



Malta
Tourism Authority

MUSIC TOURISM

Marketing Support Program Guidelines

June 2025

Music Tourism

Marketing Support Program

Objective

The Authority seeks to support events occurring either on a single day or over several consecutive days that will draw high-profile tourists to Malta.

The event must be internationally acclaimed, drawing a diverse audience and possessing significant standing

The event should generate substantial international media attention, highlighting our unique landscapes and attractions, and showcasing the features that distinguish our Islands, positioning Malta as a preferred global destination.

Overview

Support Program Overview

This Support Program is administered through a competitive application process carried out by the Malta Tourism Authority. Applications are evaluated by the Authority's Events and Sponsorships Adjudication Board and assessed against a set of criteria as outlined below.

Full adherence and compliance with the Selection Criteria are mandatory for eligibility. However this does not constitute a guarantee for funding.

Allocation

A total of € 2,000,000 is being allocated towards this Support Program. No additional budget amounts will be added upon the exhaustion of the amount allocated.

Call Period

The call for applications under this Support Program will be open between the 09th of June 2025 and 11th July 2025 on a first come first served basis and until allocated budgets are fully exhausted .

Term

This Support program is open for future Music Tourism Events taking place in Malta between 1st January to 31st May and 1st September to 31st December.
No agreement may extend beyond December 2028.

Blackout Period

1st June until 31st August is considered as blackout period. Therefore applications for Music Tourism Events taking place during these months will be automatically disqualified.





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Guiding Principles

Funding under this Program is guided by three principles:

1. Significance

Only those events which clearly demonstrate a high degree of value added to the tourism industry and that are aligned with the objective of the particular support program will be considered and possibly benefit from this support program.

2: Additionality

In some cases, without government intervention events would unlikely materialize or would take place at a reduced size or scale. When ‘additionality’ occurs in an event, usually the event will be able to increase its ability to attract additional visitors as well as enhance the overall experience to other tourists visiting our Islands at that particular time.

3. Leverage on other funding and own investment

Applicants must understand that the Malta Tourism Authority is **NOT** a core funder of events, and may support undertakings only if applicants clearly establish their financial commitment and their endeavours to obtain funds from other sources.

General Provisions

This support program is administered through a competitive application process carried out by the Malta Tourism Authority.

Applications are evaluated by the Authority’s Events Support Adjudication Board and assessed against a set of Selection Criteria as outlined in this document.

The Events Support Adjudication Board shall convene after the end of the call period to review all submitted applications as necessary.

Full adherence and compliance with the Selection Criteria is mandatory for eligibility, however this does not constitute a guarantee for funding.

Selection Criteria & Funding

Eligibility Criteria

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

Who can Apply?

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

An applicant may submit one or more applications for different events under the same call. However there can’t be more than one application by the same or other applicant for the same event.

Eligible Activities

Events should fall under any of the following categories, and the total cost of the event is at least €300,000:

- Live concerts featuring renowned artists, bands and/or orchestras that cater to a diverse audience of all ages.

Ineligible Activities

- DJ performances, party events or acts that cater only to younger demographics.
- Impersonators and Tribute Shows.

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Ineligible Applications

- Applications that are not submitted using the proper Application Form and Annexes.
- Unsigned Applications.
- Applications received outside the dates and times stipulated in the Call.
- Incomplete Applications (whether in the application or annexes).

Selection Criteria

The following Criteria will be used during the proposal evaluation stage:

- Timing of the Event, vis-a'-vis MTA's strategic objective to increase tourist volumes during the low and shoulder months period.
- The level of application presentation, including proficiency, detail, and transparency of the submission, as well as the necessary supporting documentation, such as:
 - i. Duly Completed Application Form.
 - ii Description of the Event.
 - iii. Detailed Marketing Plan.
 - iv. Detailed Marketing, Talent and Production Costs Report.
 - v. Detailed Economic Impact Assessment Report.
- The anticipated generation of **ADDITIONAL** tourism arrivals and bednights for the Event.
- The age demographics to which the event is intended to appeal. Preference will be given to events that are more mature oriented and attract a higher spending audience, spanning on a wider range of economic sectors.
- Uniqueness of the Event and enhanced Visitors Experience.
- The International media exposure generated by the Event.
- The consistency with the Malta National Tourism Strategy, Brand Malta Values and Value Added.
- Source Market targets compared to the MTA's strategic objectives.
- The International Standard of the Event and the Demographics of its Fan Base.
- Repeatability of the Event.
- Social and Environmental Considerations.
- Equality of Opportunity and Accessibility.
- The Economic Value Added Associated with the Event.

Scoring Sheet

The support will be awarded **subject to the availability of funds and the number of applications received that have achieved a pass mark**. Awards will be based on how the event scores against the following criteria. Allocation of funds will be based on ranking.

| | |
|--------------------------|-----|
| Maximum Points Available | 260 |
| Pass Mark | 130 |

| CRITERIA | POINTS |
|---|---|
| Timing of Event. vis-a'-vis MTA's strategic objective to increase tourist volumes during the off peak period November - March April, May, September and October | 30 points 20 points |
| Incremental Number of Nights generated though this event 6+ Night Stays (Average Length of Stay) 3-5 Night Stays (Average Length of Stay) Less than 3 Night Stays (Average Length of Stay) | 20 Points 15 Points 0 points |
| Level of application presentation | up to 15 points |
| Expected Additional Tourism Inflows - 1Pt for every 500 incoming tourists | up to 20 points |
| The age demographics to which the event is intended to appeal < 25 years > 25 years | up to 10 points up to 15 points |
| The Uniqueness of the Event and enhanced Visitor's experience | up to 20 points |
| The International Media Exposure generated by the event | up to 25 points |
| The consistency with the M.N.T.S, Brand Malta Values and Value Added. | up to 20 points |
| Source Market targets compared to the MTA's strategic objectives. | up to 25 points |
| The International Standard of the Act, label and fan base of the event proposed | up to 20 points |
| Economic Value associated with the Event | up to 20 points |
| Equality of Opportunity and Accessibility | up to 10 points |
| Social and Environmental Considerations | up to 10 points |
| Repeatability of the Event 1 Year 2 Years 3 Years 4 Years and Over | 5 points 8 points 10 points 0 points |

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Funding

- Support is exclusively based on the number of **accredited** tourists visiting Malta to attend this event. *Maltese Nationals and foreigners residing in Malta will NOT be eligible in the calculation for funding*

Support Calculation

Support is on per capita basis, *subject to a minimum stay of three (3) nights* and awarded as follows:

| ACCREDITED TOURIST | SUPPORT - Year 1 |
|--|------------------|
| Period 1 - November to March | |
| 0 - 500 Accredited Tourists | No Support |
| 501 - 2,000 Accredited Tourists | €40.00 / Tourist |
| 2,001 - 5,000 Accredited Tourists | €45.00 / Tourist |
| 5,001 - 10,000 Accredited Tourists | €50.00 / Tourist |
| Period 2 - April, May, September and October | |
| 0 - 500 Accredited Tourists | No Support |
| 501 - 2,000 Accredited Tourists | €35.00/ Tourist |
| 2,001- 5,000 Accredited Tourists | €40.00 / Tourist |
| 5,001 - 10,000 Accredited Tourists | €45.00 / Tourist |

- Support is being capped at 10,000 Tourists per event
- Support is calculated per event, which can be held on either one (1) day or several consecutive days.
- Should an application consist of several events scattered over time, each event will be considered separately, and amount will not accumulate on subsequent occasions
- Support amounts are **inclusive of VAT**.
- Financial assistance per capita for events taking place beyond one year will be reduced by 10% annually. This reduction is predicated on the premise that the more established the event, the less support it requires.

