



Coimisiún
na Meán

Sponsorship Scheme Guide for Applicants

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10th September 2026

Deadline for response: 08th October 2026



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 submitting a sponsorship application. If you have any queries in relation to sponsorship, contact sponsorship@cnam.ie.

Closing Date for Applications

Completed Coimisiún na Meán sponsorship applications must be submitted via submit.com to by **12 noon on 08th October 2026**. 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 and applications can be made via [submit.com](#). 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, 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 be supported under the Sponsorship Scheme?

Coimisiún na Meán accepts applications for sponsorship for media-related events 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 progress.

- 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. Coimisiún na Meán should be viewed as a contributory partner.
- Applications should be limited to one-off events, or elements within a larger event, or a series of connected events taking place during the calendar year 2027.
- 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 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, including from a sponsorship perspective, and promotional aspects included in the application.

5. Submitting an application

Completed Coimisiún na Meán sponsorship applications be submitted **via [submit.com](#)** by **12 noon on 08th October 2026**. Coimisiún na Meán will not accept late or incomplete applications. Applicants must create an account on [submit.com](#) before submitting an application.

If you have any issue creating an account or completing your application on [submit.com](#) contact sponsorship@cnam.ie and we'll be happy to assist you.



**Coimisiún
na Meán**

6. 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.

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

7. Sponsorship decisions

Coimisiún na Meán will communicate decisions to successful and unsuccessful applicants in late 2026 or early 2027.



8. 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 events 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 event **no later than the date the sponsored 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.



9. Freedom of Information

An Coimisiún undertakes to use its best endeavours to hold confidential any material provided to it which has been indicated to be provided in confidence or to be commercially sensitive or personal data, subject to An Coimisiún's obligations under law, including the Freedom of Information Act 2014 ("FOI Act"). Applicants and grantees 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 sensitive content, to identify this content and to specify the reasons for its sensitivity. An Coimisiún will consult with applicants about confidential, personal or commercially sensitive information before making a decision on any request received under the FOI Act. Such information may be released in response to an FOI request if not deemed to be commercially sensitive.

10. Data Protection

To operate this funding round effectively, we will require information about the applicant and detailed information on the proposed content. This data and documentation will include personal information such as job titles, salaries and e-mail addresses. An Coimisiún shall comply with its obligations under the General Data Protection Regulation Directive, the Data Protection Act 2018 and any other applicable data privacy laws and regulations when handling and processing any such personal information submitted to this funding initiative. The information submitted in an application, including any personal information, will be used to process the application and to liaise with the applicant. Any personal information submitted (excluding the Contractor's contact details used for the purposes of the round) will only be retained in the event that the application is successful. Such information would be required for the funding contract and subsequent measuring of the performance of the grant and the associated outcomes. The information may also be used for the purpose of reviewing the scheme and by external researchers. In such instances all personal information would be anonymised. An Coimisiún is obligated and committed to protecting all personal data submitted in response to a call for applications to this funding round. An Coimisiún has an appointed Data Protection Officer who is registered with the Data Protection Commission. You can find out more on how An Coimisiún processes personal information at <https://www.cnam.ie/en> and An Coimisiún's terms and conditions at <https://www.cnam.ie/en>.



Appendix One - Budget Template

For reference – please find below relevant templates for the budget and finance plan.

These templates will be available on submit.com. To submit your budget and finance information please:

- 1) Download the relevant template from submit.com.
- 2) Input your information to the template
- 3) Upload the completed template to the relevant section of the form on submit.com

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
Coimisiún na Meán		Max 95%	
Total:			

