



RYDE

TOWN COUNCIL

APPLICATION FORM

PLEASE NOTE ALL INFORMATION GIVEN BELOW WILL BE TREATED AS BEING IN THE PUBLIC DOMAIN

Organisation Name	Isle of Wight Beach Soccer
Event Title	Isle of Wight Beach Soccer Championships
Please give details of how your event will be marketed	<p>All of our events will be marketed as follows:</p> <ol style="list-style-type: none"> 1) Dedicated marketing Guru who provides the following 2) Posters & Flyers that can be distributed around the community with Ryde Town Council logo and FA Beach Soccer Logos too Social media campaigns. 3) Dedicated filming of all events for 2020, we want to have a YOU TUBE channel that engages with the youth community and provide a platform for our current youth players and future youth players that shows cases all our events within Ryde, in media film content an approach we have not used before but are being continually asked for by the beach soccer community. 4) Event filming with Ryde Town Council logos and FA beach soccer logos too. 5) Create a dedicated media channel that promote beach soccer in Ryde. 6) Dedicated media releases with Double or Nothing media like 2020. 7) Event press release to local and national news. 8) Event review release after to local and national news.

Please give a breakdown of the total anticipated costs of your event	See attached beach soccer media plan.																																																						
External/Partnership Funding	Team entry fees and sponsors/partners.																																																						
Amount of Marketing Grant Requested	£1500 see attached beach soccer media plan.																																																						
Please show the full costs associated with the organisation and delivery of your activity/ event	<p>See media/marketing plan attached and estimated budget.</p> <div style="text-align: center; background-color: #f2f2f2; padding: 10px;"> Event Budget for Isle of Wight Beach Soccer 2020 </div> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr style="background-color: #008080; color: white;"> <th style="text-align: right;">TOTAL EXPENSES</th> <th style="text-align: right;">Estimated</th> <th style="text-align: right;">Actuals</th> </tr> </thead> <tbody> <tr style="background-color: #008080; color: white;"> <td></td> <td style="text-align: right;">£9,008.00</td> <td style="text-align: right;">£0.00</td> </tr> <tr style="background-color: #008080; color: white;"> <th style="text-align: right;">Admin set up</th> <th style="text-align: right;">Estimated</th> <th style="text-align: right;">Actual</th> </tr> <tr> <td style="text-align: right;">Marquee</td> <td style="text-align: right;">£880.00</td> <td></td> </tr> <tr> <td style="text-align: right;">Generators, fence, lights</td> <td style="text-align: right;">£250.00</td> <td></td> </tr> <tr> <td style="text-align: right;">Waste Amey</td> <td style="text-align: right;">£100.00</td> <td></td> </tr> <tr> <td style="text-align: right;">Toilets</td> <td style="text-align: right;">£200.00</td> <td></td> </tr> <tr> <td style="text-align: right;">6KVA Diesel Generator</td> <td style="text-align: right;">£95.00</td> <td></td> </tr> <tr style="background-color: #f2f2f2;"> <td style="text-align: right;">Total</td> <td style="text-align: right;">£1,525.00</td> <td></td> </tr> <tr style="background-color: #008080; color: white;"> <th style="text-align: right;">Music, stage & sound</th> <th style="text-align: right;">Estimated</th> <th style="text-align: right;">Actual</th> </tr> <tr> <td style="text-align: right;">MC's & DJ's</td> <td style="text-align: right;">£200.00</td> <td></td> </tr> <tr> <td style="text-align: right;">PRS Licence</td> <td style="text-align: right;">£262.00</td> <td></td> </tr> <tr> <td style="text-align: right;">Filming & Photography</td> <td style="text-align: right;">£1,500.00</td> <td></td> </tr> <tr style="background-color: #f2f2f2;"> <td style="text-align: right;">Total</td> <td style="text-align: right;">£1,962.00</td> <td></td> </tr> <tr style="background-color: #008080; color: white;"> <th style="text-align: right;">Miscellaneous</th> <th style="text-align: right;">Estimated</th> <th style="text-align: right;">Actual</th> </tr> <tr> <td style="text-align: right;">Land amenity council</td> <td style="text-align: right;">£400.00</td> <td></td> </tr> <tr> <td style="text-align: right;">TEN's application</td> <td style="text-align: right;">£21.00</td> <td></td> </tr> <tr> <td style="text-align: right;">FA Affiliation & Insurance</td> <td style="text-align: right;">£575.00</td> <td></td> </tr> </tbody> </table>	TOTAL EXPENSES	Estimated	Actuals		£9,008.00	£0.00	Admin set up	Estimated	Actual	Marquee	£880.00		Generators, fence, lights	£250.00		Waste Amey	£100.00		Toilets	£200.00		6KVA Diesel Generator	£95.00		Total	£1,525.00		Music, stage & sound	Estimated	Actual	MC's & DJ's	£200.00		PRS Licence	£262.00		Filming & Photography	£1,500.00		Total	£1,962.00		Miscellaneous	Estimated	Actual	Land amenity council	£400.00		TEN's application	£21.00		FA Affiliation & Insurance	£575.00	
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	Fire equipment	£120.00	
	Flags & Banners	£400.00	
	Total	£1,516.00	
	Refreshments/Food	Estimated	Actual
	Food BOOKERS	£500.00	
	Drinks YATES	£500.00	
	Officials Clothing	£200.00	
	F&B Manager	£500.00	
	Total	£1,700.00	
	Sports site	Estimated	Actual
	Sports Officials	£800.00	
	Physio & First Aid	£400.00	
	Trophies	£585.00	
	Medals	£520.00	
	Total	£2,305.00	