For the sake of clarity a three year event bringing 600 tourists per year will receive the following assistance:

| | |
|--------------------------|-------------------------|
| Year 1 - Full Support | 600 x €40.00 |
| Year 2 - Reduced Support | 600 x €36.00 (less 10%) |
| Year 3 - Reduced Support | 600 x €32.40 (less 10%) |

Accreditation

The Malta Tourism Authority will not disburse any per capita funds for those Tourists who attended the event and were not duly accredited before the event.

Accreditation Method



Applicants must, at application stage, present a detailed report on the accreditation approach. Additionally, they must be able and willing to provide access to system backends and be prepared to present paperwork to the Malta Tourism Authority for requisite audits and verification purposes.

If the Board deems the accreditation procedures presented insufficiently robust, it may request additional information as necessary and ultimately reserves the right to disqualify the application based on a lack of transparency and/or inadequate methodology.

The final details of the accreditation procedure shall be agreed upon between the Organiser and the Authority before marketing support is confirmed and agreement is signed.



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Payment Terms

Payments will be affected as follows:

Thirty percent (30%) upon signing of contract, 50% post event upon the necessary verifications and the remaining twenty (20%) shall be paid upon the Applicant's presentation of the Post-Event Report which shall be presented to the Authority by not later than sixty (60) days after the last day of the event.

Post-Event Report should contain:

- i. A Summary of the Event (including dates, times, locations and a comprehensive description of the event held.
- ii. Feedback from the Artist and Band on the event and on his/her/their experience in Malta.
- iii. Feedback from the foreign attendees on the event and their overall experience in Malta.
- iv. Feedback from local attendees on the event.
- v. A comprehensive report that includes the requisite evidence regarding the impact of international and local media.
- vi. Accredited visitors reconciliation report duly vetted and endorsed by the Authority's Events Department.
- viii A detailed economic impact assessment report.
- ix. Organiser concluding remarks.

A hard copy of this reports shall be delivered to the Malta Tourism Authority at its main offices in Kalkara.

The Applicant acknowledges and consents that the Malta Tourism Authority reserves the right to retain the remaining balance in the event that the post-event report is not submitted to the Authority within the specified time frame. The Applicant shall have no right to recoup these funds and shall indemnify and hold the MTA harmless from any liabilities that may arise as a result.

Penalties

Overstated Projections

Support will be granted based on the final number of number of accredited tourists;

Any overestimation of the number of tourists eligible for funding that exceeds the 20% maximum accepted margin of error will result in a penalty equivalent to the same rate awarded per capita. The Authority will automatically deduct these penalties from the balance due, or the beneficiary shall refund the Authority within thirty (30) days of the notice letter, as applicable.

For the sake of clarity should an organizer estimates that 1,000 tourists shall travel for an event to be held in November and only 700 accredited guests turn up, then the organizer will be paid for 700 tourists and a penalty of €4,000 shall apply. (Difference between estimated and actual expressed as % (in this case 30%-20% maximum accepted margin of error = 10% or 100 tourists x support rate awarded per capita.

Definitions

- 'Authority' means the Malta Tourism Authority (MTA).
- 'Blackout Period' is a period wherein marketing support under this call does not apply.
- 'Board', means the Malta Tourism Authority Events Support Adjudication Board.
- 'Call' or 'Call for Proposals' refers to the communication issued by the MTA, announcing the publication of the competitive application process and inviting interested parties to submit their applications by a set deadline.
- 'Malta' / 'Maltese Islands' includes Malta, Gozo and Comino.
- 'Ministry' means the Ministry responsible for Tourism.
- 'M.N.T.S' means the Malta National Tourism Strategy 2021 - 2030.
- 'Low-season' refers to the months of January, February and November.
- 'Mid-season' (also referred to as 'shoulder months') refers to the months of October, December, as well as the period between 1st March to 30th May.
- 'Peak season' refers to the period from 1st June to 30th September.



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Application Process

Contents of Submission

An application cannot cover more than one event but can contain a series of the same event over a period of time. Some applicants may also submit more than one application for separate occasions.

