

**Appendix 1**

<b>ORGANISER/EVENT</b>	<b>REF.</b>	<b>EVENT DATE</b>	<b>SUMMARY</b>	<b>TOTAL COST</b>	<b>AMOUNT REQUESTED</b>	<b>AMOUNT ALLOCATED (Recommended Less 38.5% Reduction)</b>	<b>REASON</b>
Pioneer Promotions/Belfast Off the Road Duathlon	D11/12/01	May 2011	Pioneer Promotions aim to deliver Belfast's first off-road Duathlon (run, bike, run) at Sir Thomas and Lady Dixon Park. The event aims to attract 200 participants from the Province and Republic of Ireland generating 125 bed nights for the City.	£13,700.00	£8,500.00	£3,213.38	Score 60.5
Malone Rugby Club / Malone U13 Festival of Rugby	R11/12/01	9-10 April 2011	This event involves children under 13 years from the United Kingdom and Republic of Ireland to take part in a rugby festival involving 240 participants generating 1027 bed nights for the City.	£21,760.00	£9,220.00	£4,536.24	Score 62
Youth Soccer Tournament NI / Greater Belfast Invitational Tournament	F11/12/01	22-24 April 2011	This tournament attracts teams from throughout the UK and Ireland and aims to attract 60-75 top teams covering several age groups from U10 to U18. The event aims to attract 125 bed nights.	£13,950.00	£6,975.00	£2,573.78	Score 47

2011 Jan Kjellstrom International Orienteering Festival	O11/12/01	23-24 April 2011	This is the first year that Northern Ireland has won the bid to host this prestigious international event expected to attract 2200 participants. The event comprises 4 days competition, the first day taking place in Belfast at Queen's Elms and Stranmillis. A total of 3300 bednights are expected to be generated for the City.	£30,800.00	£9,910.00	£5,485.19	Score 74.5
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NI Cycling Federation / Tour of the North	C11/12/01	22-25 April 2011	Belfast hosts the first stage of this annual competition which celebrates it's 50 <sup>th</sup> year. Around 100 international cyclists will take part in the race which encompasses 6 counties and will generate 120 bed nights for the City.	£13,250.00	£1,500.00	£553.50	Score 49
NI Schools Football Association / U15 International Football Festival NI v Wales	F11/12/02	29-30 April 2011	This festival supersedes the U15 Tri Nations Tournament which has been held for 10 years. The festival aims to fast track the development of elite players to international players. The 25 elite players from N.Ireland and Wales will compete in matches over 2 days attracting 1200 spectators	£10,200.00	£3,000.00	£1,291.50	Score 51
Irish Amateur Boxing Association / Box Belfast 2011	B11/12/01	6-8 May 2011	County Antrim Boxing wish to host a tournament with the Northern Ireland Elite Boxing team and top class European opposition to mark their success at the 2010 Commonwealth games and the 10 <sup>th</sup> anniversary of Belfast hosting the World Amateur Boxing Championships. The aim is to make this an annual event on the	£23,670.00	£10,000.00	£4,305.00	Score 58

			European Elite Amateur Boxing Calendar.				
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Run Run Run/Belfast RunHer	A11/12/01	15 May & 9 October 2011	This is a bi-annual event which aims to have 3000 female participants in 2010. The event will take place at the grounds of Stormont and anticipates runners from England and Republic of Ireland. The event aims to generate 554 bed nights for the City.	£59,430.00	£10,000.00	£4,920.00	Score 65.5
Peaceplayers International NI / Spring Jam	B11/12/01	May 2011	Spring Jam is an annual basketball tournament held at the end of the Spring term for participants of the primary school Twinning programme and the Cross-Community League. It's focus is primarily community development to enable young people from different backgrounds to come together and enjoy sport.	£2,950.00	£2,950.00	Do not fund	Score 24

Newforge Taggers Tag RFC / Four Nations International Tag Rugby Festival	R11/12/02	10-11 June 2011	Now in its fifth year the Tag Festival attracts teams from the Republic of Ireland, Northern Ireland, England, Scotland and Wales consisting of male and female players aged 6 – 40-plus with a wide range of Learning Disabilities and some with physical disabilities. The tournament aims to have 26 teams attracting 200 visitors to Belfast.	£23,461.00	£10,000.00	£3,259.50	Score 52.5
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Co-operation Ireland / Maracycle	C11/12/01	25-26 June 2011	The Maracycle is a two day bike ride between Belfast and Dublin. It starts in Dublin and will finish at Queen's University PEC attracting 900 participants. Overnight accommodation packages will be offered in Belfast to ensure economic impact for the City.	£124,000.00	£10,000.00	£4,305.00	Score 57.5
Ardoyne Youth Providers Forum / George Best Street League 2011	F11/12/03	11-14 July 2011	The George Best Street League was set up in 2006 to deflect tensions between interface groups during the July holidays. Over 320 participants aged from 12 years to 18+ will compete in the tournament held at Solitude with a minimum of 6 hours soccer time each evening attracting 600 spectators to the games.	£7,470.00	£3630.00	£1,339.47	Score 43