1) Tell us how the event will meet our marketing funding priorities and criteria, including a summary of your own marketing strategy and what the project will do – its outputs - and what difference it will make – its outcomes, (max 200 words).

Our marketing strategy is to promote the sport of beach soccer on the beautiful beaches of Ryde and promote the sport for all to engage with, spectators and players within the Island community and from the mainland.

Dedicated marketing and Designer Guru. This is the priority and a time consuming one too, this helps promote the sport and Ryde in a professional manner.

Dedicated filming of all events for 2020 this will promote the sport and Ryde again in a professional manner and capture a form of marketing we have not ever seen before with our events and is an exciting direction to go in.

Coniuted dedicated media channel that promotes beach soccer on the beaches of Ryde, this will require initial media management of all events films to be edited in order to produce high quality media for all events and will support the continued growth for 2020 and beyond.

Dedicated media releases with Dobule or Nothing media as like 2019. Event press release to local and national papers Event review release after to local and national papers.

Posters & Flyers not essential but help promote the sport and events in the community.

2) Please give details of how any marketing grant awarded will be used and give details of your marketing activities

- 1) Dedicated marketing and Designer Guru
- 2) Posters & Flyers
- 3) Dedicated filming of all events for 2020
- 4) Coniuted dedicated media channel that promotes beach soccer on the beaches of Ryde, this will require initial set up and media mamanager of the 13 event films to be edited in order to produce high quality media for all events and will support the coniuted growth for 2019 and beyond.
- 5) Deidicated media releases

3) Explain briefly the need or demand for your event and how you identified this

Thanks to 2019 events and impact we now have over a 1200 members, the highest number ever seen in 12 years of player registered numbers into the FA, the sport continues to grow on the Island still only has 20% (10% up) women's playing and 22% girls (15% up), last year we saw more girls than ever playing the game and want to see more player representation to be equal to men and boys, this could take another 4 (started in 2019) years but we are committed to promote the sport and the girls and women section and have only recently been asked for the first time about creating a disabled section.

In 2018 we held the first ever women's international match on the Island and it attracted over a 1000 spectators to Apply Beach in Ryde and we want to do more of the same in 2020 and beyond, a community and marketing fund would help meet the demand we continue to see and help promote not only Ryde, the Isle of Wight, our beaches but see Ryde move towards being the a UK beach sports and soccer hot spot promoting healthy communities.

IWBSA	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
u7	0	0	0	0	0	0	0	0	0	26	37	44	67
u8	0	0	0	0	0	0	0	0	0	72	56	23	42
u9	0	0	0	0	0	0	0	0	0	0	44	88	72
u10	0	12	32	26	18	32	38	93	111	78	114	72	132
u11	0	0	14	64	22	19	21	67	88	93	0	114	123
u12	0	0	0	13	16	29	32	32	37	65	32	44	62
u13	0	0	0	0	18	41	4	14	12	44	22	0	44
u14	0	0	0	0	0	0	29	38	42	56	83	76	32
u15	0	0	0	0	0	0	0	0	0	0	78	0	19
u16	0	0	0	0	0	0	37	64	34	72	36	63	87
u18	0	0	0	0	0	0	0	0	0	0	12	16	28
Men's	134	189	146	211	246	347	289	202	217	212	283	312	344

women's	0	0	0	0	0	0	0	16	14	18	66	89	156
TOTAL	134	201	192	314	320	468	450	526	555	736	863	941	1208

4) Tell us briefly who will do the work and who will manage the event.

Luke Kerr FIFA Beach Soccer Instructor will lead the project with his team of experienced officials, partners, suppliers, and coaches.

5) Explain briefly how you have identified the event costs outlined above.

Please see attached media plan from Double of Nothing our nominted professional media team providing cost effective media packages.

Event cost are from years of experience and where we are today is pushing to the enxtnext level with promoting our events to a wider audience with professional marketing with videography, professional photogaphier and deidctaed social media gurus.

6) Documents submitted in support of your bid (please tick)

a) Copy of your organisation’s most recent audited or verified accounts (please redact any information that youdo not want in the public domain (eg account number)

YES

b) Evidence of any partnership funding secured for the project

YES

c) Copy of your organisation’s constitution or set of rules (if requested)

YES

When you have answered all the questions please email this form and supporting documents to grants@rydetowncouncil.gov.uk