



Coimisiún
na Meán

Sponsorship Scheme Guide for Applicants

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Deadline for response: 21st October 2025



Introduction

This document is a guide for applicants who wish to apply to Coimisiún na Meán for sponsorship funding. The guidance covers the following matters:

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Applicants are advised to read this guidance before completing and submitting a sponsorship application form. If you have any queries in relation to sponsorship, contact sponsorship@cnam.ie or (01) 644 1200.

Closing Date for Applications

Completed Coimisiún na Meán sponsorship application forms must be submitted in **PDF** to sponsorship@cnam.ie by **12 noon on 21st October 2025**. Coimisiún na Meán will not accept late or incomplete applications.



1. About Coimisiún na Meán

[Coimisiún na Meán](#) is Ireland's agency for developing and regulating a thriving, diverse, creative, safe and trusted media landscape, as reflected in our [Strategy Statement](#). It was established under the provisions of the [Online Safety and Media Regulation Act 2022](#) on the 15th March 2023. Our responsibilities include:

- We implement the regulatory regime for online safety.
- We regulate broadcasters and video-on-demand providers.
- We support the wider media sector

2. Coimisiún na Meán Sponsorship Scheme

Through its Sponsorship Scheme, Coimisiún na Meán aims to support the development of the wider media sector and promote its media development role. An Coimisiún is calling for applications for sponsorship funding for events to be held in the upcoming calendar year.

Coimisiún na Meán publishes this sponsorship guide for applicants with a separate application form. Applicants are given a closing date for receipt of applications. After the closing date, An Coimisiún assesses applications against the relevant criteria in this guide and communicates its decisions shortly thereafter. Coimisiún na Meán defines sponsorship as:

“a contribution in money offered to an organisation, or individual, for the purposes of supporting the staging an event, providing a service or undertaking an activity which is in keeping with Coimisiún na Meán's objectives, with the expectation of a specific outcome.”

3. What can Sponsorship Support?

Coimisiún na Meán accepts applications for sponsorship for media-related events and activities that align with its [Strategy Statement](#) and role supporting a thriving, diverse, creative, safe and trust media landscape, and offers An Coimisiún opportunities to promote its work across the media sector. Examples of sponsored events include film festivals, award ceremonies, conferences and seminars on topics relevant to our remit. Proposals for sponsorship must demonstrate alignment with our Strategy Statement and the strategic outcomes it seeks to process.

- Sponsorship funding is not offered to facilitate the production of films, television or radio programmes, or the recording of podcasts, corporate videos or advertisements, or online programmes.
- Sponsorship is not intended to cover the complete costs of staging proposed events/activities. Coimisiún na Meán should be viewed as a contributory partner.



- Applications should be limited to one-off events/activities, or elements within a larger event, or a series of connected events/activities taking place during the calendar year 2026.
- If an Applicant is in receipt of funding under another Coimisiún na Meán scheme or programme, the Applicant cannot apply to this scheme to support the same activity / activities or event that is in receipt of funding via the other support mechanism.
- Coimisiún na Meán operates a range of other separate funding schemes and potential applicants are advised to check our website to ensure that they are aware of which may be the most appropriate avenue to seek support.

4. Funding available

By way of guidance on individual funding awards, the amount of sponsorship funding typically offered to applicants ranges between **€1,000 and €15,000**. Greater amounts may be awarded in certain circumstances. Assessment of proposals will take into consideration the nature of the event, its relevance to An Coimisiún's work, value for money, and promotional aspects included in the application.

5. Required information for an application

Applicants must complete an official Coimisiún na Meán sponsorship application form with the following information:

Details of the Applicant / Proposed Contractor, including :

- Contact details (*email, phone, address, social media, website*)
- Confirmation of the Applicant / Proposed Contractor's status, (*registered company, organisation or individual business name.*)

Event / Activity Details :

- Date(s), location, brief description of event. **Please note the event / activity must take place in the relevant calendar year.**
- Event format, speakers etc.
- Explain how the event/activity aligns with Coimisiún' na Meán's current [Strategy Statement](#) and in particular the strategic outcomes it seeks to progress.



Finance :

- Amount requested from An Coimisiún. **Please note no more than 95% of the relevant budget may be requested.**
- Total budget for the proposed event / activity.
- Sponsored event budget (**Template provided in Appendix One**)
- If successful, how will the sponsorship funding be spent. Please identify where the sponsorship will be allocated in the budget provided.
- Finance plan indicating other funding sources (**Template provided in Appendix Two**).

Promotion and Recognition :

- Explain how the promotional opportunities Coimisiún na Meán will be afforded through sponsorship, and / or how Coimisiún na Meán's sponsorship will be recognised.
- Indicate what social media platforms will be used to promote the event and what Coimisiún na Meán branding you are likely to require, (tables provided in Section 4).
- If relevant, whether tickets or speaking opportunities will be made available to An Coimisiún, (tables provided in Section 4).

Relevant Track Record of applicant in delivering similar events previously and status of existing contracts with An Coimisiún if applicable.

Applicants must complete an official Coimisiún na Meán sponsorship application form with all relevant information:

6. Submitting an application

Completed Coimisiún na Meán sponsorship application forms must be submitted in **PDF format** to sponsorship@cnam.ie by **12 noon on 21st October 2025**. Coimisiún na Meán will not accept late or incomplete applications. Application forms are available to download on Coimisiún na Meán's website. Applicants should retain a digital copy of the application submitted.



