



# TERMS AND CONDITIONS OF SUPPORT

## 1. Introduction

RTÉ is proud to support the arts and welcomes applications to the RTÉ Supporting the Arts scheme from events around the country.

Support under the scheme is awarded on the understanding that the RTÉ Supporting the Arts Terms & Conditions are honoured **in full**. Detailed brand usage guidelines are provided on our website [www.rte.ie/aboutsupportingthearts](http://www.rte.ie/aboutsupportingthearts) and we ask that you familiarise yourself with them.

Please be aware that these conditions are mandatory and your offer of promotional support may be curtailed or the offer may be rescinded in instances where the terms are not met. Please take the time to read this document in detail.

## 2. General Terms and Conditions

- i. In relation to TV and Radio on-air advertising, RTÉ recognises three categories that may benefit from support:
  - **Venues** - including theatres, galleries, museums, arts centres, etc; note that preference is given to specific event runs, seasons or exhibitions.
  - **Festivals** - grouping of events, over two or more days, around a particular theme, location or art form.
  - **One-off events** - a particular art form event, single, multiple performances in the same venue or as part of a tour.
- ii. RTÉ will seek to ensure a balance in the support it gives among these categories and on a regional basis.
- iii. All events supported must be open to the public.
- iv. Support for a particular event in any one period does not imply support on an ongoing basis.
- v. RTÉ support may fall into one of two categories: free promotion or matching advertising. The committee will determine the category of support awarded in all cases, although applicants are invited to express any preferences in this regard.
- vi. A committee, comprising at least one representative from each of Television, Radio, Media Sales, Communications, Events and Brand (or their nominees), and having no fewer than four people in attendance at any sitting, will decide on the allocations.
- vii. The committee will meet every 6-8 weeks, with the frequency of meetings increasing during periods of greater activity, such as during the summer months. A schedule of committee meetings is given below.
- viii. All applications received will be reviewed and decided upon at the meeting most appropriate to the event date. However, applications will be considered at least **3 weeks before** the commencement of the event, with consideration of production and advertising timelines and no sooner than 6 months in advance of the event date.

- ix. Any unallocated time, which would not be anticipated but may arise due to cancellation, will be available during the interim period between quarterly meetings and priority will be given to unsuccessful applicants rank ordered and kept in reserve.
- x. RTÉ Supporting the Arts is not a fund-raising mechanism and is for artistic events only. Where a charity is the beneficiary of an event, any promotion agreed will be for the event, with appropriate details but without reference to the charity involved.

### **3. Title Sponsors/Primary Agency**

- i. Title sponsors, but not general commercial sponsors or general media partners, will be name-checked within RTÉ Supporting the Arts copy.
- ii. One agency, if relevant, will be credited within copy; the Arts Council is most likely to be the agency in question, and where an event/organisation is supported by the Arts Council:
- iii. on Radio, included in copy should be "Funded by the Arts Council"; - on TV, this verbal mention should also be given.
- iv. Owing to time constraints, where another agency (eg Crafts Council of Ireland) is the primary supporter of the event/organisation, that agency will be credited.
- v. The above will be the norm; where more than one agency has funded or supported, RTÉ STA will prefer, in the spirit of positive and fair partnership, that the largest non-STA funder be recognised.

### **4. Other Partners**

- i. Outside of Title Sponsor and official state agency, general commercial sponsors or general partners will be treated as follows:
- ii. TV Copy (including versions for Social Media): a maximum of 6 general commercial sponsors or general partners may be represented visually (via logo, monochrome) on the endboard that appears before the STA sting. They will not be represented aurally.
- iii. Radio Copy: general commercial sponsors or general partners will not be included.

### **5. Terms and Conditions for RTÉ STA TV and Radio Promotion**

- i. Successful applicants will receive promotional support on either Television or Radio or, in some cases, both. Either matching or full support will be offered, as detailed above.
- ii. Media Sales teams will work with event organisers to arrange for the creation of broadcast-quality promos.
- iii. All promos will carry either the RTÉ Supporting the Arts mnemonic, or RTÉ Supporting the Arts animated end-board.

### **6. Your Promotion**

If you have been awarded support by way of television promo, please note the following information and conditions:

#### **6.1 TV Production Requirements**

- i. Your TV promo should be provided as a 10 or 25 second TV Promo, 16:9 FHA and of Broadcast Quality.
- ii. The five second STA sting will be appended by RTÉ.
- iii. It is to be delivered as .MOV or .MXF so that the RTÉ Supporting the Arts mnemonic and end-board can be added in-house in RTÉ

- iv. Please provide music rights details so that RTÉ may make the appropriate IMRO return.
- v. Please utilise the time to provide as much information about your event as possible – date, time, website, etc.
- vi. As RTÉ Supporting the Arts promos may play in both pre- and post-watershed slots, content deemed to be violent in tone or sexually explicit in its nature or language cannot be accommodated.
- vii. Whilst the RTÉ STA end board and mnemonic will be added to your promo in RTÉ once it is submitted, you are obliged to allow for its addition in your production timings (please allow for 3' at the end of your promo for this purpose)
- viii. For any questions on your promo, and to arrange delivery and transmission schedules, you should contact [gillian.ohea@rte.ie](mailto:gillian.ohea@rte.ie) or [morgan.casey@rte.ie](mailto:morgan.casey@rte.ie)
- ix. Primary Sponsor Reference: We require that, if your event is supported by the Arts Council or any other primary funder, that they be referenced verbally in your promo using the phrase "Funded by the Arts Council/ other". This reference is to be included before the closing RTÉ Supporting the Arts sting.

