[IE] Broadcasting Authority announces details of Sponsorship Scheme 2021

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On 19 November 2020, the Broadcasting Authority of Ireland (BAI) announced details of its Sponsorship Scheme 2021, with funding of up to EUR 150 000 available for applicants to support a range of activities during 2021.

The BAI's annual Sponsorship Scheme "makes funding available for media-related activities and events that support the BAI's strategic objectives and help to raise awareness of its work." The Authority considers and agrees the events and activities to be funded each year. Under the Sponsorship Scheme, applicants are invited to submit a proposal for one-off events/activities; a programme element, or elements within a larger event, or a series of connected events/activities taking place in 2021. By offering the sponsorship support to such events/activities, "the BAI contributes to the growth and continued development of the audiovisual industry in Ireland" and is also "an important tool that enables the BAI to communicate to, and engage with, a range of stakeholder groups."

The BAI states that applications for its Sponsorship Scheme 2021, "should support one or more of the objectives set out in the BAI's Strategy Statement, and in the context of the COVID-19 pandemic, must clearly outline how the proposed event/activity will be conducted in line with Government health guidelines and related restrictions." Moreover, "applications must also outline any contingencies being considered in this regard."

The BAI's Chief Executive, Mr Michael O'Keefe, commended the organisers, who, in these challenging times, "have shown great innovation to ensure that the 2020 events and activities went ahead." Mr O' Keefe stated that the Sponsorship Scheme for 2021 "is focused on events and activities that help to promote diversity and plurality and to enhance innovation and sectoral sustainability."

The BAI has published a Sponsorship Scheme guide for applicants. The closing date for receipt of applications to the BAI's Sponsorship Scheme 2021 was 17 December 2020.

Broadcasting Authority of Ireland, Funding of up to EUR 150 000 available under BAI's Sponsorship Scheme 2021

https://www.bai.ie/en/funding-of-up-to-e150000-available-under-bais-sponsorship-scheme-2021/

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Broadcasting Authority of Ireland, Strategy Statement

https://www.bai.ie/en/about-us/our-strategic-goals/

Broadcasting Authority of Ireland, 2021 BAI Sponsorship Scheme Guide For Applicants

http://www.bai.ie/en/download/135325/

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