

# 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

Event Name:				
Event Date:				
Amount of Funding being requested:				
Event Description:  Provide an overview of the event in 150 words or less				
Number of attendees; Local: Foreign:				
Target Audience:	Families	Sports	Music	Gastronomy
	Tourists	Other/s (please specify)		

### 3. Strategic plan (to be filled by funding requests exceeding €5,000)

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.

Year	Strategic Objective	Action	Target / Measure

### 4. Marketing

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

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

**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: \_\_\_\_\_