

Festivals and Events Scheme Strand 1

Application Form

Deadline: 5.30pm, Thursday, 26 February 2015

Using this application form – please read the following instructions carefully.

Please note that, except where otherwise indicated, you must fill in each section of this application form. If you don't, you will receive an error message when you try to submit the form on Online Services.

This form contains specific formatting that allows it to be validated by the Online Services website when you upload it. Removing this formatting will prevent the form from being uploaded, which may result in you being unable to submit your application. To ensure that you can upload your form and submit your application successfully, please observe the following when completing this form:

- Use **Microsoft Word** or the open-source equivalent **OpenOffice Writer** ONLY to complete this form. Using any other program to fill out the form will corrupt the document and prevent upload.
Download OpenOffice from <http://openoffice.org> only. This is free software which is quick to download and install. **You must use OpenOffice 4.0.1 or earlier.**
For a step-by-step guide to using the form with OpenOffice, see <http://www.artscouncil.ie/en/FAQ/online-services.aspx> (under the section **How do I download and fill in my application form?** Do not enable macros or change any other security settings on the form.
- Save the form in .doc or .docx format ONLY. If the form is saved as another file type first, the document will become corrupted and will not upload. In OpenOffice, if presented with options to save in current format or ODF format, you must select 'Keep Current Format'.

Answers to common questions about using Online Services are available in the FAQ section on the Arts Council's website at: <http://www.artscouncil.ie/en/FAQ/online-services.aspx>.

Enter your content in the form as follows:

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- Check boxes**
- Click into a box to check it; click it again to clear it.
 - Do not exceed the maximum number of check boxes indicated on the form.
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- Text fields**
- Click on the grey box within each answer field to enter your text/figures.
 - **Microsoft Word:** enter text directly into the grey box.
 - **OpenOffice Writer:** click the grey box and enter your text into the pop-up input field.
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- Character limits**
- A character limit and equivalent word limit is indicated for some questions. These limits are built into the form and any text exceeding the character count will be truncated. Note that the character limit is precise but the word limits are an approximate estimate (based on six characters per word).
 - Remember that the character limit includes spaces. A space counts as one character.
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- Tables**
- Click on the grey box within each cell of the table to enter text and figures.
 - Enter dates in the format *dd/mm/yyyy* only – for example, 25/12/2015.
 - Enter budget figures in the format 0.00 and enter digits only – do not include letters, punctuation or currency symbols.
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1. General

1.1 Please provide your organisation's name and Arts Council ARN.

Name	ARN
9 th Guth Gafa International Documentary Film Festival	32816

1.2 Please click in the box to confirm that you have read the *Guidelines for Applicants*.

I confirm I have read the *Guidelines for Applicants* for the Festivals and Events Scheme.

1.3 Artforms/arts practices that are relevant to your application.

Indicate what artforms/art practices are relevant to your application. Click your primary artform/art practice and up to two others (if applicable). Each item you select should represent a significant element of the activities described in your application. If you are seeking funding for a multi-disciplinary festival/event, please choose Other and specify 'MDA'.

<input type="checkbox"/> Architecture	<input type="checkbox"/> Arts in schools	<input type="checkbox"/> Arts participation*
<input type="checkbox"/> Circus	<input type="checkbox"/> Dance	<input checked="" type="checkbox"/> Film
<input type="checkbox"/> Literature	<input type="checkbox"/> Music	<input type="checkbox"/> Opera
<input type="checkbox"/> Spectacle	<input type="checkbox"/> Street arts	<input type="checkbox"/> Theatre
<input type="checkbox"/> Traditional arts	<input type="checkbox"/> Visual arts	<input checked="" type="checkbox"/> Young people, children and education
Other, please specify		

*Including contexts of health, disability, cultural diversity, older people and/or communities of place or interest.

2. Your proposal

Use this section to set out the substance of your application to the Arts Council.

2.1 Title, location and dates of festival/event

Enter the title, location (specify the county) and dates of your festival/event (max. 100 characters / approx. 16 words)

9th Guth Gafa International Documentary Film Festival
 Headfort House, Kells, Co Meath
 1 - 4 October 2015

2.2 Summary of your proposal

Please summarise in no more than three short points what you want to do and why (max. 300 characters / approx. 50 words).

Screening 30+ international/Irish documentary premieres on social issues, human rights, and cultural themes
 2015 focus on women filmmakers and subjects
 Post-screening Q&As, debates and masterclasses in filmmaking
 Young Peoples' outreach programme: films and discussions
 Fringe music & family events

2.3 Details of your proposal

Please describe your proposal in more detail (max. 3,000 characters / approx 500 words).

