



Coimisiún  
na Meán

# Sponsorship Guide for Applicants

Publication date:  
08th October 2024

Deadline for response:  
04th November 2024



# COIMISIÚN NA MEÁN SPONSORSHIP SCHEME

## Introduction

This document is a guide for applicants who wish to apply to Coimisiún na Meán for sponsorship funding. The guidance covers the following matters:

1.	<b>About Coimisiún na Meán</b>	2
2.	<b>Coimisiún na Meán Sponsorship Scheme</b>	2
3.	<b>Eligible applications</b>	3
4.	<b>Funding available</b>	3
5.	<b>Required information for an application</b>	4
6.	<b>Submitting an application</b>	4
7.	<b>Assessment of applications</b>	5
8.	<b>Funding decisions</b>	5
9.	<b>Requirements for successful applications</b>	5
10.	<b>Freedom of Information</b>	6
11.	<b>Data Protection</b>	7
	<b>Appendix One – Budget Template</b>	7

Applicants are advised to read this guidance before completing and submitting a sponsorship application form. If you have any queries in relation to sponsorship, contact [sponsorship@cnam.ie](mailto:sponsorship@cnam.ie) or (01) 644 1200.

### Closing Date for Applications

Completed Coimisiún na Meán sponsorship application forms must be submitted in **PDF** to [sponsorship@cnam.ie](mailto:sponsorship@cnam.ie) by **12 noon on 04th November 2024**. Coimisiún na Meán will not accept late or incomplete applications.

## 1. About Coimisiún na Meán

[Coimisiún na Meán](#) is Ireland's agency for developing and regulating a thriving, diverse, creative, safe and trusted media landscape. It was established under the provisions of the [Online Safety and Media Regulation Act 2022](#) on the 15<sup>th</sup> March 2023. Our responsibilities are to:

- Oversee the funding of and support the development of the wider media sector in Ireland.
- Oversee the regulation of broadcasting and video-on-demand services.
- Develop and enforce the Irish regulatory regime for online safety.

## 2. Coimisiún na Meán Sponsorship Scheme

Through the Sponsorship Scheme, Coimisiún na Meán aims to raise awareness of its work and support the development of the wider media sector. An Coimisiún is calling for applications for sponsorship funding for events/activities to be held in the upcoming calendar year.

Coimisiún na Meán publishes this sponsorship guide for applicants with a separate application form.



## COIMISIÚN NA MEÁN SPONSORSHIP SCHEME

Applicants are generally given a closing date for receipt of applications of 3-4 weeks from the date of the call for applications. After the closing date, An Coimisiún assesses applications against the relevant criteria in this guide for applicants and communicates its funding decisions shortly thereafter. Coimisiún na Meán defines sponsorship as:

*“a contribution in money offered to an organisation, or individual, for the purposes of supporting the staging an event, providing a service or undertaking an activity which is in keeping with Coimisiún na Meán’s objectives, in return for a certain specified benefit.”*

### 3. Eligible applications

Coimisiún na Meán accepts applications for sponsorship for media-related events and activities that align with its role supporting a thriving, diverse, creative, safe and trusted media landscape, and offers Coimisiún na Meán opportunities to promote its work to relevant audiences.

**Please be aware that Coimisiún na Meán funding under the Sponsorship Scheme is not intended to cover the complete costs of staging proposed events/activities.** Coimisiún na Meán should be viewed as a contributory partner. Applications for funding should be limited to one-off events/activities, or elements within a larger event, or a series of connected events/activities taking place during the calendar year 2025.

Sponsorship funding is not offered to facilitate the production of films, television or radio programmes.

Coimisiún na Meán operates a range of other separate funding schemes, for example the **Sound & Vision** Scheme and a **Sectoral Learning & Development** programme.

### 4. Funding available

Coimisiún na Meán has total funding of **up to €300,000** available to allocate under this round of the Sponsorship Scheme, subject to the receipt of applications of sufficient standard.

By way of guidance on individual funding awards, the amount of sponsorship funding typically offered to applicants ranges between **€1,000 and €15,000**. Greater amounts may be awarded in certain circumstances. Levels of sponsorship available to successful applicants will vary depending on the nature of the event, its relevance to An Coimisiún’s work, and promotional aspects included in the application.