7. Assessment of applications

Coimisiún na Meán will assess all eligible applications against the following criteria:

Assessment Criteria	Marks Available %	Minimum score required
(A) Alignment and relevance to Coimisiún na Meán's role in supporting a thriving, diverse, creative, safe and trusted media landscape as reflected in our Strategy Statement .	40	24
(B) Offers value for money.	25	15
(C) The extent to which the proposal set out is realistic and achievable.	15	9
(D) The relevant experience and track record of the applicant having regard to the event / activity proposed. An Applicant's track record in terms of the contracting process and closing contracts within agreed timelines will be considered as part of the assessment process. If the applicant has previously secured funding, please note that Coimisiún na Meán will not enter into a new contract, until all previous contracts are closed.	20	12
Total	100%	-

Coimisiún na Meán will also have regard to diversity in terms of our remit and areas including audiences, sector, genres and event formats related to the sponsored events/activities;

Please note that previous success in securing sponsorship funding does not guarantee funding in future years.

8. Sponsorship decisions

Coimisiún na Meán will communicate decisions to successful and unsuccessful applicants in late 2025 or early 2026.



9. Requirements for successful applications

Contract: All offers of sponsorship are subject to applicants formally accepting the offer and executing an agreement / contract with Coimisiún na Meán within timeframes specified by An Coimisiún and **no later than the date the sponsored event or activity is due to be held.**

Upon execution of a contract, an initial tranche of the sponsorship funding allocated will be made. In order to drawdown remaining funds, applicants are required to comply fully with the terms of the contract. Requirements include submission of all the required deliverables set out in the contract to a satisfactory standard.

Successful applicants with existing sponsorship contracts entered into with Coimisiún na Meán, will be required to close such contracts, and submit any outstanding deliverables to the satisfaction of Coimisiún na Meán in order to commence contract negotiations for any upcoming event / activity awarded funding. As per above please note that a contract must be entered into for the proposed **activity no later than the date the sponsored activity / event is due to be held.**

Funding offers may be withdrawn should a successful applicant not engage with An Coimisiún to finalise a contract in advance of the proposed event / activity and in accordance with agreed timelines.

View an [indicative contract](#) for the Sponsorship Scheme, with terms and conditions.

In addition, please note the following:

Funding drawdown: Generally, sponsorship will be paid in two tranches and the percentage of funding in each tranche is agreed during contract negotiations between the successful applicant and Coimisiún na Meán. By way of guidance, indicatively the first tranche of funding will range from 50% to 60%.

Bank account: Sponsorship may only be issued to a **separate bank account** for the sponsored event/activity. The name on the bank account must match the successful applicant.

Accounting: Successful applicants are required by Coimisiún na Meán's sponsorship contract to use the MTS 45 accounting standard when preparing final cost statements for the sponsored event/activity. The final tranche of sponsorship cannot be issued without this. Guidance on the MTS 45 accounting standard is available on Coimisiún na Meán's website.

Tax clearance: Successful applicants must submit tax access and tax reference numbers to Coimisiún na Meán to demonstrate tax compliance before any sponsorship funding may be issued.

VAT: Successful applicants who are VAT-registered must issue valid VAT invoices to Coimisiún na Meán in order to receive sponsorship funding.



10. Freedom of Information

An Coimisiún undertakes to use its best endeavours to hold confidential any material provided in response to this process, subject to An Coimisiún's obligations under law, including the Freedom of Information Act 2014 ("FOI Act"). Applicants and Contractors are asked to consider if any of the information supplied to An Coimisiún in an application or during subsequent contracting should not be disclosed because of its information content, to identify same and to specify reasons for its sensitivity. An Coimisiún will consult with applicants about confidential, personal, or commercially sensitive information before deciding on any request received under the FOI Act. Such information may be released in response to an FOI request if information is not deemed to be commercially sensitive.

11. Data Protection

Coimisiún na Meán is subject to all applicable national and EU data protection laws, regulations and guidelines including, but not limited to, Regulation (EU) 2016/679 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (the "General Data Protection Regulation") and any guidelines and codes of practice issued by the Office of the Data Protection Commissioner or other supervisory authority for data protection in Ireland from time to time.

Coimisiún na Meán will be a data controller (where Data Controller has the meaning given to it under the Data Protection Laws) in respect of any Personal Data (where Personal Data has the meaning given to it under the Data Protection Laws) required to be provided by applicants for sponsorship funding.

The applicant, as data controller in respect of any data provided by it in its application, is required to confirm in writing that all data subjects (where data subject has the meaning given to it under the data protection Laws) whose personal data is provided by the applicant have consented to the processing of such personal data by the applicant, Coimisiún na Meán and the assessment panel for the purposes of participation in this Sponsorship Scheme OR that the applicant has a legal basis for providing such personal data to Coimisiún na Meán for the purposes of its participation in this Sponsorship Scheme.



Appendix One – Budget Template

Project Budget				
Line #	Description	Unit Cost	No. of Units	Total Cost
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
	Total Budget			

Appendix Two – Finance Plan

Funder	Funding amount €	% of budget	Funding confirmed Y/N
Total:			

