



Malta
Tourism Authority

SPORTS EVENTS
Marketing Support Program
Application Form & Annexes

June 2025

Sports Events Marketing Support Program

Annex 1 - Application Form

1. Applicant Information

1.1 Name Of Applicant / Organisation / Company applying for Support	
1.2 Association / Foundation / Federation Registration Number	
1.3 Company Registration Number	
1.4 VAT Registration Number	
1.5 Registered Address	
1.6 Website	
1.6. Contact Person Full Name	
1.7. Contact Person ID Card / Passport Number	
1.8. Contact Person Mobile Number	
1.9. Contact Person E-Mail Address	

1. Applicant Information

1.10 Has the Applicant / Organization / Company etc., applying for marketing support under this program ever been declared bankrupt? (Kindly circle the correct answer)	YES NO
1.11 Has the Applicant / Organization, Company etc., shareholders or directors applying for marketing support have pending direct or indirect taxation or social contribution dues? (Kindly circle the correct answer)	YES NO
1.12 Has the Applicant / Organization, Company etc., shareholders or directors applying for marketing support have unspent criminal convictions bearing more than three (3) months of effective imprisonment? (Kindly circle the correct answer)	YES NO

2. Proposed Event Information

2.1 Name of Event	
2.2 Event Type	
2.3 Event Date/s	
2.4 Event Venue / Route	
2.5 Event Description (Overview of Event in around 200 words)	

2. Proposed Event Information

2.5 Event Description cont... (Overview of Event in around 200 words)
2.6 Further Reading (Link to sites or reference to additional sheets)

2. Proposed Event Information

2.7 Target Audience Nationalities	
2.8 Target Age Demographics	
2.9 Uniqueness of Event	
2.10 In what manner does the Event correspond with The National Tourism Strategy 2021 - 2030 and the Values of The Malta Brand?	
2.11 What is the Event / Athletes' international profile, and what are the demographics of their fan base?	
2.12 Repeatability of Event (Tick where appropriate)	1 Year <input type="checkbox"/> 2 Years <input type="checkbox"/> 3 Years <input type="checkbox"/> 4 Years and Over <input type="checkbox"/>

2. Proposed Event Information

2.13 What Social and Environmental aspects will the organisation apply before,during and after the event?	
2.14 Define how the event will provide equal opportunity and accessibility.	
2.15 Projected Number of Attendees for Event	
2.16 What Component of the projected number of attendees will be made up of Athletes, Delegates and Officials purposely travelling to Malta to attend event, hence eligible for funding?	
2.15 What is the average length of stay (nights) of such additional tourism inflow	Average length of stay _____ The projected number of additional bed nights generated by this event. _____
2.15 Based on the foregoing, what total amount of financing do you anticipate the Malta Tourism Authority to consider?	
Prudence in estimating the number of accredited and hence eligible tourists is rigorously encouraged, since inflated forecasts will result in fines.	

2. Proposed Event Information

[illegible]

2. Proposed Event Information

[illegible]

3. International Marketing

3.1 A comprehensive international marketing plan is necessary, including particular channels planned to be used and how they are perceived to reach the target audience and encourage potential visitors to visit Malta specifically for the event.

International Marketing Plan Details:

[illegible]

3. International Marketing

3.2 How will Malta and Gozo feature as a destination in the Marketing Initiatives?

[illegible]

3.3 What is the expected media exposure prior, during and after the event?

[illegible]

3. International Marketing

3.4 Kindly give details on International Marketing time lines preferably by medium.

3.5 What methods will be employed to monitor and evaluate the International communication plan?

4. Local Marketing

4.1 What methods will be employed for local event promotion? Please specify the various marketing techniques planned to reach both foreigners visiting Malta during the event and the locals.

4.2 What methods will be employed to monitor and evaluate the local communication plan?

2. International Marketing Cost in €

Digital Media	
Print Media	
Out of Home Media	
Radio	
TV	
Social Media	
Display Ads	
Podcasts	
Influencers / Ambassadors Fee	
Photography	
Videography	
Production Costs	
Other Costs (Specify)	
TOTAL INTERNATIONAL MARKETING COST	

2. Local Marketing Cost in €

Digital Media	
Print Media	
Out of Home Media	
Radio	
TV	
Social Media	
Display Ads	
Podcasts	
Influencers / Ambassadors Fee	
Photography	
Videography	
Production Costs	
Other Costs (Specify)	
TOTAL LOCAL MARKETING COST	

Sports Events Marketing Support Program

Annex 3 - Financial Projections in €

3. Projected Income Net of VAT

3.1 Own Investment	
3.2 Funds through MTA SPORTS EVENTS Program	
3.3 Funds from any other Government Institution	
3.3b Kindly provide detailed breakdown of Funds obtained from any other Government Institution. (including in kind assistance)	
3.4 Funds from Private Sponsors	
3.5. Estimated Income Generated from Ticket Sales	
3.5b Kindly specify the various ticket types and value of each category	
3.6. Estimated Income from Food and Beverage Operation during Event	
3.7. Estimated Other Income (Please specify)	
TOTAL PROJECTED INCOME NET OF VAT	

3. Estimated Expenditure Net of VAT

Total Athletes / Team Fees	
Promoters Fees	
Event Management Fees	
Licence Fees	
Flights	
Accommodation	
Freight Costs	
Local Transportation Costs	
Hospitality including per diems	
Venue Hire	
Stage (where applicable)	
Stage Lighting (where applicable)	
LED Screens	
Sound	
Decor	
Athletes / Team Rider	
Platforms / Podium	
Trophies / Medals / Certificates	
Special Effects	

3. Estimated Expenditure Net of VAT

Power	
General Lighting	
Seating Structure	
Mobile Toilets	
Security Requirements	
Security Detail	
Police / LESA / Transport Malta Fees	
CPD Fee	
First Aid / Medics	
Fire Extinguishers	
CCTV / Internet Supply	
Photography / Videography	
Drone Expenses	
High Fencing / Concrete Blocks / Barriers etc	
Back Stage	
Insurance	
Risk Assessment	
Audit Fees	
Permits	

3. Estimated Expenditure Net of VAT

Sports Equipment	
Post Competition / Event Recovery Related Fees	
Cleaning Before, During and After Event	
Other Set Up Costs	
International Marketing Costs	
Local Marketing Costs	
Other Costs	
TOTAL ESTIMATED EXPENDITURE	

3. Projected Profit / Loss Net of VAT

Total Projected Income Net of VAT	
Total Estimated Cost	
Projected Surplus / Deficit	

4. Economic Impact Assessment Report

The Applicant must additionally submit an Economic Impact Assessment Report appropriately labelled as **Annex 4**.

The Economic Impact Assessment Report is a crucial component of the application for marketing support; thus, any applications without this document will be immediately disqualified.

5. Additional Documentation

The applicant may additionally decide to include further information that, in their opinion, further increases the value of the proposed proposal. These materials must be appropriately labelled as **Annex 5** and submitted alongside the application.

Today : _____

I, _____, holder of Identity Card Number _____, in my capacity as _____, duly authorised to represent _____, affirm that I have read, comprehended, and accept all information contained in the MUSIC TOURISM guidelines and this application form.

Furthermore, I confirm that, to the best of my knowledge, all information provided in this application form and its annexes is accurate.

Signature



Malta
Tourism Authority

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