### 5. Required information for an application

Applicants must complete an official Coimisiún na Meán sponsorship application form with the following information:

- Details of the Applicant / Proposed Contractor, including full name, address, telephone and email contact details.
- Confirmation of the Applicant / Proposed Contractor's status, including whether it operates as a registered company, organisation or individual business name.
- Brief background of the Applicant / Proposed Contractor, including any track record in organising similar events/activities.
- An outline of the event/activity including the location and proposed dates.
- Explain how the event/activity links to the work and aims of Coimisiún na Meán.
- Identify the total budget for the event/activity. **Please also provide a budget for the proposed event / activity in line with the template provided in Appendix One.**
- Identify the amount of funding being sought from Coimisiún na Meán and set out how the proposed sponsorship funding will be used.
- Details of where the remaining funding required is being sourced. For example, set out whether any other funders are involved, the amount of funding being provided by these funders and whether the funding is already secured.
- Explain how the event/activity will be marketed, the promotional opportunities Coimisiún na Meán will be afforded through sponsorship, and / or how Coimisiún na Meán's sponsorship will be recognised.

### 6. Submitting an application

Completed Coimisiún na Meán sponsorship application forms must be submitted in **PDF format** to [sponsorship@cnam.ie](mailto:sponsorship@cnam.ie) by **12 noon on 04th November 2024**. Coimisiún na Meán will not accept late or incomplete applications. Application forms are available to download on Coimisiún na Meán's website. Applicants should retain a digital copy of the application submitted.

## COIMISIÚN NA MEÁN SPONSORSHIP SCHEME

### 7. Assessment of applications

Coimisiún na Meán will assess all eligible applications against the following criteria:

Assessment Criteria	Marks Available %	Minimum score required
(A) Alignment and relevance to An Coimisiún's Coimisiún na Meán's role in supporting a thriving, diverse, creative, safe and trusted media landscape.	40	24
(B) Offers value for money.	25	15
(C) The extent to which the proposal set out is realistic and achievable.	15	9
(D) The relevant experience of the applicant having regard to the event / activity proposed, and if the applicant has previously secured funding, its track record, including matters of compliance with relevant contracts.	20	12
<b>Total</b>	<b>100%</b>	<b>-</b>

Coimisiún na Meán will also have regard to the diversity, in areas including audiences, sector, genres and formats that would be served by the sponsored events/activities;

**Please note that previous success in securing sponsorship funding does not guarantee funding in future years.**

### 8. Funding decisions

Coimisiún na Meán will communicate funding decisions to successful and unsuccessful applicants in the first quarter of 2025.

### 9. Requirements for successful applications

**Contract:** All offers of sponsorship funding are subject to applicants formally accepting the offer and executing a funding contract with Coimisiún na Meán within timeframes specified by An Coimisiún and **no later than the date the sponsored event or activity is due to be held.**



## COIMISIÚN NA MEÁN SPONSORSHIP SCHEME

Upon execution of a contract, an initial tranche of the funding allocated will be made. In order to drawdown remaining funds, applicants are required to comply fully with the terms of the contract. Requirements include submission of all the required deliverables set out in the contract to a satisfactory standard.

Successful applicants with existing sponsorship contracts entered into with Coimisiún na Meán, will be required to close such contracts, and submit any outstanding deliverables to the satisfaction of Coimisiún na Meán in order to commence contract negotiations for any upcoming event / activity awarded funding.

View a [sample funding contract](#) for the Sponsorship Scheme, with terms and conditions.

In addition, please note the following:

**Funding drawdown:** Generally, funding will be paid in two tranches and the percentage of funding in each tranche is agreed during contract negotiations between the successful applicant and Coimisiún na Meán. By way of guidance, indicatively the first tranche of funding will range from 50% to 60%.

**Bank account:** Sponsorship funding may only be issued to a **separate bank account** for the sponsored event/activity. The name on the bank account must match the successful applicant.

**Accounting:** Successful applicants are required by Coimisiún na Meán's sponsorship contract to use the MTS 45 accounting standard when preparing final cost statements for the sponsored event/activity. The final tranche of sponsorship funding cannot be issued without this. Guidance on the MTS 45 accounting standard is available on Coimisiún na Meán's website.

**Tax clearance:** Successful applicants must submit tax access and tax reference numbers to Coimisiún na Meán to demonstrate tax compliance before any sponsorship funding may be issued.

**VAT:** Successful applicants who are VAT-registered must issue valid VAT invoices to Coimisiún na Meán in order to receive sponsorship funding.

## 10. Freedom of Information

Coimisiún na Meán undertakes to use its best endeavours to hold confidential any material provided in sponsorship applications, subject to Coimisiún na Meán's obligations under law, including the Freedom of Information (FOI) Act 2014. Applicants are asked to consider if any of the information supplied in their applications should not be disclosed because of its information content, to identify same and to specify reasons for its sensitivity. Coimisiún na Meán will consult with applicants about sensitive information before making a decision on any request received under the FOI Act. If applicants consider that none of the information supplied by them is sensitive, they should make a statement to that effect. Such information may be released in response to an FOI request.



