Bealtaine Festival
An Age & Opportunity arts initiative

Age & Opportunity

Age & Opportunity's

Bealtaine HERO Award 2020

Deadline 21st February, 2020

Information for Applicants

Age & Opportunity **Arts** wishes to recognise a grass roots arts project of outstanding potential through the new **Bealtaine HERO award.** In 2020 and on the 25th anniversary of Bealtaine, we invite applications from individuals and / or organisations who wish to create an exciting new festival event which will be presented during Bealtaine in 2020.

About the Bealtaine Festival

Bealtaine is Ireland's national festival which uniquely celebrates arts and creativity as we age. The festival is run by Age & Opportunity, the national organisation working to improve the quality of life for people aged 50 to 100+. Bealtaine is at the centre of Age & Opportunity's Arts programme and celebrates its 25th anniversary in 2020. This year also marks the final year of our theme, 'Be Our Guest'.

As a partnership festival, Bealtaine works on two parallel and interdependent strands: an in-house programme curated by the Age & Opportunity **Arts** team which addresses key strategic priorities for the Festival, and a locally devised and curated national programme made up of hundreds of events organized locally by a wide variety of groups. In this our 25th year, we invite applications from local community groups (or individuals) for the inaugural Bealtaine Hero Award.

Age & Opportunity is funded by HSE SPORT IRELAND the arts council an chomhairle ealaíon funding the arts artscouncil.ie

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Bealtaine Hero Award

The call for applications for the Bealtaine Hero Award is open to local, community based, grass roots groups (or individuals) to submit proposals for an event that offers an ambitious, creative and experimental invitation to their community this May, and that celebrates the spirit of the Festival. All art forms and event types will be considered, however non arts events will not be considered (please see appendix for examples of arts and non-arts events). Bealtaine will provide a platform for presenting the event during May along with a financial contribution to the event (see below). The event organiser will be responsible for all aspects of producing the event. The event must happen during the month of May 2020.

Call for Applications

Age & Opportunity invites applications from event organisers for the Bealtaine Hero award, whereby the following conditions will apply:

The event organiser will:

- Produce all aspects of the event to include but not be limited to booking artists, securing a venue, promoting the event, insuring the event etc.
- Prominently credit Age & Opportunity and Bealtaine as a co-producer / supporter of the event.
- Commit to the timeframe of May 2020 for the event.
- Provide key materials to Bealtaine such as: high quality image/photo for the brochure, promotional text (by 13th March, 2020), as well as making themselves available for PR opportunities.
- Report on the event.

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Age & Opportunity will:

- Provide a platform for the event through the printed programme.
- Provide PR support through the Bealtaine Festival, (the event will need to also have its own PR plan).
- Issue 2 payments totalling €1,000 (€500 on signing of an MOU and €500 after the event finishes

Eligibility:

The project/event should be led by a community organisation or individual with a track record of organising community activities. Artists may apply but only in partnership with a community organisation. (The award is not intended for government funded organisations such as local authorities although community groups that are working in partnership with or in receipt of funding from local authorities are eligible.)

Application Process:

Those wishing to apply for the Bealtaine Hero Award should complete the application form. Any supporting documents should be submitted separately.

Applications will be assessed according to the following criteria and applicants should pay special attention to these when completing the application form:

- Track record of the event organiser
- An event which clearly resonates with Age & Opportunity's mission and/or target audience.
- An event which is ambitious in form or content, experimental, provocative or challenging.
- An event which involves at least one professional artist (of any art form – visual artist, theatre artist, musician etc).
- Clearly achievable in the timeframe outlined.
- Meets the eligibility criteria.

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Applications should be submitted to bridget.deevy@ageandopportunity.ie no later than 5pm, **Friday February 21st, 2020.**

We hope to inform applicants before Friday 6th March, 2020

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More Information

Age & Opportunity
Age & Opportunity is the national organisation that provides a range of opportunities for older people who want to get more involved in arts and culture, sport and physical activity, civic engagement and personal development.

Our aim is to inspire people aged 50+ to live a dynamic life where they are more active, more visible, more creative and more connected.

We work with local communities and organisations across the country to run a range of programmes and activities in three key areas:

- **Age & Opportunity Arts** provides opportunities for us to engage more in arts and cultural events and initiatives
- **Age & Opportunity Active** is designed to get us more active and participate in recreational sport and physical activity
- **Age & Opportunity Engage** offers a range of workshops and learning initiatives for our own personal development as well as opportunities for us to play an active role in our community.

Age & Opportunity **Arts** is our dedicated arts and culture programme running throughout the year in local communities all over Ireland. We host a range of different creative initiatives including the annual Bealtaine Festival which takes place throughout the month of May, and is delivered in partnership with communities and organisations nationwide. Bealtaine is Ireland's national festival which uniquely celebrates the arts and creativity as we age.

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Appendix 1 – What is and isn't an arts or culture event?

Examples of eligible art forms are:

- Dance
- Drama/Theatre
- Film
- Literature
- Music
- Opera
- Poetry
- Traditional Arts (trad music, craft or storytelling)
- Visual arts (painting, sculpture, installation, textiles etc)

Examples of Cultural events that include an arts aspect:

- Food related event - a coffee morning with live music or poetry.
- Historical event – a walking tour with a scene recreated by an actor.
- Reminiscence event – a storytelling event or visual art workshop based on the reminiscences.

Types of events may include:

- An artist talk or interview
- A guided tour of an arts and culture space/exhibition
- A workshop on particular art form or craft
- A performance or screening
- Commissioning an artist to make new work

Examples of non-arts events:

- Sporting events
- Table quizzes
- An event that has no artistic element

If you are unsure about if your event is an arts event, check to see does it contain one of the art forms above or is there an artist (visual artist, theatre artist, musician etc) involved in the event?

Please also see the resources for event organisers section of bealtaine.ie for more information and ideas.