



Fáilte Ireland

National Tourism Development Authority

Criteria

ESSENTIAL CRITERIA for inclusion in the Taste the Island Programme 2019

The Fáilte Ireland database of food and drink events and special experiences is a bank of key events taking place in Ireland across September, October and November 2019.

The database is intended to gather and collate information on one-time, annual, seasonal or infrequently occurring festivals and special events that are of **quality standard** and **clearly demonstrate** the charter principals of Taste the Island 2019.

The information is gathered by Fáilte Ireland for the purpose of promoting these events on the websites owned & managed by Fáilte Ireland, where applicable.

Taste the Island Charter

Participating events or special experiences must commit to;

- Promote and celebrate Taste the Island.
- Strive to use produce from the Island of Ireland.
- Prioritise sourcing local food and drink.
- Increase awareness of local provenance.
- Embrace a seasonal mind-set.
- Strive to deliver quality and value for money.
- Strive to operate sustainably and minimise and manage waste responsibly.
- Participate in the 'Taste the Island' visitor welcome programme.
- Sign up to Taste the Island brand usage and digital promotions guidelines*

- Deliver a new or dedicated event to celebrate Taste the Island under one/more of the following pillars;
 - **Meet the Maker**
 - **Make it Yourself**
 - **Networks & Trails**
 - **Festivals & Events**
 - **Taste of Place**
- Include a minimum of one or a series of local & seasonal dishes during Taste the Island
- Include a minimum of one or series of local & seasonal drinks during Taste the Island programme

Eligibility Criteria – Please read carefully

- The Festival or Special Event should be **SPECIAL** – providing a great leisure, social, sporting or cultural experience outside of the normal range of everyday or regular choices
- It should be a one-time, annual, seasonal or infrequently occurring event or **special food experience**
- It should be of **a quality standard** and **clearly demonstrate** the charter principals of Taste the Island
- It should have a pre-determined opening and closing date/time. It should typically have a minimum duration of **4 hours**. It should be OPEN to the community at large and to all visitors in the area (so not a closed "by invitation only" event).
- The Festival or Special Event, meeting all other criteria, should also fall within one of the following categories:
Culture, Heritage, Literature, Film, Art, Music, Dance, Major Theatre Sports & Outdoor, Food & Drink, Agriculture or Special interest.
- Events may **ONLY** be submitted by the Event Organisers and **NOT** by any third party

Events which are NOT ELIGIBLE for inclusion in the Festival and Events Database 2019

- Any event that does not meet the criteria and requirements on the previous page.

- Events that are by invitation only including clan or other invitational gatherings or tours.
- Trade shows, conferences, seminars and small commercial exhibitions

If you are eligible, it is ALSO ESSENTIAL to comply with the following:

Submit via www.failteirelandevents.ie

- An event must be submitted by June 30th to be considered for inclusion in the Taste the Island promotional campaign. Events can still be registered after the June 30th deadline; however they may not feature as part of the campaign. Events are promoted in the international marketplace and intending visitors require information well in advance of travelling to Ireland to help them plan their visits.
- The event's occurrence must be confirmed (not a provisional event or conditional).
- The event information submitted must be concise, but still highly informative. To be considered, submissions must be well written and carefully checked for spellings and grammar.
- The event entry should be accompanied by:
 - High-quality images;
 - A contact phone number;
 - A URL for publication, which users can be directed to for more information