### **Your Radio Promotion**

If you have been awarded support by way of television promo, please note the following information and conditions:

#### **6.2 Radio Production Requirements**

- i. Your RTÉ Supporting the Arts promo must end with the appropriate RTÉ STA mnemonic. If your promo is developed independently, your production personnel are responsible for the inclusion of the RTÉ Supporting the Arts mnemonic, which is available to download from our website [rte.ie/about/supportingthearts](http://rte.ie/about/supportingthearts).
- ii. If your radio promo is developed within RTÉ, the mnemonic will be added in house.
- iii. Please provide music rights details so that RTÉ may make the appropriate IMRO return.
- iv. For questions on your promo, and to arrange delivery and transmission schedules, you should contact [carol.debutleir@rte.ie](mailto:carol.debutleir@rte.ie)

## **7. Application Terms and Conditions**

The application form should be completed and returned to [sthehearts@rte.ie](mailto:sthehearts@rte.ie), at least 8 weeks prior to the event and no sooner than 6 months in advance of the event. A confirmation of receipt will be provided.

Applications should give full details of the event and of any preference in type of support sought. If clarification is required, RTÉ may request further information which will be added to the initial application. This request will not prejudice the outcome.

Applicants are asked to declare any other support received or proposed, either before or after their application has been made, both within RTÉ, in the form of editorial content or partnership, or outside of RTÉ in the form of agreed sponsorship or funding deals, advertising support, partnerships and so on. Support from 3<sup>rd</sup> parties does not necessarily preclude applicants from Supporting the Arts but will be relevant to their application or any support agreed.

## 8. Branding Deliverables

### i) **RTÉ Supporting the Arts Mnemonic**

RTÉ Supporting the Arts has an aural mnemonic and visual graphic for use on Radio and TV, as appropriate. The mnemonic or graphic should be the final device in the radio and TV copy.

Title sponsors will be included within the title mention.

### ii) **RTÉ Supporting the Arts Marque**

RTÉ requires that any printed promotional material proposed for an STA supported event should feature the RTÉ Supporting the Arts Logo.

As a general rule, RTÉ requires that the colour logo be used, if all other logos are in colour. For black and white copy, the RTÉ STA black, white or grey logos should be used and should match in with layout of the page.

In all cases, RTÉ requests a preview copy of any materials due to feature the RTÉ STA logo and RTÉ STA reserve the right to suggest positioning of the logo on the materials, prior to print and circulation.

As such, RTÉ requests that materials be sent for approval a minimum of 10 days prior to print.

### iii) **RTÉ Supporting the Arts - Presence at Events**

At large or multi-venue events, RTÉ STA and event organisers may choose to partner to facilitate an RTÉ STA presence on the ground.

RTÉ's presence at such events may take the form of pull-up branding, an RTÉ desk and/or further branded materials.

In any such cases, RTÉ STA will work with the event organisers to ensure that presence at the event is in keeping with the event ethos and that RTÉ STA presence is pre-agreed with event organisers and is mutually agreeable to all parties.

In most cases RTÉ STA presence will consist of A2 or A3 posters; it is mandatory that these are displayed at the event, and acceptance of RTÉ STA support implies acceptance of this and other deliverables.

### iv) **Brochures, Programmes and other Printed Materials**

As a support recipient, the STA brand should be represented on all printed materials produced supporting your event. This includes invitations, brochures, programmes, flyers, cards, and newspaper inserts. It is requested that these materials be sent directly to [maria.forde@rte.ie](mailto:maria.forde@rte.ie) for sign off prior to print. A suite of RTÉ Supporting the Arts logos suitable for inclusion are available to download from [rte.ie/about/supportingthearts](http://rte.ie/about/supportingthearts)

If your event will have a programme or brochure, the RTÉ Supporting the Arts print advert should feature. An appropriately-sized print advert will be supplied to you, on receipt of the advert dimensions.

RTÉ Supporting the Arts specific inventory, in the form of **posters and postcards**, will be sent to you. These posters and postcards must be displayed or distributed at your event, and

evidence of their display may be requested.

**v) RTÉ Supporting the Arts Posters and Postcards**

RTÉ requires, as far as practicable, that a number of STA-specific posters (see above) and postcards be displayed and distributed at the venue. The number of posters for use will be assessed on a case-by-case basis, with consideration for the size and type of venue. RTÉ will supply the materials.

RTÉ will arrange for the delivery of posters and postcards to the event organisers at least 10 days prior to commencement of the event. Posters are not required to be returned but it is requested that if the posters are in re-useable condition, that they be stored for potential re-use at future events.

RTÉ would welcome evidence of display of this material; photos may be used across RTÉ's online and social media channels to support the event and the promotion of RTÉ STA.

**vi) RTÉ Supporting the Arts and Event Websites/Social Media**

RTÉ requests that, where a website/page is created for the specific promotion of the applicant event, RTÉ STA be fairly represented as a sponsor on this website.

Where social media forums (e.g. Facebook, Twitter, Youtube etc) are utilised for the specific promotion of the event, RTÉ requests that the hashtag #rtesupportingthearts be used at the discretion of the event and that the event interacts with the @rte Twitter account.

RTÉ reserves the right to pre-approve the placement of the RTÉ STA brand on websites, or any associated social media forum prior to going live.

In promoting your event, you are requested to engage with the @rte twitter account, using the hashtag #rtesupportingthearts. Appropriate tweets using this hashtag will be re-tweeted from @rte, to our 30K followers. Video clips and images, featuring the Supporting the Arts logo will be prioritised and re-tweeted most frequently.

**vii) Audio-Visual Elements at Events**

Where feasible, RTÉ STA may provide Audio-visual promotional material, for use over Tannoy systems or where screens will be in use at the venue.

RTÉ will carry the cost of the distribution of this material and will arrange for its return, if required.