



# Major Events Incentive Scheme

## Application Form

(please fill in all sections accordingly)

# 1. Applicant Information

1.1 Applicant or Name of Organisation:	
1.2 Registered Address:	
1.3 Contact Person:	Name: _____ ID Number: _____
1.4 Contact Number:	
1.5 Contact E-Mail Address:	

## 2. Event Information

2.1 Event Name:	
2.2 Event Date(s):	
2.3 Event Description <b>Kindly provide an overview of the event in 150 words or less</b>	
2.4 Number of <b>Local</b> Attendees:	
2.5 Number of <b>Foreign</b> Attendees:	
2.5.1 Estimated Marketing Support being requested as per Scheme  0 – 500 tourists                      No Assistance 501 – 1999 tourists                  €35/tourist 2000 – 4999 tourists                €40/tourist 5000 – 10000 tourists               €45/tourist	
2.6 Target Audience: (tick where applicable)	Family Entertainment <input type="checkbox"/> Sports <input type="checkbox"/> Music <input type="checkbox"/> Gastronomy <input type="checkbox"/> Other/s (Please Specify) _____
2.7 Event Replicability	Will this be a one-time event? <b>YES</b> <input type="checkbox"/> <b>NO</b> <input type="checkbox"/>  If No, how many annual editions do you intend to organise?  2 Editions <input type="checkbox"/> 3 Editions <input type="checkbox"/> 4 Editions <input type="checkbox"/> More than 4 <input type="checkbox"/>

### 3. Marketing

<p>Proposed Marketing and Communication Activities</p> <p>3.1 Details of your proposed marketing activities (local and overseas) including the specific mediums intended for use, target geographic markets, and demographics.</p>	
<p>3.2 How will Malta feature as a destination in the above-mentioned activities?</p>	
<p>3.3 What is the expected media exposure from the event?</p>	

## 4. Projected Income and Expenditure

4.1 Funds Requested through Scheme	
4.2 Funds from Corporate Sponsorships	
4.3 Funds from Other Sources	
4.4 Event Income from Ticket Sales	
<b>Total Projected Income</b>	
4.5 Breakdown of Projected Costs	
(Description of Cost)	(Value)
<b>Total Projected Expenditure</b>	

# Declaration

I, \_\_\_\_\_, holder of ID Card Number \_\_\_\_\_  
in my capacity as (insert title/designation) \_\_\_\_\_  
of (organisation) \_\_\_\_\_,  
confirm that, to my knowledge, all the information in this application form and its annexes are  
correct, and that I have read the MEIS guidelines. I also confirm that I am fully aware of all the  
conditions specified in the guidelines.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

## **Rights of the Malta Tourism Authority**

- I. From time to time, MTA may issue updates to these guidelines. It is the responsibility of the applicants to submit their proposals in line with the latest version and clarifications as published on the authority's website [www.mta.com.mt](http://www.mta.com.mt).
- II. The MTA reserves the right to request up to fifty percent (50%) of the sponsorship value in complimentary tickets for any event.
- III. 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.
- IV. 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.
- V. The MTA reserves the right to request from the Applicant any information that may be required for auditing purposes.
- VI. The MTA reserves the right to hold any person from entering the venue of any sponsored Event should this be required for security purposes.
- VII. The Applicant shall allow access to MTA staff during the Event.
- VIII. The Applicant must provide the necessary clearance from talent guests or artists to be available for interviews by foreign media and influencers invited by MTA to cover the event.
- IX. 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.
- X. It is the Applicant's responsibility 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.

I, the undersigned, have read and fully understood the above-mentioned rights of the Malta Tourism Authority.

---

Signed