

## **Festival and Events Fund – Applicant FAQ**

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### **Who can apply for the Festival and Events Fund?**

Eligible applicants include registered charities, constituted community groups, CICs with a clear social purpose, social enterprises, and partnerships. Private limited companies and for-profit organisations are not eligible.

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### **What types of events are eligible?**

The Fund supports new or emerging festivals and community-based events that:

- Are less than five years old in their current format
- Are open to the general public
- Demonstrate community benefit and inclusivity
- Include a plan for future financial sustainability

Events that are primarily fundraising, regular programming, sporting fixtures, or online-only are not eligible.

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### **How much funding can I apply for?**

The Fund offers seed funding on a tapering basis:

- Year 1: Up to £5,000
  - Year 2: Up to £3,000
  - Year 3: Up to £2,000
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### **What costs are eligible?**

Funding can be used for:

- Temporary staff and volunteer support

- Equipment hire (non-capital)
  - Marketing and promotional materials
  - Performer fees and travel
  - Venue hire and licensing
  - Public health and safety consultancy
  - Subsidised catering from local suppliers
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### **What do I need to include in my application?**

- A completed application form
  - A detailed budget with income and expenditure
  - Evidence of match funding (cash or in-kind)
  - A sustainability plan
  - Your organisation's constitution and most recent annual accounts
  - Company registration and tax reference numbers
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### **When can I apply?**

Applications open in April and September 2025. Events must take place between 1 April 2025 and 31 March 2026.

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### **Can I apply for more than one event?**

No. Each organisation may apply for funding for one event only per funding round.

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### **Will I receive support if my application is successful?**

Yes. Successful applicants will be assigned a Council contact to support event planning and delivery.

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### **How will applications be assessed?**

Applications are reviewed by a panel and assessed against:

- Alignment with Fund objectives

- Community engagement and inclusivity
  - Financial viability and sustainability
  - Environmental responsibility
  - Value for money
  - Risk and safety planning
  - Marketing and outreach strategy
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**Where can I get help with my application?**

Email: [events@sunderland.gov.uk](mailto:events@sunderland.gov.uk) for support and guidance.