



Malta
Tourism Authority

DISTINCTIVE TOURISM EVENTS SUPPORT SCHEME (DTESS)

TOURISM IN THE COMMUNITY EVENTS - UP TO €25,000

MALTA LIVE EVENTS - UP TO €100,000

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2.1 Background

Malta's tourism landscape has changed drastically over the last ten years, and today we can safely say that our tourism product is by far more than just sun, sand and sea.

Malta offers a wide array of activities and interests, ranging from our wonderful landscapes, to rural walks, authentic Mediterranean culinary experiences, our rich and diversified culture, and our archaeological gems, including the world's oldest free-standing structures.

We truly believe that Malta is the place to visit.

In a highly competitive international market, however, Malta needs to stay ahead of the game, and we believe that the attraction and hosting of high profile well-timed quality events in our country is key to our objectives in maintaining that competitive "quality" edge over others, particularly with the younger generations. This is also in line with the MTA Tourism Strategy.

This document will guide both the Applicants in submitting proposals for events that help position Malta as the best destination in the Mediterranean, offering a high quality, high end product in an optimised environment for maximum impact.

2.2 Incentive Overview

The Distinctive Tourism Events Support Scheme (DTESS) aims to provide assistive funding, in part for the development of events intended to boost Malta's touristic offering and attractiveness.

DTESS is administered through a competitive application process run by the Malta Tourism Authority (MTA). Applications are reviewed by a specifically set up evaluation committee and assessed against the criteria in these guidelines. Compliance with the criteria is mandatory for eligibility but does not guarantee funding.

The DTESS will offer potential funding to eligible events taking place during the period indicated in the Call for Proposals.

2.3 Objectives of the Scheme

The objectives of the scheme are primarily to complement the current Maltese product with events which promote local uniqueness, enhance the quality of the visitor experience, and which, directly or indirectly, attract tourists to the Maltese Islands, lead to an increase in bed nights, visitors spend, help to prolong the tourist season, and generate as much as possible international marketing 2.4 Principles.

2.4 Principles

Funding under DTESS is guided by three key principles:

I. Additionality

This means the minimum level of government assistance which will allow the event or elements of the event to take place. In some cases without government intervention events would be unlikely to happen or would take place at a reduced size or scale. When 'additionality' occurs in an event, usually the event has been able to increase its ability to enhance the visitor experience and has improved the opportunities to grow visitor spend.

II. Leverage of other funding

The event should demonstrate an ability to generate growth in the industry by ensuring maximum financial buy-in from other sources. The leverage of other funding will support the long-term sustainability of your event.

III. Significance

The Event in Category 2 “Malta Live Events” must be at least of “national significance’ in order to maximise the value of support from MTA.

2.5 Duration of the Incentive

These Guidelines are effective from the date indicated in the Call.

2.6 Budget Available

The approximate available budget is indicated in the Call.

2.7 Designated Authority

The DTESS is administered by the Malta Tourism Authority (MTA).

2.8 Contact Information:

Distinctive Tourism Events Support Scheme

Malta Tourism Authority

Suites 301-306, Building SCM 01

SmartCity Malta,

Ricasoli SCM 1001

Kalkara - MALTA

Email: sponsorships.mta@visitmalta.com

'Authority' is the Malta Tourism Authority (MTA).

'Call' or 'Call for Proposals' refers to the communication issued by the MTA, announcing the publication of the competitive application process, and inviting interested operators to submit their applications by a set deadline.

'Committee' refers to the Evaluation Committee of the DTESS.

'Malta' includes Malta, Gozo and Comino.

'Maltese Islands' include Malta, Gozo and Comino.

'Ministry' is the Ministry for Tourism and Consumer Protection of Malta.

'Low-season' consists of the months of January, February and November.

'Mid-season' consists of October, as well as between March and 15th June (also referred to as 'shoulder months')

'Peak season' is between 16th June and the end of September.

4.1 Context

MTA's role is to work collaboratively with our partners to accelerate growth of the Maltese tourism industry. We do this through supporting tourism businesses, the development of world-class products, experiences and events and promoting the Maltese Islands as a must-see destination to those markets which offer the greatest potential for growth.

Events have the potential to play a role in the overall visitor experience and economic benefit for Malta. They present visitors with the opportunity to immerse themselves in local culture, heritage and tradition.

MTA will seek to provide assistive funding for events which best meet the interests of our visitor segments. The events must demonstrate how they will attract international visitors, ensure bednights and generate international marketing.

4.2 Definition of Events

A distinctive tourist-related event is classed as an event occurring on 1 day or over a period of several consecutive days. It will enrich the visitor experience by offering an authentic and unique taste of Malta. The event will potentially attract additional visitor and participant spend, increase the occupancy rate of local accommodation, provide a positive image of the Maltese Islands, give the visitor a true Maltese experience and leave a lasting legacy.