George Best Community Cup / George Best Cup – Belfast 2011	F11/12/04	14-17 July 2011	This event is a 4 day, cross-community and cross-border football tournament that attracted 480 participants in 2010. The event targets U13 and U17 football teams and aims to attract 5,500 spectators with 1980 bed nights generated for the City.	£58,500.00	£10,000.00	£4,920.00	Score 67.5
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Left Field / 24 Hour Race	R11/12/02	July 2011	The first ever round the clock 24 hour race was held in 2010. This event was awarded a Bronze label from the World Governing Body. In 2011 the event aims to attract 50 participants both locally and internationally. The event aims to raise the profile of the Mary Peter's Track in order to bid for the European Championships in 2013.	£16,855.00	£6,000.00	£2,952.00	Score 64
National Balmoral Championships / National Balmoral Showjumping Championships	E11/12/01	July 2011	The National Balmoral Showjumping Championships over the past two decades have developed from a four day show to what is now Ireland's only five day National Championship event. It will be held at Balmoral Showgrounds and attract competitors and spectators from throughout the Province, mainland and ROI with 3420	£78,320.00	£10,000.00	£4,920.00	Score 67.5

			bednights generated for the City.				
Newington Football Cup / Belfast Youth Cup	F11/12/05	August 2011	This event will be held at Grove Playing Fields and aims to develop the relationship between Newington FC and Crusaders FC to promote community relations. Teams from England and ROI will also participate. The event aims to generate 180 bed nights for the City.	£51,210.00	£10,000.00	£2,001.83	Score 48
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Irish Strength Association/Ultimate Strongman Weekend and UK & World Masters	S11/12/01	29 August 2011	The UK Strongest Man is now into it's 8 <sup>th</sup> year and is growing in terms of participation and media appeal. The Ultimate Strongman Weekend aims to build on the success of the Strongman competition to include a Masters event bringing previous champions together to compete in a showcase of strongman legends. The event will be screened on Bravo.	£96,684.45	£10,000.00	£6,150.00	Score 83

Ulster Sports Academy / Boccia World Cup	Bc11/12/01	18-27 August 2011	GB Boccia won the bid to host the 2011 World Cup in the UK. University of Ulster succeeded in a competitive tendering process to host and deliver the event. Between 80-100 officials, referees, judges and Boccia representatives will attend and stay in Belfast generating 3300 bednights for the City.	£775,750.30	£10,000.00	£6,150.00	Score 81.5
Newmill Football Association / Christopher Shaw Cup	F11/12/06	26 – 28 August 2011	This is the 7 <sup>th</sup> year of the tournament involving 48 male and 8 female teams of all ages from Belfast, Donegal and Wales. The overall aim is for 60 teams over the three day tournament with a total of 1250 participants and 2000 spectators generating 360 bed nights for the City.	£18,750.00	£9,500.00	£3,505.50	Score 42.5
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Irish Squash / European Club Championships	Sq11/12/01	7 – 10 September 2011	Each European country will have a 6 man/6 woman team plus managers. It will attract 240 players to the Boat Club in Belfast and 2000 spectators generating 2160 bed nights for the City.	£118,890.00	£10,000.00	£5,535.00	Score 74.5

Irish Flag Football Association / European Federation American Football Senior Flag	11/12/01	9 – 11 September 2011	Flag football is a non contact version of American Football and the Senior Flag tournament is held bi-annually with senior and junior championships. Previous tournaments were held in Helsinki, Finland and Sesola, Italy. Due to the success of the 2009 event in Belfast, the Irish Flag Football association won the bid to host again in 2011 and will hold the Flag Football section of the World Police and Firefighter Games in 2013.	£45,100.00	£10,000.00	£4,920.00	Score 63.5
Spokes in Motion / Belfast 2011 International Wheelchair Tennis	T11/12/01	16-18 September 2011	This will be the 14 <sup>th</sup> year of this annual tournament which traditionally attracts 32 participants from England, Scotland, Wales and Ireland with the aim of winning the Belfast title. The event will be held at the Belfast Indoor Tennis Centre and will generate 310 bed nights for Belfast.	£13,250.00	£8,700.00	£2,798.25	Score 61
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NI Schools Football Association / U15 NI District Cup Tournament	F11/12/07	20 October 2011	The U15 Northern Ireland District Cup is a major annual sporting event organised by the NI Schools Football Association since 1938. Previous matches have been played in Lisburn and Cookstown. The event aims to attract 2000 spectators and 120 elite players who have qualified at their district	£1,100.00	£300.00	£110.70	Score 41



