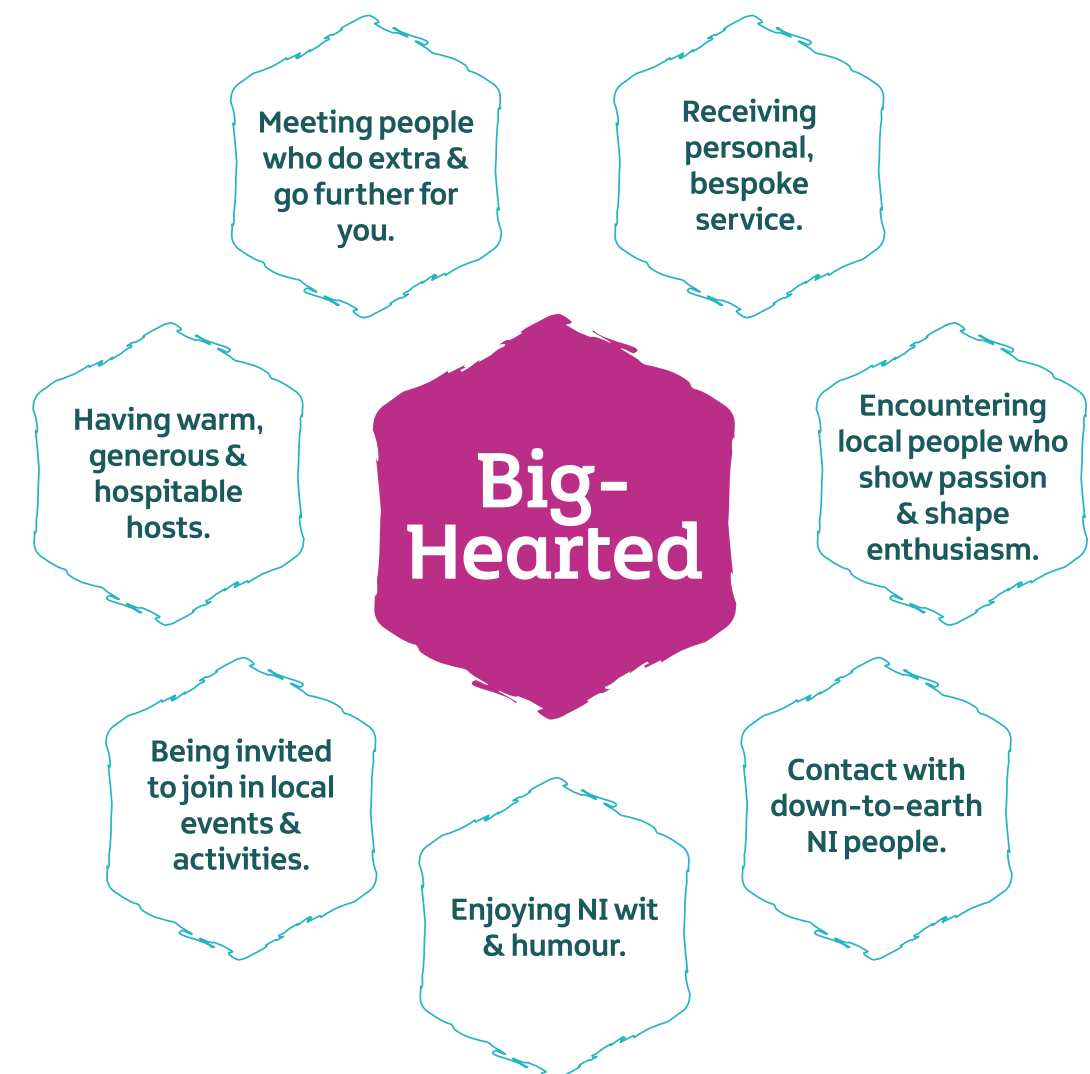
Considerations that will help to deliver Awakeners:

- Try to engage all the senses, especially scents and sound.
- Engage visitors in two-way conversations.
- Show people things that they would have otherwise missed.
- Give privileged views and 'behind the scenes' access.
- Be flexible and recognise visitors as individuals.
- Respect peoples' responses.
- Give people time and do not rush them.

The Inspirers

Big-hearted – this should flow through every aspect of your Giant Spirit Event Experience. All events must deliver this area well.

Being big-hearted means that you put the people of NI and their warm approach to visitors at the front and centre of your event experience. Big-hearted event experiences help visitors to meet and get to know the people of NI.



Original – We need Giant Spirit Event Experiences to be unusual and unexpected so that they stand out on a world stage. Being original means thinking creatively about the event experience you can offer and not simply copying what others do.

Original Giant Spirit Event Experiences can spotlight the pioneering inventiveness of Northern Ireland’s people, its contemporary creative industries and industrial heritage.



