

Foodie Destinations – copy of Application Form 2019

Please read below carefully

PLEASE NOTE there is an entry fee of €150 (plus VAT at 23%) per application/destination. We will contact you for payment as soon as the entry is received. This fee goes towards administration of the project.

It is advisable to read the eligibility criteria/guidelines on the website before applying – www.foodiedestinations.ie

**Please note last year's winners (2018) are NOT eligible to apply again this year (2019), but can submit an application next year.

This form is simply a template so you can prepare your answers – **the actual entry must be completed online via:**

https://docs.google.com/forms/d/e/1FAIpQLSfGhCQLHEVyF1JK8I7_JD1m2nEXUsMKecLU6wuO90wz mhPKLg/viewform

On each of the seven main questions there is a 10,000 character limit (roughly 3 A4 pages, font size 11). If you exceed the limit then please review your answer, keeping it concise and relevant.

Supplemental Material – We welcome supplemental material in digital format only (please do not post anything to us). Although we received some lovely items in previous years which gave a 'taste' of the area, the judges feel the application itself is more important at this stage and every applicant should be represented equally. If you make it to the final ten, you will have the opportunity to showcase your local produce etc. then in person to the judges. A dropbox link is sufficient, or you can email us documents (menus, brochures, images) to events@rai.ie. **Please also provide one landscape image in high resolution** that represents your area. This will be used as a 'profile picture' if you make it to the next stage.

Application Form Questions

The Restaurants Association of Ireland is on the search for Ireland's premier foodie destination for 2019. This can be anything from a small village to a whole region, or a food festival to a food trail. Towns and communities from all over the country are invited to battle it out to be named Ireland's top destination for a foodie experience – ultimately winning the title of 'Foodie Destination of Ireland 2019'.

Please complete and submit this form by **12 noon on Thursday 11th of July**.

*** Required**

Entrant Details

1. Name of your Town/Destination *

2. County *
3. Region/Province
4. Primary Contact Person (Name) *
5. Organisation/Company Name *
6. Address *
7. Phone *
8. Email *
9. Website
10. Population Category *

Mark only one oval.

- Village (1 1,000)
- Small Town (1,001 5,000)
- Large Town (5,001 15,000)
- Large Urban Centre/Region (15,001 +)

11. Please indicate numbers of individuals, organisations and voluntary groups involved in the submission of this application *

12. Please indicate level of voluntary commitment (no. of meetings, general involvement of community, etc.) *

13. Please indicate any support, financial or otherwise, you have received from agencies and bodies *

Complete the Application

Please summarise evidence of your town's activities in the following areas. Be sure to keep your answers concise and relevant to each question being asked

1. (Visitor Experience 15%)

Tell us about the overall culinary experience for a visitor to your destination and what makes it stand out from everywhere else in the country *

2. (Local Knowledge & Participation 15%)

Tell us how your community works together to better the overall appearance, atmosphere and foodie experience for the visitor in your area. *

3. (Local Producers 15%)

Tell us about the accessibility and use of local producers and suppliers by local eateries and restaurants. *

4. (Promotion 10%)

Tell us how your area actively and jointly promotes the area as a Foodie destination. *

5. (Festivals and Community led Events 15%)

Tell us about the calendar of foodie events and festivals in your destination. *

6. (Future Projects 10%)

Tell us about your plans for the future to develop the foodie culture and dining experiences in the area. *

7. (Education & Training 10%)

Tell us about any local educational and training initiatives in the area of food tourism and hospitality *

8. (Taste the Island involvement 10%)

Taste the Island is a Fáilte Ireland initiative that works towards promoting Ireland's extensive catalogue of food and drink experiences to domestic and international visitors during the months of September, October, November. Tell us how your area plans to participate in the initiative. (more info on Taste the Island can be found on www.failteireland.ie)

8. Did you apply for the Foodie Towns award in 2014, 2015, 2016, 2017 or 2018? *

Mark only one oval.

Yes

No

22. If yes to Q.8, please tell us what improvements/developments/efforts you have made in the past year(s) to further promote your area as a foodie destination

Supplemental Information

We welcome you to submit supplemental information to complement your application such as promotional materials/brochures, photographs, Local foodie event posters, Vox Pops, Videos. Please send these in on the same day that you fill out the application form. You can send them to jane@rai.ie (These must be digital copies - please do not post anything to us)

Please list all restaurants/cafes/businesses/ gastro pubs/ food producers/ food trails/ country markets within your town/destination

23. Will you be submitting supplemental materials? *

Mark only one oval.

Yes

No

Please also provide us with one landscape high resolution image that represents your area – this will be used as a ‘profile picture’ if you make it to the next stage

Agreement to Terms & Conditions

We understand and agree to be bound by the Terms and Conditions of The Restaurants Association of Ireland in submitting this application for ‘Foodie Destinations 2019’

By filling out an application form you understand that there is a €150 (plus VAT at 23%) application fee for Foodie Destinations 2019 and the Restaurants Association of Ireland will contact you to arrange payment.

Winners and Finalists agree to undertake all media and promotional activity arranged by the Restaurants Association of Ireland for the purpose of 'Foodie Destinations 2019'

24. I agree to the terms and conditions above *

Check all that apply.

Yes