



دائرة الثقافة والسياحة
DEPARTMENT OF CULTURE
AND TOURISM

ADVANTAGE EVENTS ABU DHABI GRANT FUND 2018

FUNDING SCHEME
GUIDELINE FOR APPLICANTS

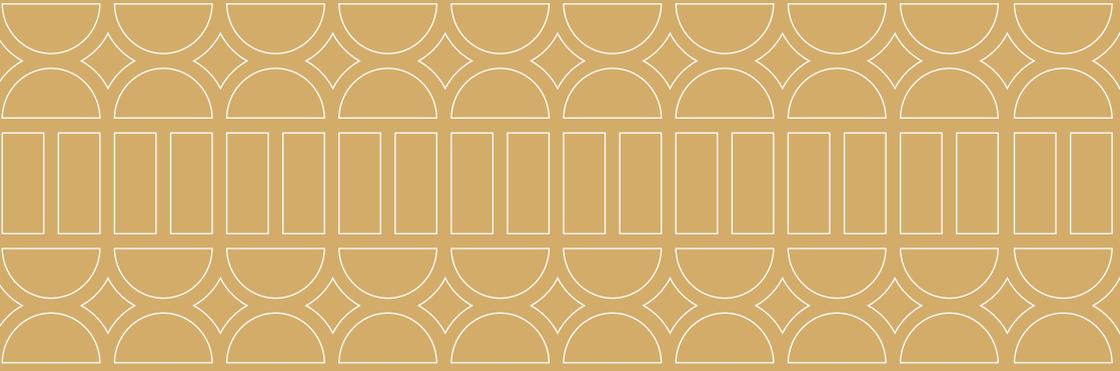


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1. Introduction

Abu Dhabi host a compelling and diverse range of events throughout the year spanning culture, heritage, sports, education, music and entertainment for both residents and visitors to watch and enjoy in venues across the emirate.

From holding world-class sporting events such as the Formula 1 Etihad Airways Abu Dhabi Grand Prix and Abu Dhabi HSBC Golf Championship to Abu Dhabi's annual Music Program and Food Festival, the emirate's calendar of events continues to develop and flourish.

Besides headline acts and events, the emirate's events program is supported throughout the year by smaller community events and activations, helping to foster a vibrant and creative environment across all three regions of the emirate.

Abu Dhabi Government's ongoing efforts to deliver, fund and support a quality events calendar each year, acknowledges the significant economic, social and community benefits provided by the events sector.

A sustainable and engaging calendar of events has highly beneficial impact on tourism and contributes to the record number of hotel guests already visiting the emirate.

2. The role of DCT, Events Bureau

Department of Culture and Tourism, Events Bureau is recognized as the lead entity for the regulation and development of events in Abu Dhabi.

More specifically, DCT, Events Bureau is responsible for:

- Driving the development of innovation, maturity and sustainability of the Abu Dhabi events sector, and boosting the scale of impact with regards to opportunity, mobility and capacity to implement and grow as a part of Abu Dhabi's promising event calendar.
- Providing leadership on event-related matters to the Abu Dhabi Government and to the events sector, including new major event opportunities and event attraction.

3. Aims and objectives of Advantage Abu Dhabi EventsFund

Advantage Abu Dhabi Events has been developed to:

- Empower enterprises and the private event sector to host quality first in the region and first in the world concepts or existing concepts that reflect a level of maturity and ability to generate revenue.
- Drive the vital first step or next level up for recipients looking to take their business to new heights.
- Offer financial assistance, where our grant scheme aims to encourage innovation and boost organizers capability to grow and become a commercially sustainable part of the emirates events sector.

While recognizing that each of these objectives is important, it is also acknowledged that every event will have its own unique characteristics. As such, the relative focus on these objectives will vary between different events.

Regardless, the capacity for applicants to quantify and measure outcomes related to these objectives is essential. In the case of recurring events, successful applicants to the Advantage Abu Dhabi Event fund will also need to demonstrate solid plans for future growth and event sustainability for a minimum of 3 years.

4. Applying For Funding

4.1 Eligibility

The following eligibility criteria apply to the Advantage Abu Dhabi Event fund for 2018:

CRITERIA	
LOCATION	<p>The Advantage Abu Dhabi Events fund supports events and festivals that provide benefits to the Abu Dhabi region.</p> <p>All proposed events must take place in one of the following Abu Dhabi regions:</p> <ul style="list-style-type: none">• Abu Dhabi• Al Ain• Al Dhafrah (Western Region)
EVENT GROWTH POTENTIAL	<p>The applicant must be able to demonstrate the capacity for the event to impact its anticipated audience, and generate revenue.</p> <p>Multi-year Initiatives (minimum 3 years) that have more than 70% leisure and lifestyle programming in sectors of arts, dining, entertainment, retail, mass participation events are favored, as well as events that showcase culture and heritage and have international impact.</p>
STATUS OF EVENT ORGANISER	<p>The applicants must be an entity in the retail or events industry, a venue or intellectual property owners that:</p> <ul style="list-style-type: none">• Have a paid up capital of AED 150,000• Are a UAE registered company OR an international company who intend to register in the UAE if their application is successful.