Legends and Stories – Well-told stories touch visitors’ emotions. Giant Spirit Event Experiences will contain at least one strong story of Northern Ireland that visitors will remember. Using Legends and Stories means the experiences will draw on our great tradition of storytelling.

Tell your stories well by planning carefully and focusing on character, atmosphere and drama through your event. Identify the key emotional touch points or dramatic moments and link them to appropriate places and/or times in the experience.



Giant Spirit Experiences will connect visitors more strongly to our landscapes, seascapes and cityscapes. Ensure your experience is ‘rooted’ in a specific place.

Focus visitors’ attention on the local environment and give direct sensory contact with it. This can include highlighting different scents, flavours, sounds, textures, colours and light conditions, showing people how to track and observe wildlife or to

read weather prospects in sea and sky. Experiences that reflect Land, Water and Sea can include physical challenges, 'getting away from it all', contact with wildlife and explorations of geology or architecture. Highlight Land, Water and Sea in the food you offer visitors and showcase our excellent producers and strong traditions of food and drink, character, atmosphere and drama through your event. Identify the key emotional touch points or dramatic moments and link them to appropriate places and/or times in the experience.

Appendix 2 Marketing Activities & Budget Template

Marketing Activities and Budget Templates are provided on the online application system. For information only, below shows the kind of information you will be required to present.