DTESS distinguishes between two categories of events:

Category 1 - 'Tourism in the Community Events'

These are events held in villages, towns and cities around Malta and Gozo, aimed at inviting tourists to explore a unique characteristic of the locality and experience the typical Maltese community fabric and hospitality, embodied within its cultural and historical legacy.

Category 2 - 'Malta Live Events'

Events held on a wider national scale, providing a platform for the promotion of local/foreign talent, culture, history and lifestyle, enhancing the quality and uniqueness of the Maltese offering and imparting a lasting and positive association with the Maltese Islands.

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Criteria

5.1 Eligibility Criteria

All applications need to satisfy the eligibility conditions under this section before proceeding to the proposal evaluation stage.

5.1.1 Eligible Applicants: Who can apply?

Natural or legal persons operating within the private sector and registered voluntary organisations, may apply.

An applicant may submit one or more applications for different events under the same call. However, there cannot be more than one application, by the same applicant, for the same event.

5.1.2 Eligible Activities

Activities are considered eligible if they possess the characteristics described here.

Category 1 - 'Tourism in the Community Events'

Events under this category must be unique and distinctly Maltese, with activities tied to local tradition and custom, held in villages, towns or cities through the strong involvement of residents, local SMEs and voluntary organisations. These events will give the visitor an immersive experience into what is intrinsically Maltese.

The event must have minimum estimated costs (including in-kind contributions) of €1,000. The maximum MTA support will be €25,000.

Category 2 - 'Malta Live Events'

These will be events held on a wider national level, which have the capacity to entertain, educate or inspire. These will be activities which will have an impact on the visitor, either through their uniqueness in content, organization or setting, or through the general 'feel-good' factor they generate. Visitors will take away a memory to complement the positive experience of Malta.

The event must have minimum estimated costs (including in-kind contributions) of €50,000. The maximum MTA support will be €100,000.

5.1.3 Ineligible Activities

The following types of events are **NOT** eligible for funding:

- Conferences
- Meetings
- Annual General Meetings
- Promotional/business exhibitions
- Exhibitions
- Expos (an expo is defined as an event which showcases products/services in a business to business environment. This also includes trade fairs, showings/demonstrations etc.)
- Conventions
- Trade Shows

5.1.4 Ineligible Applications

Applications with the following will be deemed ineligible:

- Applications that are not submitted using the proper Application Form and annexes
- Unsigned applications
- Applications received outside the dates mentioned in the Call
- Applications with incomplete sections and annexes.

5.2 The Scoring Plan / Selection Criteria

The financial award given will depend on the funds available and on the number of applications received that have achieved a pass mark. Awards will be based on how the event scores against criteria (not the funding gap). Therefore, the request will consider the additional tourism benefit that will be delivered.

Category 1 - 'Tourism in the Community Events'

		Maximum 50 points Pass (30 points)
1.	Applicant is a registered Voluntary Organisation or Local Council	0 or 10 points
2.	Leverage on other Funding	Up to 5 points
3.	Collaboration with other organisations	Up to 10 points
4.	Branding of the Destination in the Event	Up to 5 points
5.	Enhancement of Visitor Experience	Up to 10 points
6.	Social and Environmental Considerations	Up to 10 points
	Total Score	50 points

Category 2 - 'Malta Live Events'

		Maximum 100 points Pass (60 points)
1.	Applicant is a registered Voluntary Organisation or Local Council	0 or 10 points
2.	The ability to attract tourism in the low- and mid season months	Up to 10 points
3.	Contribution of the Event to the Maltese Islands Tourism Product	Up to 15 points
4.	Uniqueness of Event and Visitor Experience	Up to 15 points
5.	Destination exposure in International Media: pre, during and post Event.	Up to 10 points
6.	International brand proposed in the Event	Up to 10 points
7.	Economic benefits associated with the Events	Up to 10 points
8.	Social and Environmental Considerations	Up to 10 points
9.	Equality of Opportunity and Accessibility	Up to 10 points
	Total Score	100 points

5.3 Key Funding Conditions

I. Co-financing

In principle, DTESS can potentially fund up to 50% of the eligible costs of an event. This may go up to 75% at the sole discretion of the Evaluation Committee, after considering the event's potential contribution towards tourism in Malta, especially in the low- and mid-seasons, the number of applications submitted and the budget available

II. Forms of Funding

Funding will be in the form of a global sum or value, payable in accordance with Section 8 of these Guidelines.