	<ul style="list-style-type: none"> • Are a part of the private sector or are considered a quasi-government agency. <p>Companies that apply should not have any financial debt history in the UAE or overseas. Applications from individual persons will NOT be accepted.</p>
APPLICATION TIMING	<p>All event funding application are suggested to be submitted at least six (6) months prior to the expected event date.</p> <p>Funding will not be granted retrospectively.</p>
MULTIPLE APPLICATIONS	<p>Applicants who are seeking funding support for more than one event must complete a separate online application form for each. Please note that these applications will be competing for funding.</p>
EVENT HISTORY	<p>If you are an existing event, your event should not have been held previously more than once in Abu Dhabi. Applicants must also be able to provide strong supporting evidence/data on the proposed event impacts as well as competence and expertise in event delivery and production.</p>

EVENT TYPES

The following types of events are **NOT** eligible for funding under the Advantage Abu Dhabi Event fund:

- Trade and industry events such as symposiums/expos/exhibitions, seminars, education events and agricultural shows (MICE events. Please visit - <https://visitabudhabi.ae/en/business/discover.our.services/advantage.abu.dhabi.aspx> - for MICE applications).
- Events with no business or commercial model.
- Private events
- Charity events or fundraising activities.
- Reunions/Anniversaries/Centenaries.
- Events designed to promote religious or political causes.
- Events run solely for individual gain.
- Any event already funded by the Department of Culture and Tourism.
- Activities for/by Government departments or agencies.
- Events that will adversely affect an existing major event due to timing or target segment.
- Events that have failed to appropriately acquit a previous grant under the Advantage Abu Dhabi Event Fund.
- Event concepts that have received a grant from the Department of Culture and Tourism in the last 2 years.

4.2 Conditions of Funding

Once the eligibility of an event or festival is confirmed, the following conditions of funding apply.

CRITERIA	
USE OF FUNDS TO ACHIEVE GROWTH AND SUSTAINABILITY	<p>The application must demonstrate how the funds will assist event delivery, your organizations KIP's, development, growth and commercial sustainability in line with the objectives of the Advantage Abu Dhabi Events Fund.</p> <p>The application must outline proposed activities that will enhance the event and present specific, measurable outcomes to meet Advantage Abu Dhabi Event Fund objectives.</p>
EVENT GROWTH POTENTIAL	<p>Third-party costs in the following areas:</p> <p>Revenue Growth: includes initiatives that help catalyze revenue growth or boost ticket demand and sales.</p> <p>Program Development and Event Growth: encompasses support for further development of an event program or adding a new component to an existing program. (I.e. Artist and speaker fees, prize money, and venue rental fees.)</p> <p>Audience and Demand Development - Marketing and Promotion: includes initiatives associated with raising the profile/awareness of the event and driving attendance through initiatives that include/enhance visitor participation levels. This can include, but is not limited to, audience research, community forums and targeted campaigns, or road shows, as well as social media influencers.</p>

	<p>Strategic Planning: can include engagement of short-term specialized personnel/ consultant (i.e. up to 6 months) to further develop and/or market the event, and other professional services, i.e. Business Intelligence Survey (Economic Impact Evaluation, R&D, and proto-typing).</p>
<p>INELIGIBLE USE OF FUNDS</p>	<p>Funds may not be used for the following:</p> <ul style="list-style-type: none"> • Permanent structures and facility/venue build or any other fixed assets • Operational costs that cannot be attributed to revenue generation (including and permanent or temporary Internal manpower or internal management fee), or costs that are due to health and safety requirements/infrastructure. • Insurance or legal costs • Capital or equipment costs including office equipment • Sanctioning fees • Full-time employment costs • Administration expenses/sundries
<p>PROVIDED RECOGNITION</p>	<p>The event organizer must provide the opportunity for the Department of Culture and Tourism – Abu Dhabi, Events Bureau to have their funding support suitably recognized through marketing and branding. Successful applicants must liaise with the DCT – Abu Dhabi, to establish a range of leveraging opportunities specific to the event. Any PR statements and marketing/branding materials that include DCT – Abu Dhabi must be submitted for approval.</p>

**DATA COLLECTION AND
POST EVENT REPORT OBLIGATIONS**

DCT – Abu Dhabi, Events Bureau require the collection of accurate attendance data which will form part of the grant acquittal obligations.

