



Eu sei onde
existem viagens que
ficam na *memória*



Madeira.Tão tua

The Template Application for Establishing Event Promotion Partnerships with AP Madeira, aimed at promoting regional events, is a document that allows aggregating key information with a view to assessing these events as comprehensively as possible.

Thus, the granting of support by AP Madeira will depend on the information provided below, and the greater the detail, the greater the probability of increasing the total amount to be supported, especially in the points highlighted in red.

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

1 - Event Information

Event Identification and Description:

Type of Event (Sports/Musical/Cultural...):

Event Date and Duration:

Event Venue:

Estimated revenue from/expenses with the event:

Total Participants in the last edition of the event, by nationality, counting regional and national participants separately:

Total Participants in the next edition of the event, by nationality, counting regional and national participants separately (estimate):

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

2 - Projection and Notoriety of the Event

Event Media/Communication Plan

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

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

Relevance and Reach of the Media/Influencers

- Estimated AVE, in € (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

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

Type of Support (Financial/Logistics/Communications):

Amount of Support sought:

Entity that will benefit from the Support:



Obligations of the Beneficiary/Organiser/Promoter of the event

The sole responsibility for holding the event, as described in your application, ensuring the following minimum considerations:

- i. Destination Madeira logo included in all official event communications, including publicity and communication materials and activities;
- ii. E-mail marketing, prepared by APM and sent to the event participant database and disseminated by the Beneficiary/Organiser/Promoter of the event;
- iii. Presence of the Madeira brand, clearly visible in the event's venues;
- iv. Broadcast/screening of a video on destination Madeira at the opening ceremony of the event; and
- v. Mandatory dissemination of the Madeira Digital Kit among the participants of the event, especially among the main headliners, influencers or media; if the event has its own Digital Kit, it must include the information contained in the Madeira Digital Kit, namely social media tags and top 3 hashtags. The official social media page of the event shall also follow these guidelines, including the main Tags and Hashtags throughout the year.

Final notes

The basis for granting support and calculating the corresponding amount takes into account the following criteria:

(1) events with great international projection or with the potential to achieve one, namely (A) those that attract a significant number of foreign tourists to participate in them, or (B) those that manage to mobilise international media to promote and publicise them;

(2) definition of maximum support amounts, rather than fixed ones, since they are intended to cover expenses related to travel, accommodation, transfers, among others, incurred by opinion leaders in the Autonomous Region of Madeira, be they leading athletes, influencers, journalists or others, or costs related to the multimedia coverage of sporting events, namely with photographs or videos, in relation to which rights for APM shall also be ensured;

(3) events aimed at promoting tourism products and assets that are strategic for the Destination;

(4) events with a strong sustainability component;