What you write here is a key part of your proposal, and should help those involved in assessing your application to understand the full scope of what you want to do and why. It should include information on your rationale and vision for the festival/event and any other details you consider relevant. This might include information such as:

- Details of your **artistic objectives** and how your festival/event will contribute to the development of arts in your area.
- Your festival/event's **track record** – its history, the creative personnel involved, and the expertise and experience of key personnel
- Your **organisation management**, including details of your organisation committee and how you propose to manage and support voluntary staff
- Information on any **additional support or funding** you expect to receive from other sources.

a) Artistic Objectives

Guth Gafa is a 3-day event, celebrating the art of great story-telling through documentary film; films that tell stories in a powerful way that capture the imagination of our audience. GG films also create an awareness of human rights, advocate social change within this context, and give our audiences an opportunity to meet and engage with the filmmakers and the subjects of the films in an intimate 'Festival Village' environment.

In 2015, GG has chosen as a primary focus the theme of Women in Documentary Films. At last year's festival, for the first time in 8 years, films made by women were in a majority in our programme, so we decided the time was right in 2015 to celebrate the work of Irish and International women filmmakers and create space for films, which put the spotlight on women who so often are at the coalface of the themes embraced by our festival.

GG believes in screening films that not only give voice to the voiceless but that stimulate audiences into starting a conversation. The themes of our films will resonate with Irish audiences, and will provide a springboard for discussion and for connections to be made.

The Women in Documentary theme will translate seamlessly into our Docs for Young People Outreach programme, which has run successfully for the last two years, and the theme will also be included in our festival debates and discussions.

b) Organisation Management

GG has a core paid staff team of four in the 3 month run-up to the Festival, including festival director, programmer, festival manager and media/PR director. The staff team are overseen by a voluntary committee of 8, and an international advisory board of 4 experts in the documentary field. 30+ locals and visitors join the team as short-term paid staff and GG volunteers.

c) Audience Participation

With steadily increasing numbers every year, resulting in sold-out films, and repeat screenings, we have established a strong reputation for our programme of award-winning films, which we spend nine months of the year carefully curating; a programme that our regional audience, and a wider Irish and international audience can identify with.

d) Track record

After 8 years, we now have an international reputation as a 'must visit' event and partnerships with many major festivals/organisations, including Sundance, Tribeca, Hot Docs, and POV, and we continue to receive excellent feedback from international guests. In national media, both 2013 and 2014 festivals were extensively covered, including major pieces on radio (RTE1 Morning Ireland, Newstalk, LMF), television (RTE The Works, Six-One News), print (Irish Times feature by Rosita Boland, article by Donald Clarke), and online (Broadsheet.ie).

e) Additional funding

Main sponsors in 2014 were The IFB and The Arts Council plus support from local authorities, RTE, TG4, Failte Ireland, The BAI, various Embassies and organisations such as Amnesty. We anticipate continued support from all of these funders for 2015.

Note: you may submit more detailed information about your proposed festival/event as supporting material.

2.4 Making your Case

Please indicate how you intend to meet the objectives and priorities of the scheme as outlined in 1.2 of the *Festivals and Events Strand 1: Guidelines for applicants*. In doing, so, describe how you propose to match the listed artform/arts practice priorities as applicable to your festival/event. If you are seeking an increase in funding you must clearly demonstrate how you will use the additional funding in the current year. (max. 3,000 characters / approx. 500 words).

2015 marks a new phase in the lifespan of Guth Gafa. This year the festival, will permanently move to Kells in Co. Meath. After 8 successful years in Donegal the team feels that the festival had expanded to its limit in terms of audience. The new location, while retaining an intimate feel, allows Guth Gafa to move from the realm of a small rural festival, to a larger regional festival, reaching wider audiences.

Kells already has a distinctive arts profile with the very successful Hay Literary Festival, and Guth Gafa will enhance that cultural profile through documentary film. We enjoyed an enormously positive response from the local Meath community last year, eg our public forum on the politics of food production was packed to capacity and later broadcast on the local LMFM radio station.

Audiences in local schools, Kells Town Theatre and at Headfort House were eager to engage with the filmmakers in lively discussions about how the films were made and the issues they raised, and this engagement and cultural exchange is unique to Guth Gafa Film Festival, as we invite all the directors of the films we screen to present their films and meet their audience.

We know we have a unique product but we need greater investment for it to grow. Our raison d'être has always been to bring the best documentary films and filmmakers in the world to as wide a rural audience as possible.

At the heart of the 2015 festival, will be great story telling by women and about women, but we want these stories to form the basis for wider discussion and action. We will invite organisations, groups and individuals to participate. We will stage satellite screenings in surrounding areas in the build up to the festival.

