



*Newfoundland Labrador Irish Connections (NLIC)*  
EVENT Host Handbook

Your guide to hosting an event during the **2017 Ireland-Newfoundland Gathering**

## **Introduction**

*Newfoundland Labrador Irish Connections (NLIC)* is a not for profit organization whose vision is to be a leader in sharing Irish culture & connections in the province.

A working volunteer Board of Directors plans & organizes an annual Ireland-Newfoundland collaborative event, or “Gathering”, which links the southeast counties of Ireland with various regions of Newfoundland and Labrador; alternating each year between the two islands.

## **Overview of Events**

The Gathering is an approximately ten-day event held in communities throughout the province with strong Irish roots. It comprises an extensive program of events that promotes connections between the people of Newfoundland and Ireland, and celebrates our shared culture.

### **The dates for 2017 are Thursday, August 18 – Saturday, August 28**

There are a number of core activities that comprise each Gathering, with particular cornerstone events organized by the NLIC Board of Directors and our counterpart in Ireland, Ireland-Newfoundland Connections (INC). All other events are open to an “Expression of Interest” from communities and organizations. Each submission of interest will be reviewed by the Board to gauge its suitability and fit. Evaluation includes its ability to incorporate fresh approaches, as well as reflect the flavor and regional variety of the host community. Sponsorship of events by host communities plays a part in the overall decision as well.

Events can be held during the day and/or evening. A community’s *capacity for hosting/billeting participants travelling from Ireland is a key component of the Gathering*. In the past, the Gathering has been divided between communities in sections: 3 days per host community. For the 2017 Ireland-Newfoundland Gathering, we are seeking expressions of interest for modules ONE and TWO:

- 1. Friday, August 18 (Irish arrival to NL, usually via West Jet flight) to Sunday, August 20 (incl overnight)**
- 2. Monday, August 21 – Wednesday, August 23 (incl overnight)**
- 3. Thursday, August 24 – Saturday, August 26 (incl overnight): NLIC will host in St. John’s**  
•Sunday, August 27 (Irish departure on this date)

Events organized by the NLIC Board are:

- Opening and Closing ceremonies (organized in collaboration with the host community)
- Aloy O’Brien concert

All other events are open to an “Expression of Interest”

## Why become a NLIC Event Host?

There are many benefits to hosting an event including:

- Opportunities to engage with visitors from Ireland, participants from Newfoundland/Labrador, and Gathering partners
- Opportunity to showcase your community, its assets and people
- Exposure in the 2017 program, distributed throughout the province and in Ireland.
- Opportunity to fundraise for your organization
- Exposure and promotion via the NLIC website
- Marketing & promotional support from NLIC
- Hosts will be given opportunity to purchase tickets for the Aloy O'Brien Concert and the Closing Ceremony in advance of the general public
- It's fun!

## What types of events are eligible?

- Events that celebrate our Irish-NL Culture; promote our historical roots; or develop connections
- Events can be held in various formats such as seminars, networking events, workshops, and presentations, hosting meals or concerts.
- To meet Gathering criteria events must be offered at reasonable cost to attendees
- Important: *events aimed at selling the organizer's products or services to attendees are prohibited.* Products may be sold during the event but this cannot be the main objective.

## What does it cost to be part of the festival?

- There is no fee to be an Event Host
- After your Event Host submission has been approved, you will be issued with a participation/ contract letter accepting your participation in the festival

## What are the responsibilities?

All participating communities and organizations are expected to:

- Create an interesting, informative and enjoyable event
- Fund & manage the administrative tasks for your own events
- Co-brand all marketing & promotional materials associated with your event with NLIC's branding
- Ensure adequate audio/ visual for concerts and plays (microphones, speakers etc.)
- Submit all materials to NLIC for approval of any materials promoting your own event, before being printed. (Branding guidelines, logos and further marketing resources including a press release, media backgrounder and pre-written articles will be included in your participation letter)
- Display any NLIC gathering posters and other materials provided to you
- Provide your final event attendance numbers using the pro-forma reports we supply to you within seven (7) days of your event concluding
- In an effort to continue to strive for improvement, we (NLIC) will contact you within sixty (60) days following your event & would be very appreciative to know your thoughts on the events, the procedures & your impression of the 2017 Ireland Newfoundland Labrador Gathering.
- Ensure host families will provide up to 3 nights' accommodations and breakfast free of charge to participants travelling from Ireland and possibly one evening meal

## **Applying to become a 2017 Event Host**

Monday,

May 30, 2016: Please submit your Event Host "Expression of Interest" to [contact@nlirishconnections.org](mailto:contact@nlirishconnections.org)

Wednesday,

June 8, 2016: You will be notified if your application has been accepted or denied for the 2017 Ireland Newfoundland Gathering. If successful, please submit additional information by June 30.

Thursday,

June 30, 2016: Please submit your detailed event information for promotional purposes. This will be very comprehensive in terms of times, locations & specific event descriptions.

- Please include a schedule of events (time-specific & thorough) for publication
- Please include a cost analysis of the event fee per individual

August 19 - 27, 2016: the 2017 Ireland-Newfoundland Gathering will be advertised in Ireland (while we are there enjoying the 2016 events). Once final plans are in place & upon return from Ireland, information & descriptions of each event will be made visible to the public via the NLIC website & Facebook Page.