

Malta Tourism Authority Events Sponsorship Scheme Application

(Please fill in all sections accordingly)

1. Applicant Details

Applicant or Organisation Name:	
Address:	
Contact Number:	
Email:	

2. Event Information and Proposed Project

Event Name:				
Event Date:				
(If applicable) Year 2:				
Year 3:				
Amount of Funding being requested:				
Event Description: Provide an overview of the event in 150 words or less				
Target Audience:	Families	Sports	Music	Gastronomy
	Tourists	Other/s (please specify)		

3. Strategic plan – for funding requests of €5,000 or more

Applicants applying for amounts of €5,000 or more will need to provide a simple three year plan containing strategic objectives (including targets) detailing how the funding will be used to maximise the event's development.

A strategic plan details the long-term objectives and targets for the future growth of the event and describes how you aim to achieve the objectives.

If event is a one off you, but requesting €5,000 or more, you do not need to complete strategic plan.

Year	Strategic Objective	Action	Target / Measure

4. Marketing

<p>Proposed marketing and communications activities:</p> <ul style="list-style-type: none">• Details of your proposed marketing activities (local and/or overseas) and list the specific mediums• What is the expected media exposure from the event	
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5. Projected Income and Expenditure

Funds requested through scheme	
Funds from Corporate Sponsorships	
Funds from Other Sources	
Event Income – Ticket Sales	
Total projected income	
Breakdown of projected costs	
Equipment / Audio	
Total projected expenditure	

Declaration: The undersigned being the (insert title) of (insert organisation name) , confirm that to my knowledge, all the information in this application form and its annexes are correct and that I have read the ESS guidelines and am aware of all the conditions specified.

Signed: _____

Date: _____