Media Plan Template								Jan	Feb	Mar	Apr	May	June	Jul	Aug	Sept		
Activity	Target Market	Visitor Segment(s)	Activity	Quantity	Potential Audience Reach	Measurement Outputs	Budget £											
Advertising																		
Television																		
Radio	None		None															
Q Radio (if live or hybrid)	NI	Aspiring families	Media partnership with Q Radio - outside broadcast, ads, competitions.	1 Outside broadcast, 2 x competitions,	140,000 followers & 300,000 listeners	Reach, entrants, ticket sales	1.5k											
FM104	ROI Dublin	Open 2 Ideas	Media partnership, ads & giveaways	2 weeks ad & 2 x giveaway	261,000 weekly listeners	Reach, entrants, ticket sales	3k											
Advertorials																		
Belfast Live	NI	Aspiring families	Ads & giveaways	Feature articles, comps, ads	90,000+	Impressions, click through rate, analytics, entrants	500											
NI4Kids	NI	Aspiring families	Media Partnership	Feature articles, comps, ads	75,000	Impressions, click through rate, analytics, entrants	1k											
Outdoor (Live & hybrid)																		
kiosks, billboards (if live or hybrid)	NI -Belfast, Lisburn	Aspiring families	Key locations Belfast & NI	x 4 weeks	1m (OTS)	OTS, media value	2k											
AA Road signs (if live or hybrid)	NI -Belfast, Lisburn	Aspiring families	Pull-up banners, tear drop flags, Event venue/ direction signs, Venue branding	Main arterial routes	120,000 OTS	OTS, media value	500											
Print																		
A3 Posters	NI & ROI	Aspiring Families & Open To Ideas	Distribute to local VIC network.	1000	1,000	OTS, number distributed.	800											
Banners & Pop Ups	NI & ROI	Aspiring Families & Open To Ideas	At event.	x.5	1,000	OTS, event attendance (if live or hybrid)	250											
Social Media																		
Facebook																		
	NI & ROI (Dublin & border counties)	Aspiring Families & Open To Ideas	Paid Ads	x 2 (ROI & NI) x 12 weeks	90,000	Social media reach and engagement	750											
			Organic Posts (feed & stories)		20,000	Social media reach and engagement	n/a											
			Competitions	Daily	500+ per post	Social media reach and engagement	n/a											
			Facebook premiere of online event programme		15,000	Social media reach and engagement	n/a											
Twitter																		
	All	Aspiring Families & Open To Ideas	Organic	Daily	133,000 impressions	Social media reach and engagement	n/a											
Instagram																		
			Paid Ads	x 2 (ROI & NI) x 12 weeks	65,000	Social media reach and engagement	750											
			Organic Posts (feed & stories)	Daily	10,000	Social media reach and engagement	n/a											
			Competitions		200 entrants	Social media reach and engagement	n/a											
Snapchat																		
	NI & ROI	Aspiring Families & Open To Ideas	Snapchat Filter	Festival Filter	2,000 swipes	Social media reach and engagement	100											
YouTube																		
	NI & ROI	Aspiring Families & Open To Ideas	YouTube premiere of online event programme	1 x online event session	5k	Social media reach and engagement	n/a											
Digital																		
Google Search Ads																		
	NI & ROI (Dublin & border counties)	Aspiring Families & Open To Ideas	Google Search Ads - things to do, what's on	12 weeks	25,000 impressions	Insights, website analytics, ticket sales	500											
Google Display																		
	None						n/a											
Newsletter																		
	All	Aspiring Families & Open To Ideas	Monthly newsletter Partner newsletter Sponsor Newsletter	1 per month x 4 months	45,000	Number of newsletters, click through rate, insights and website analytics	n/a											
Event listings																		
			DNI.com	1 listing	3m+ potential audience	Insights, website analytics, ticket sales	n/a											
			What's On NI	12 weeks	80,000	Insights, website analytics, ticket sales	100											
			Facebook events		12,000	Insights, website analytics, ticket sales	n/a											
Event Podcast																		
			Podcasting before & during event	7 days	200 downloads	Insights, website analytics, ticket sales	250											
Digital brochure																		
	NI & ROI	Aspiring Families & Open To Ideas	Digital Programme on Website (production costs)	12 weeks	1,000	Insights, website analytics, ticket sales	500											
Event Listings																		
	NI	Aspiring Families	paid & free event listings	1 x listing per site	dni.com 3M+, The Big List readership c 43,000. Whatson -circa 40k users per month.	Insights, website analytics, ticket sales	100											
			free event listings	1 x listing per site	50,000	Insights, website analytics, ticket sales	n/a											
Website																		
Development																		
	NI & ROI	Aspiring Families & Open To Ideas	New event landing page created to host event and supporting content.	1 landing to include booking information, inspirational blog content & itineraries to encourage referrals to local accommodation, experiences and attractions.	35,000 page views	Insights, website analytics, ticket sales, event views, duration on site, downloads, etc.	750											
Blog																		
	NI & ROI	Aspiring Families & Open To Ideas	Blog posts	1 per month x 4 months	25,000 views	Insights, website analytics, ticket sales	n/a											
Itineraries																		
	NI & ROI	Aspiring Families & Open To Ideas	Itineraries development	x 2	25,000 views	Insights, website analytics, ticket sales	n/a											
App																		
	NI & ROI	Aspiring Families & Open To Ideas	Event app refresh	x1	50 downloads	Downloads, ticket sales, analytics	250											
Digital PR & Media Relations																		
Launch																		
	NI & ROI	Aspiring Families, Open2 Ideas	Live or virtual press launch - lifestyle journalists, family bloggers/influencers, local business, sponsors, funders, programme participants, partners, etc.	120 attendees	Local, NI & targeted ROI press	PR engagement (online & print articles)	1,000											
Press releases:																		
	NI & ROI	Aspiring Families, Open2 Ideas	Event launch, targeted stories, behind the scenes, key highlights, headline acts, things to do, what's on, post event	x12	Local, NI & targeted ROI press	PR engagement (online & print articles)	n/a											
Influencers																		
	NI & ROI	Aspiring Families, Open2 Ideas	Target a range of Family bloggers and Family Travel Bloggers in NI & ROI. Comps. Giveaways, Blogs, Stories etc.	x12	Combined audience reach 250,000	Analytics, new followers, ticket sales, competition entrants, etc.	750											
Podcasters																		
	NI & ROI	Aspiring Families, Open2 Ideas	Parenting Podcasters	x 5	Combined reach 5k	Analytics, new followers, ticket sales, competition entrants, etc.	n/a											
fam trips																		
	NI & ROI	Aspiring Families, Open2 Ideas	Liaise with Council and TNI to offer opportunities to journalists and influencers.	host 2 x fams	50,000	Analytics, new followers, ticket sales, competition entrants, etc.	n/a											
Competitions																		
	NI & ROI	Aspiring Families, Open2 Ideas	Tickets and competition packages - NI4kids, Q Radio, CoolFM, ROI Media, FM104, iRadio, LMFM, Radio Nova, & Northern Sound	x10 to include sponsors, radio, social	100,000	Analytics, new followers, ticket sales, competition entrants, etc.	n/a											
Partnerships																		
	NI	Aspiring Families, Open2 Ideas	Work with local accommodation providers, Tourism experiences & attractions to co-promote the event. Special offers. Discounts. Meal Deals. Packages.	x 3	Combined social reach 80k+ followers	Referrals, new followers, sales, newsletter signups, brand engagement, etc.	n/a											
Sponsors																		
	NI		Recruit 4 new sponsors to co-market the event.	x 4	Combined social reach 50,000+ followers	Referrals, new followers, bookings, newsletter signups, engagement.	n/a											
Other																		
			PR support				1200											
Virtual Event Hosting Costs																		
			AVE support to host the online/hybrid event				1,000											
Total																		
							GBP 17,550											
Please add as much detail as you can to help the panel assess your marketing action plan.																		



tourism.com/events



tourism
northernireland