

A scenic view of a coastline with a woman standing on a hillside looking out at the sea and mountains. The woman is seen from behind, wearing a light blue shirt and dark pants, standing on a lush green hillside with purple flowers in the foreground. The background shows a blue sea, a small town on the coast, and steep, green mountains under a clear blue sky. A large teal semi-circle is in the top left corner.

Eu sei onde
existem viagens que
ficam na *memória*



Madeira.Tão tua

This application form, designed to establish cooperation and support for events, taking place in Madeira Islands, aggregates all key details of the events. To evaluate and assessing these events we kindly ask you to fill with the maximum information as possible.

The support that will be given will depend on the information provided below, and the greater the detail, the greater the probability of increasing the support.

Therefore, we ask for your collaboration in completing this form, which is mandatory for calculating and validating the amounts to be granted.

Template Application for Establishing Event Promotion Partnerships
ORGANIZATION

Company Name:

Address:

Type of Organization:

- ☐ Enterprise
- ☐ Association
- ☐ Non-Governmental institution
- ☐ DMC
- ☐ Outro

Representative:

Title:

Email:

Contact:

RNAAT/RNAV T n.º: _____ (if applicable)

VAT Identification number: _____

1 – Event Information

Identification and description:

Type of event (Congress, Incentive, FAM TRIP, Corporate Meeting, Trade Event)

Dates and duration of event:

Location of the event:

Total of participants, per nationality:

Number of rooms reserved at a local hotel?

Format of Event (live/híbrido Event)?

Is there a Social Program included in the event? Please describe.

Does the event promote good practices related to sustainability? specify.

Please list the services and their expected costs according to the following table:

| | |
|--|----------|
| Room/space rental | € |
| Rental of audiovisual equipment / services | € |
| Transfer Services | € |
| Accommodation in local properties | € |
| F&B | € |
| Entertainment/Social activities | € |
| Air Transportation | € |
| Construction or assembly of structures designed to expand the spaces where the event will take place | € |
| Event organization and management services | € |
| Publicity material / Communication campaign | € |
| Preparation of application file | € |
| Presentation of the destination | € |
| Site inspections | € |
| TOTAL | € |

Other essential expenses for the organization of the event. Please specify.

Financing Map

| | |
|--|---|
| Own capitals | € |
| Outside capitals | € |
| Other incentives (in addition to this Program) | € |
| Sponsorships | € |
| Expected Revenue | € |

2 – PROJECTION, POSITIONING AND NOTORIETY OF THE EVENT

(Fill only the applicable)

Event Media/Communication Plan

List of Media/Influencers covering the event (mandatory information):

Markets of Origin of the Media/Influencers (mandatory information if applicable):

Relevance and Reach of the Media/Influencers

| | |
|---|---|
| - Estimated AVE (highly valued information): | € |
| - Estimated reach, in number of people (highly valued information) | |
| - Print Run | |
| - Number of Subscribers: | |

Other relevant indicators for analysis:

What type of content will be produced and publicised by the Media/Influencers
(Text/Photo/Video?)

Is it possible to transfer these contents for use by AP Madeira and its partners?

Are the media/influencers available to share official Destination Madeira Tags and Hashtags on
their social media?

Is the organisation available to include the Destination's Official Logos in Event Communication
and Promotional Materials?

3 – EVENT SUPPORT

Objectives/Purpose of Support for which you are applying

Type of Support (Financial/Logistical/Communicational?):

Goals/Purpose of the Support for which you are applying:

Entity that will benefit from the Support:

Financial Details of Bank Account:

(only applicable for events that require the transfer of funds to the organizer. Proof document with name, address and account number is required)

4 – CONSIDERATIONS

We request confirmation of the following considerations whenever applicable:

| Considerations | Agree |
|---|-------|
| Presence of the Madeira Brand in all public relations and marketing activities as an official partner of the event | |
| Organization logo and profile in brochure/Booklet and event website | |
| Welcome notes from a representative of the Madeira Promotion Association by letter and/or in person as long as applicable | |
| Institutional video of the destination to be broadcast at the opening ceremony and other available media | |
| Roll Ups strategically placed in the conference room, meeting rooms, foyer and other convenient locations | |
| Promotional materials to be included in the welcome Kit, consisting of brochures, notepad, pencils and others | |
| Sustainable measures to be applied whenever possible (eco-friendly materials, plastic reduction) | |
| All destination-related communications must be approved by our marketing department. | |
| Participant data for the purposes of Email marketing to be carried out after the event | |
| Active communication on social networks with the inclusion of the following hashtags: #madeirabelongstoall #madeiranowordsneeded #visitmadeiraevents #visitmadeira | |