5.4 Eligible Costs

The following is a non-exhaustive list of costs which are considered eligible under DTESS:

- Marketing Costs
- Performance Costs – Performance fees / Appearance fees (excluding travel, food)
- Accommodation Costs & Rider Costs
- Travel e.g. Flights
- Hospitality
- Health & Safety Costs
- Production Costs – Staging / Sound / Lighting / Equipment hire /
- Security Costs
- Freight Costs

5.5 Ineligible Costs

The following is a non-exhaustive list of ineligible costs:

- Staff Salaries – including all consultancy fees, casual staff, staff/crew etc.
- Prize Money / Awards / Trophies / Medals / Ceremonial Costs
- Licence Fees / Permit Fees
- Promotor Fees / Event Management Fees / Accountancy Fees
- Stationery / Postage
- Gifts – (including goodie bags)
- Venue Costs – Venue hire / Venue preparation / Venue restoration / Marquee hire
- Legal Fees
- Bank Fees / Bank Charges / Interest Charges
- Capital Repayments
- Corporation Tax
- Capital Expenditure / Assets – e.g. computers / digital cameras
- Rates / Fuel Costs / Electricity / Rent
- Audit Fees
- Membership Fees
- Organisation / Premise Insurance
- Phone Bills
- Charitable Donations
- VAT Repayments – where applicants are VAT registered and reclaiming VAT

6.1 Submission of the Applications

6.1.1 Dates of Submission

Refer to the Call for Proposals for the opening and closing dates and times. No applications received outside these dates will be considered.

MTA may amend the dates at its own discretion.

6.1.2 Content of Submissions

Applicants cannot submit more than one application for the same event and an application cannot cover more than one event. Applicants may, however, submit more than one application for separate events.

Submissions must include the following documents:

- Annex 1 - Application Form
- Annex 2 - Financial Plan

Applicants must substantiate, by example and evidence, how their event meets the selection criteria in section 5.2 and any other criteria specified in the respective Call for Proposals.

Only typed and non-editable type format applications will be accepted.

Applicants may be also asked to submit further information and/or documentation.

6.1.3 Declarations by the Applicant

In the application form, applicants are to state if:

- i. they have ever been declared bankrupt,
- ii. they have pending direct or indirect taxation, or social security contribution dues,
- iii. they have any unspent criminal or civil convictions

If an applicant answers 'Yes' to any of these areas, they will be required to provide further information.

6.1.4 Method of Submission

The only method of submission shall be through Electronic means.

Applications must be submitted to the MTA on the email address: **sponsorships.mta@visitmalta.com**, inserting the event name in the following format in the subject line: DTESS – [insert event name].

6.1.5 Receipt Acknowledging Submission

Each Applicant will receive a receipt acknowledging submission of the Application and the related documents. This will be sent on the email indicated in the application form.

All applications will be evaluated by an appointed Evaluation Committee (the 'Committee') composed of a Chairman, three voting members and a Secretary to the Committee. These will be appointed by the Minister responsible for Tourism. One of the members is to be a public officer at the Ministry. The Committee may also call on the support of independent experts and reserves the right to request further information from the Applicant.

6.2 Evaluation

6.2.1 Evaluation Committee

All applications will be evaluated by an appointed Evaluation Committee (the 'Committee') composed of a Chairman, three voting members and a Secretary to the Committee. These will be appointed by the Minister responsible for Tourism. One of the members is to be a public officer at the Ministry. The Committee may also call on the support of independent experts and reserves the right to request further information from the Applicant.

All Committee members must declare their impartiality and that they do not have any conflict of interest, prior to evaluating. External experts shall declare any conflict of interest in writing prior to delivery of advice. This shall be recorded in the minutes of the meeting.

6.2.2 Evaluation: Assessment of Submitted Documents

All documents submitted as per Section 6.1.2 will be assessed by the Evaluation Committee against the Selection Criteria outlined Section 5.2, the Funding Conditions in Section 5.3 and the Cost Eligibility in Sections 5.4 and 5.5.

6.2.3 Right of Negotiations

The Evaluation Committee may negotiate the proposal with the applicant primarily to reduce the costs of the event and to ensure that the proposed are in line with the strategy of MTA and the wider calendar of events.

6.2.4 Right of Refusal

The Committee shall have the right to refuse to fund an event (even after committed) should it come to its attention that the Applicant or the beneficiary of the event has a serious default.

An application will be refused if, during the evaluation process, the Committee finds out that the Event is double funded, and such double funding is not declared in the Application.

The Executive of the Malta Tourism Authority reserves the right to refuse to fund an event or cancel the funding if in its opinion the event shall cause reputational harm to the country.