Through media we want to extend this conversation locally and nationally. We also want it to have a global reach. By building our social media profile and expanding our international network we plan to webcast our live debates with filmmakers and guest speakers.

Through showing films about making a difference we want Guth Gafa to make a difference.

Key to our expansion in 2015 will be our Docs for Young People programme. We will take a selection of our programme to youth clubs, schools and community centres, encouraging young people to set up their own mini-Festivals, and invite speakers. This will widen our audience demographic and extend the conversation into the greater community and beyond.

The additional funding we are seeking this year – an increase from €8,500 to €10,000 will be spent on our Docs for Young People outreach programme.

Guth Gafa operates on a budget of between €50,000 and €60,000, and yet, we deliver, through huge voluntary commitment, a world-class flagship event that could be operating on a €200,000 budget. In order for us to continue to grow, we need to be eligible to 'move up' to Strand 2 funding with the Arts Council, (and National level with Failte Ireland and others), so we need in 2015 to reach the ceiling of Strand 1 support, i.e €10,000.

2.5 Audience

Please provide details of your festival/event's audience in 2014 (or the most recent year) and target figures for 2015. If your proposal relates to a new festival, just provide the 2015 target figures

Confirmed audience figures for **2014** (or most recent festival) 2730

Year of most recent festival (if not 2014)

Our application relates to a new festival

Target audience figures for **2015**

3200

Please outline here in no more than four short points how you propose to develop your audience **in 2015** (max 400 characters / approx. 70 words).

To reach and engage our audience, we intend to:

- Develop relationships with business, arts and community groups in the North East eg Hay Literary Festival
 - Expand new media partnerships with national and regional media outlets, and continue to build media profile
 - Continue audience engagement at grassroots level with local community groups, and educational outreach
 - Enhance our social media presence
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2.6 Principal artists and artistic companies who will participate in your festival/event

Please list the artists and artistic companies who will participate in your festival/event, and indicate whether their involvement is confirmed or still pending.

First name	Surname	Organisation	Involvement in project	Confirmed/Pending
Not known yet		International Filmmakers	Present films, Q&As, debates, deliver masterclasses, and youth outreach	Films not yet select
Not known yet		Irish Filmmakers	Present films, Q&As, debates, youth outreach	Films not yet select
Not known yet		Subject experts, eg film experts, NGOs,	Host Q&As, moderate debates and panels,	Not yet invited
Not known yet		Musicians	Play music in our festival club and wine bar	Not yet invited

3. Expenditure, income and amount requested

3.1 Expenditure related to your application

Use the following table to indicate the expenditure you expect to incur relating to your application.

Item of expenditure	Amount (€)
(please specify) Staffing costs	35000.00
(please specify) Invited Guests Travel	9000.00
(please specify) Guests Accommodation	4000.00
(please specify) Festival Transport	1200.00
(please specify) Festival Entertainment - bands, catering, receptions, etc	3000.00
(please specify) Technical Costs - projection, space hire, seating, generators, etc	12000.00
(please specify) Film Transport Costs & Screening Fees	2300.00
(please specify) Publicity Costs, incl advertising	5000.00
(please specify) Design, printing and branding	6000.00
(please specify) Overheads - admin, insurance, accounts, etc	3500.00
(please specify) Docs for Young People programme	3000.00
(please specify) Audience Development & engagement costs, incl research	4000.00
(please specify) Programming Costs - festival visits (travel & accommodation)	3000.00
(please specify)	0.00
(please specify)	0.00
TOTAL EXPENDITURE	91000.00

3.2 Income related to your application

Use the following table to indicate income you expect to receive relating to your application.

Item of income	Amount (€)
(please specify) Irish Film Board	10000.00
(please specify) BAI	4000.00
(please specify) Failte Ireland	7000.00
(please specify) Meath County Council	10000.00
(please specify) Culture Ireland	2000.00
(please specify) Embassies	4000.00
(please specify) Advertisers - catalogue, tickets, etc	6000.00
(please specify) Corporate Sponsorship	15000.00
(please specify) TG4	1000.00
(please specify) RTE	1000.00
(please specify) Other organisations - Amnesty, Goethe, SPI	3500.00
(please specify) Screen Training Ireland - masterclasses	2500.00
(please specify) Vendors & Catering income	5000.00
(please specify) Ticket Sales, merchandise	10000.00
TOTAL INCOME	81000.00

3.3 How much are you requesting from the Arts Council?

The amount of funding that you apply for must equal the difference between your TOTAL INCOME and your TOTAL EXPENDITURE (as indicated in sections 3.1 and 3.2) and must not exceed €10,000.

Amount requested from the Arts Council (€)	10000.00
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