

Application guide for festivals and events

Below are some short explanations concerning the documents that are required for all applications.

Project description

A project description can vary in shape and form - there is no template. The most important information for you to share, in a clear manner, is a description of what you want to achieve, as well as providing answers to “why”, “when” and “for whom”. In the budget, you should list all expenses involved in the process from idea to completed event. The budget needs to cover all costs, both major and minor. Don't forget to list personal contributions, such as unpaid volunteer efforts, access to free premises etc - so that the real cost of the project can be estimated.

Financing plan

This needs to clearly demonstrate how the financing is planned. Which contributions do you already have and which institutions are you in the process of applying funds from? Please indicate clearly if the contribution has been confirmed or only applied for. Your financing plan should add up to the same sum as your budget.

Time schedule

Here you detail the time frame for your event: when does the preparatory work, the production and the post-production phase take place? Do you need to mention any surrounding or preparatory events? Please be realistic when trying to estimate how much time every different stage will take into account.

Audience growth plan

It is important for you to reach the right audience with your event. Who is your target audience? How do you reach it? Do you have a reachout plan and is this something you are working on throughout the whole process?

(Environmentally) Sustainable event plan

Indicate how you plan to work in an environmentally sustainable way. How do you plan to organise transportation, meals and administrative supplies? What are your recycling plans? Do you follow an environmental policy during production?

For more tips and ideas on how to organise sustainable events, see Event in Skåne's regional guide for events and meetings.

Extra attachment

This attachment is optional and might include a personal CV or some promotional material.