6.2.5 Outright Disqualification

Any contact, direct or indirect, with any member of the Evaluation Committee outside the official channels will lead to an automatic disqualification of the proposal

6.3 Award

Following the Evaluation Stages, the Committee will rank all Applications based on their performance in both stages of the Evaluation process, seeking maximal contribution towards the achievement of the objectives of DTESS. Funding is dependent on the available budget and therefore, applications that make it through the evaluation stage do not necessarily get funded. Should budget become available, either through withdrawal of events or registered savings, applicants will be notified by order of merit.

6.3.1 Notification of Results

The evaluation results will be published on www.mta.com.mt

6.3.2 Notification of Award

The successful applicants - i.e. the ones receiving funding support - will also be informed by an email sent by the Secretary to the Evaluation Committee. This will include the form of financing and the value of the awarded support.

Award is subject to the outcome of the review process under Section 6.4.

6.3.3 Notification to Unsuccessful Applicants

The unsuccessful applicants will receive an email from the Secretary to the Evaluation Committee, outlining the outcome of the evaluation and a summary of the application's strengths and weaknesses.

Unsuccessful applicants may seek redress through the procedure outlined in Section 6.4.

6.4 Review of the Award

All applications received within the open call period will be assessed in a just and fair manner. The Evaluation Committee shall provide a synopsis of the outcome of its decision to all applicants. However, a review procedure is in place should an applicant be unsatisfied with the assessment process of their application. In circumstances where an applicant decides to ask for a review of the decision, s/he must, in the first instance, contact the Committee Secretary on: sponsorships.mta@visitmalta.com to arrange a debrief meeting which must take place within 10 calendar days from the date of receiving the notification.

During the debrief meeting, the Evaluation Committee will explain why the application was unsuccessful. Following this, if the applicant still wishes to proceed with an independent review, written notification must be submitted to the Review Committee on email sponsorshipsreview.mta@visitmalta.com within 20 calendar days from when the de-briefing takes place. Official reviews will be considered by an independent review board.

To ensure consistency and fairness to all applicants, no additional event information from that supplied within the original application will be considered during the review procedure.

If an application is successful in securing an offer of funding, applicants are not permitted to object on the amount and conditions of the award.

6.5 Signature of Funding Support Agreement

Following the conclusion of the award and appeals process, the successful applicant/s will be invited to sign the Funding Support Agreement with the Malta Tourism Authority.

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Reporting

All beneficiaries supported under DTESS must submit a Final Event Report containing:

1. A summary of the Event - date/s, time/s, location/s, activities held
2. Assessment of the Event - have the objectives been achieved? What were the strengths and weaknesses? What could be improved upon?
3. Feedback from visitors
4. Financial performance of the Event - this will include presenting the final income and expenditure statement
5. Local & International Marketing and Media impact
6. What opportunities and threats do you see for similar events in the future?
7. How could DTESS be improved?
8. Overall conclusion

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Payment

Payments for events that fall under both categories of DTESS will follow this schedule:

Payment reference	%	Payable
Advance	25% of the awarded support	Within 30 days of signature of the Support Agreement.
Interim payment	25% of the awarded support	30 days before the date of the event
Final payment - 1	40% of the awarded support	Upon presentation of all tax invoices and receipts related to the expenditure of the eligible costs.
Final payment - 2	10% of the awarded support	Upon the submission of the Final Event Report & Audit

- a) From time to time, MTA may issue updates on these guidelines. It is the responsibility of the applicants to submit their proposals in accordance with the latest version and clarifications as published on the website www.mta.com.mt.
- b) The MTA reserves the right to request the equivalent of up to fifty percent (50%) of the sponsorship value in complimentary tickets for any event.
- c) The MTA reserves the right to require the Applicant to use MTA's ticketing platform. In the event of alternative arrangements, the Applicant shall give real-time access to MTA for auditing, marketing and logistical purposes.
- d) The MTA reserves the right to require the Applicant to provide access to relevant databases of travellers/companies produced by the event to be used by MTA for research/marketing purposes, in line with Chapter 440, Data Protection Act of the Laws of Malta.
- e) The MTA reserves the right to request from the Applicant any information that may be required for auditing purposes.
- f) The MTA reserves the right to hold any person from entering the venue of any sponsored Event should this be required for security purposes.
- g) The Applicant shall allow access to MTA staff during the Event.
- h) The Applicant must provide the necessary clearance from talent guests to be available for interviews by foreign media guests invited by MTA to cover the event.
- i) Post-Event, the Applicant must provide the MTA with relevant evidence such as hi-res photography and HD videography (both royalty-free), media clippings, artist testimonials, social media links, etc, relating to the Event.
- j) It is the responsibility of the Applicant to inform the MTA of any change in the status or circumstances of the application, including changes in: date, location, event, name, and program. The MTA reserves the right to reassess the funding and sponsorship agreement if any changes occur.