

**AAI Hosted Events 2011 Application Form**  
**Closing Date Friday October 1 2010**  
**Event Details**

<b>Name of Event</b>	
<b>Date</b>	
<b>Location</b>	
<b>Contact name</b>	
<b>Organising Committee</b>	
<b>Description of Event</b>	
<b>Objective in hosting event</b>	
<b>Reason for timing of event</b>	
<b>Expected benefits for club/area</b>	
<b>Countries expected to participate</b>	
<b>Number of Irish Athletes Expected to participate</b>	
<b>Number of International Athletes expected to participate</b>	
<b>Sports Tourism Opportunities</b>	
<b>Expected Attendance versus Previous years attendance</b>	
<b>Promotional Plan to increase attendance</b>	
<b>Merchandising opportunities</b>	
<b>Risk Management Plan carried out</b>	
<b>Event Endorsees e.g politicians, celebrity</b>	

Please return by post to John Holian, Finance Manager Athletics Ireland Unit 19  
Northwood Court, Northwood Business Campus , Santry , Dublin 9

Or Email [Finance@athleticsireland.ie](mailto:Finance@athleticsireland.ie)

Any Queries please phone John Holian at 01 - 8869935

**AAI Hosted Events 2011 Application Form  
Financial Budget Details**

Financial Details	2011	2010	% of Total Income
<b>Expected Income</b>			
Event Sponsorship – Sponsor 1 Details	€	€	
Sponsor 2 Details	€	€	
Funding - Local Sports Partnership	€	€	
- Regional Tourist Board	€	€	
- Regional HSE	€	€	
- County Council	€	€	
Advertising - Venue	€	€	
- Programme	€	€	
Banquets/Social Events	€	€	
Gate Receipts Expected number of Adults (A)			
Admission Price (B)	€	€	
Total Gate Receipt (A X B)	€	€	
Programme Receipts	€	€	
Sales of Confectionery/Soft Drinks			
Merchandising	€	€	
Fund Raising e.g Raffle	€	€	
Other –Please Specify	€	€	
<b>Total Expected Income</b>	<b>€</b>	<b>€</b>	<b>100%</b>
<b>Expected Expenditure</b>			
Athlete Appearance Fees			
Athlete Flight Expenses & Travel			
Accommodation			
Programmes Production Costs			
Promotion and Advertising Costs			
Hotel & Sponsors function			
Technical & Officials Wear			
Telephone & Communication			
Web Page Management			
Presentations			
Insurance			
Audit Fees			
Administration			
Liason			
Bank Fees			
Other Please Specify			
Total Expenditure			
Excess of Expenditure over income			
Funding from Organising Committee bank account			
Funding Support Requested from AAI			