Submissions must include the following documents:

- I. Annex 1 - Completed Application Form
- II. Annex 2 - Marketing Plan
- III. Annex 3 - Costings Report
- IV. Annex 4 - Economic Impact Assessment Report
- V. Annex 5 - Any other document which may be required under a particular support program.

- Applicants must substantiate, by example and evidence, how their event meets the selection criteria and any other criteria specified in the respective Call for Proposals.
- Only typed and non-editable type format applications will be accepted.
- Applicants may also be asked to submit further information and documentation.

Declaration by the Applicant

In the application form, applicants are to state if:

- I. They have ever been bankrupt.
- II. They have pending direct or indirect taxation or social contribution dues.
- III. They have unspent criminal convictions bearing more than three (3) months of effective imprisonment.

If any of the above bear an affirmative answer, the application will be automatically disqualified.

Method of Submission

The only method of submission shall be through Electronic means. Applications must be submitted to the MTA at the email address: sponsorships.mta@visitmalta.com, clearly stating the name of the event.

Receipt Acknowledging Submission

Every applicant will receive an email acknowledging receipt of the application and related documents. This will be sent on the email indicated in the application form.

Evaluation Process

The Adjudicating Board

All applications will be evaluated by the Events and Sponsorships Adjudicating Board composed of a Chairperson, four (4) voting members and a Board Secretary. All members of the board and the Board Secretary shall be appointed by the Minister responsible for Tourism. The Board may, when deemed necessary, appoint independent experts to assist in the evaluation process. The Board also reserves the right to request any further information from the Applicant.

All board members must declare their impartiality and any conflict of interest that they might have with respect to any application before the evaluation process; Independent experts shall likewise declare any conflict of interest in writing before delivering any form of advice. This shall be recorded in the minutes of the meeting.

Evaluation Phase

All Applications received within the open call period will be assessed by the Events and Sponsorships Adjudicating Board against the Selection Criteria.

Right of Refusal

The Events and Sponsorships Adjudicating Board 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 severe default.

Applications will be refused if the event is double funded and such double funding is not declared in the Application.

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 reputation harm to the country.

Outright Disqualification

Any direct or indirect contact with any member of the Events and Sponsorships Adjudicating Board other than via the official channels is considered a severe breach and will lead to automatic disqualification of the proposal.



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Award Process

The Adjudicating Board will rank all applications based on their score rating following the evaluation stage. **Funding depends on the available budget;** therefore, applications that make it through the evaluation stage do not necessarily get funded. If residual funds become available, either through withdrawal of funded events or from savings registered in other events, applicants will be notified by order of merit.

Notifications

- Applicants that have been successfully selected to receive funding will also be informed via an email sent by the Secretary of the Events and Sponsorships Adjudicating Board. Communication will also include the value of the awarded support.
- Unsuccessful applicants will receive an email from the Secretary of the Events and Sponsorships Adjudicating Board outlining the evaluation's conclusions.
- The Events and Sponsorship Adjudicating Board decisions are final and cannot be contested.
- Successful application funding amounts and conditions are final and cannot be contested.

Signing of Agreement

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

Rights of the Authority

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

Where applicable the MTA reserves the right to request up to fifty percent (50%) of the sponsorship value in complimentary tickets for any event.

Where applicable, the Applicant shall give real-time access to their ticketing systems to MTA for auditing, marketing and logistical purposes.

The MTA reserves the right to require the Applicant to provide access to relevant databases 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.

The MTA reserves the right to request from the Applicant any information that may be required for auditing purposes.

The Applicant shall allow access to MTA staff during any event or activity.

Where applicable, 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.

The Applicant must provide the MTA with relevant evidence such as hi-res photography and HD videography (both royalty-free), media clippings, talent guests, or artist testimonials, social media links, etc., relating to the event.

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.



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For Further information please contract the Malta Tourism Authority on
Email: sponsorships.mta@visitmalta.com and Tel: +356 2291 5000