			level at the one day tournament at QUB Playing Fields.				
St Paul's GAC / Belfast City Council All Ireland Golden Gloves	H11/12/01	28 – 30 October 2011	This handball tournament has been held for the past 15 years using the Open format to ensure top quality games throughout all rounds. It aims to attract 500 spectators and 40 of Ireland's top handballers including players at World Champion level.	£6,200.00	£2,000.00	£861.00	Score 55.5
Legends XI Ltd / Legends XI Belfast Cup	F11/12/08	November 2011	The Legends XI Belfast Cup will be hosted by Crusaders FC featuring past players from Liverpool, Manchester United, Glentoran and Crusaders. This is the third year of the competition anticipating 5500 spectators, generating 598 bed-nights for the City.	£103,610.00	£10,000.00	£5,535.00	Score 71
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Ulster Squash Ltd / Irish Junior Squash	S11/12/0	2 November 2011	This annual event will be held in Belfast this year at the Belfast Boat Club. It aims to attract 150 participants and 500 spectators from schools and clubs throughout the Province and ROI. European players will also be targeted to enable young players to attain a higher level of accreditation. The event will generate 1140 bed nights for Belfast.	£88,018.00	£4,618.00	£2,272.06	Score 60.5
St Pauls GAC/Northern Bank Ulster Minor Club Football Tournament	G11/12/02	27 November 2011 – 1 January 2012	This will be the 30 <sup>th</sup> year of the tournament which involves gaelic football players, aged 16-18 years, competing at County level. It is the only competition held in Ulster whose participants must be County winners. The event will be held at St Pauls GAC, attracting 5000 spectators.	£23,500.00	£5,000.00	£2,460.00	Score 60
Athletics Northern Ireland/International Indoor Athletics	A11/12/03	11 – 12 February 2012	This event was introduced in 2003 and has grown to attract 4000 spectators and 320 participants generating 540 bed-nights for the City. The event will be broadcast on RTE and as it will be the penultimate year for the Olympics, the event has guaranteed media appeal.	£69,500.00	£10,000.00	£5,535.00	Score 78.5

## Appendix 2

### Event

#### Amount requested

Media Coverage (Weighting 25%)	Score	Description
Live international Tv coverage	100	Inc live broadcasting on Sky Sports, Eurosport, international Television channels.
International TV highlights	80	Highlights on the above channels.
Dedicated TV Coverage	70	Half an hour/1 Hour special on local TV
Local TV dedicated show	60	Short Clip on BBC/UTV news. Season Ticket/UTV Life
National Press	50	National Newspaper Coverage
Local Radio	40	BBC Ulster, Cool Fm, Citybeat
Local Press	30	Local News papers and magazines

#### Value

Joint Marketing (Weighting 20%)	Score	Description
Level 7	100	Title Sponsor (Belfast in title) and BCC recognised + LEVEL 6
Level 6	80	Logos on clothing (volunteers/athletes+event material e.g.Race Nos) + LEVEL 5
Level 5	60	Use of players prior, during and post event + LEVEL 4
Level 4	50	Prominent Branding at Venue beyond other sponsors + LEVEL 3
Level 3	40	Branding at venue equal to other sponsors, free advert + LEVEL 2
Level 2	30	Logos on Letterheads, Programmes, Posters + LEVEL 1
Level 1	20	Basic PR - Photoshoot stating BCC support

#### Value

Number of Spectators (Weighting 15%)	Score	Description
10,000+	100	This is the total number of Spectators over the duration of the event!
7500+	90	
5,000+	80	
2500+	70	
1,000+	60	
750+	50	
500+	40	
250+	30	
100+	20	

#### Value

Economic Benefits (Weighting 10%)	Score	Description
£500,000.00	100	This is only calculated on the <b>event spend (suppliers, services, equipment, venue etc) in Belfast</b>
£200,000.00	80	
£100,000.00	60	
£50,000.00	50	
£25,000.00	40	
£10,000.00	30	
£5,000.00	20	

#### Value

Total Bednights (Weighting 10%)	Score	Description
2,000	100	The Number of Spectators and Participants who are staying in a Belfast Hotels.
1,000	80	
500	60	
250	40	
100	20	

#### Value

Event Development (20% includes below)	Score	Description
<b>Event History (5%)</b>	<b>Score</b>	<b>Description</b>
1st Year of Event	100	
2nd Year of Event	80	
3rd Year Of Event	60	

4th Year of Event	40	
Event 5 years or over	20	
<b>Event Sustainability (5%)</b>	<b>Score</b>	<b>Description</b>
41%-50% of event budget from private sector	100	
31%-40% of event budget from private sector	80	
21%-30% of event budget from private sector	60	
11%-20% of event budget from private sector	40	
5%-10% of event budget from private sector	20	
<b>Sports Development (10%)</b>	<b>Score</b>	<b>Description</b>
The sport is one which has a club structure	20	Must be within City Of Belfast
Event organised by a Sports National Gov Body	20	As recognised by Sport NI/BCC or club affiliated to a National Governing Body
The NGB/Club has an active development plan	20	Benefits of event for identified within the plan (a copy of the plan should be provided
There is an opportunity for the young people	10	From Belfast to participate in development activities as part of the event
The sport has a clear competition pathway	10	Opportunities to compete at local, provincial, national and international levels
The event will leave a legacy	10	Providing opportunities for the citizens of Belfast to participate in the sport in the future
Inclusive pricing structure	10	To encourage people to attend
<b>Sports Development Score</b>		<b>Out of 100</b>
<b>Development Value</b>		

### Overall Score

% of requested amount available  
Recommended amount of support

(80-100 = 100%, 70-79 = 90%, 60- 69 = 80%, 50- 59 = 70%, 40-49 = 60%, no grants awarded for events scoring less than 40)