Minimum data requirements:

- Event attendance – a breakdown identifying unique participant and spectator numbers.
- Proportion of visitors – a breakdown identifying the proportion of local and (if applicable) interstate and/or international visitors.
- Visitor type and origin – a breakdown identifying the proportion of interstate/ international visitors that were daytrip visitors versus overnight visitors, plus the nationality of these visitors (i.e. where they were from).
- Average length of stay – data identifying, on average, the number of nights spent in Abu Dhabi by overnight visitors.

Applicants are also free to provide any additional data collected to support their case for future financial support if available.

Supporting evidence or a strong rationale must also be provided in your application for attendance data projections for the proposed event.

Applicants will be asked to submit a post event report no more than three (3) months after the completion of the event along with a customer satisfaction survey.

This at a minimum should include:

- Key event outcomes and an evaluation report which includes lessons learnt.
- An attendance report (refer to 'Data Collection' section above).
- A financial report showing the final event budget with actual figures from your various revenue streams and sponsors. Spending against the funded amount must be highlighted.
- Links to evidence/examples of supporting marketing and media information.
- A formal assessment of event attendance and associated event impacts.

Note: Copies of invoices relating to grant funds spend must be submitted within 2 weeks post event.

4.3 General Evaluation Criteria

The following criteria points will be used to evaluate and assess each Advantage Abu Dhabi Events application.

CRITERIA	
CORPORATE	Your corporate goals should be in line with the Department of Culture and Tourism's corporate goals and vision.
CONCEPT	The quality and execution of your event content. Is your content or concept unique or considered first in the region or first in the world?
CUSTOMER	The key source markets for Abu Dhabi which you intend to target. Who are your key target markets that you intend to attract to your event and how do you intend to reach them through your marketing plans?
CAMPAIGN	Your go to market plan and marketing assets that can be leveraged. Are you using innovative marketing and PR techniques?
COMMERCIAL	The sustainability of your event concept and commercial model so that it is a multi-year event and not one-off initiative.
COMPANY	Your ability to execute the proposed concept and manage the project risk financially and operationally.

4.4 Completing the Application Process

Application Process & Timeline

Pre-Qualification	
<ul style="list-style-type: none">• Proposal is submitted online to be pre- evaluated.• Based on successful pre-qualification, DCT – Abu Dhabi, Event Bureau committee will shortlist the relevant event proposals to be invited for a face to face clarification and further evaluation.	Up To 4 Weeks
Final Approval & Grant Qualification Amount	
<ul style="list-style-type: none">• Short listed proposals are recommended for higher government approval with the grant allocation and milestones.	Up To 4 Weeks
Milestone Setting for Payout Schedule	
<ul style="list-style-type: none">• Following the final approval, applicants are informed of the milestone settings in which the grant will be reimbursed.• A term sheet & contractual agreement will be drafted and signed if both parties are in agreeance.	Up To 4 Weeks
Milestone Disbursement Base on the Correct Documentation	
<ul style="list-style-type: none">• Applicants must achieve the milestones and submit the corresponding invoices as per the outlined milestones, to DCT's satisfaction.	Up To 4 Weeks

Required Documents Check List - Please note that all of these documents should be uploaded and attached to your application prior to submitting:

1. Event 3 year projected profit and loss*
2. Event marketing plan
3. Full event proposal (This should include but not be limited to, concepts, programming, feasibility studies, partners, proposed timelines, anticipated audience numbers, tourism impact, links to Abu Dhabi anchor events, etc.)
4. Any other supporting documents you believe will help support your application

4.5 Application Assessment

The DCT – Abu Dhabi, Events Bureau assessment panel will determine a set of funding recommendations for the relevant event(s).

It should be noted that the assessment panel will also be provided with a summary of any relevant additional information, including an applicant’s acquittal history (where applicable).

4.6 Contacting Department of Culture and Tourism – Abu Dhabi, Events Bureau

Requests for further information on the Advantage Abu Dhabi Events Fund should be directed to:

Department of Culture and Tourism – Abu Dhabi, Events Bureau

Email: eventsbureau@dctabudhabi.ae

4.7 Important Notice

DCT – Abu Dhabi, Events Bureau reserves the right to amend or alter these guidelines from time to time at its absolute discretion.

DCT – Abu Dhabi, Events Bureau are under no obligation to accept applications which are deemed incomplete or ineligible and/or received after the application deadline.



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