



Application for Event Sponsorship

From Love Drogheda Business
Improvement District CLG

2026



Section 1 – Qualifying Criteria for Sponsorship Application

Applications may be submitted by individuals or organisations that pursue activities to achieve the following objectives:

- Attract visitors to the Business Improvement District area and surrounding hinterland.
- Help generate and sustain business activity by delivering tangible outputs such as increased footfall, increased revenue to BID businesses, raise profile of Drogheda in a positive manner.
- Encourage businesses in an area to work collectively to promote and sustain business activities and tourism within the Boyne Valley region and specifically an uplift for the BID area.
- To encourage businesses to work with Love Drogheda BID, the Chamber of Commerce, Louth Tourism, Discover Boyne Valley, Drogheda Tidy Towns, Purple Flag, and Louth County Council.

Sponsorship will be payable in respect of events, festivals and activities aimed at generating and sustaining business and promoting footfall and enhancing the user experience of visiting Drogheda and the Boyne Valley Region

Please note: Sponsorship, if awarded, is paid at intervals that may not coincide with the event.

A report on the sponsored activity must be submitted before the final draw down of 50% of the sponsorship is made - failure to do so could prejudice the draw down and future applications copy.

Should the planned event not take place sponsorship will not be paid. If the cancellation happens after the initial payment of 50% of the sponsorship, the applicant will be liable for the full return of this payment.

Please provide details of sponsorship acknowledgement package your organisation/event will provide to Love Drogheda BID and all coverage received must be lodged with the post event report.



Section 2 – Applicant Details

Applicant Details:

Name of Organisation _____

Contact Address _____

Main contact person for application:

Name _____

Contact Person Address _____

Contact Number _____

Email Address _____

Online Details:

Website _____

Facebook Address _____

Twitter Address _____

Other Social Media _____



Please provide the following documentation with the completed application to Love Drogheda BID:

1. Business plan for the event.
2. Copy of the financial year accounts.
3. Event management plan.
4. Copy of Insurance (with indemnity to Love Drogheda BID).
5. Traffic management plan.
6. Copy of any necessary licences.
7. Copy of the following where applicable:
 - Health and safety
 - Child protection
 - People with disabilities

Note:

The above list is not exhaustive and you are required to supply only those documents that specifically relate to the event.



Section 3 – Sponsorship Application

Aims Objectives and Achievements:

Provide a brief summary detailing the aims and objectives of your organisation

Have you held or participated in the organisation of events previously? Were these events successful? Did they generate an increase in footfall, increased retail /hospitality spend, accommodation bed nights? (Approximately 250 words – please attach extra sheet if necessary)



Details of Project / Event:

Provide a brief description about the project/event/activity including intended outcomes of the project (Limit 300 words – Please attach extra sheet if necessary)

Note that the project description will be used to assess if sponsorship will be provided. The focus anticipated impact and return of investment of the event or activity should be clear from the description.



Budget and Project Sponsorship:

Please provide copies of all documentation to Love Drogheda BID prior to the first drawdown. Drawdown will not be awarded until received.

Total amount of sponsorship being applied for: € _____

Please provide a detailed costing of the project below. Add extra lines if necessary.

Type of Expenditure	Amount
	€
	€
	€
	€
	€
	€
	€
Total Expenditure	€
Type of Income & Source of sponsorship	Amount
Sponsorship sought in this application	€
	€
	€
	€
	€
Total Income	€
Total Estimated Cost of Project / Event	€

If any income listed above is part of a grant(s) from another body please give details of what that grant application will cover here:

Please ensure ALL income and expenditure is detailed above. A separate sheet can be used to give a more detailed breakdown of your budget.

Time frame for Project / Event:

Start date of project _____



Estimated completion date of project _____



Section 4 – Declaration

I declare that the information supplied in this proposal is accurate and complete.

I understand that all information provided in respect of this application will be held electronically and may be made available to other parties as appropriate, within the scope of Data Protection.

I understand that all material (including websites, pop-up stands, brochures, etc) paid for by Love Drogheda BID on behalf of the applicant will remain property of Love Drogheda BID until an agreed user service level agreement is in place.

I understand that failure to deliver agreed outcomes/milestones may result in full repayment of sponsorship.

Name (Printed): _____

Signature: _____

Title/Position: _____

Date: _____

Note:

All sponsorship applications will be presented to the Board of Love Drogheda BID. The BID board meetings are held on the third Tuesday of every month at the BID office on 5 Meatmarket Lane.

Please ensure your application is submitted in advance of scheduled meetings.

