

Bealtaine Hero Award 2021

Deadline March 2nd 2021

Information for applicants

Age & Opportunity's Bealtaine Festival wishes to recognise an innovative grass roots arts project through the Bealtaine HERO award. We invite applications from individuals and / or organisations who wish to create an exciting new **online** festival event which will be presented during the Bealtaine Festival 2021.

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 celebrated its 25th anniversary in 2020. In 2021, we begin a new 3 year theme of **In(ter)dependence** – inspired by our upcoming centenary as a sovereign nation, but also in recognition of our interdependence with each other and the natural world. Covid-19 and in particular its impact on older people, has underlined the natural and human ecosystem of dependence and connection.

Bealtaine Hero Award

The call for applications to the Bealtaine Hero Award is open to local, community based groups, (or individuals), who wish to submit proposals for an **online** 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).

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, promoting the event, etc;
- Produce all technical aspects that may apply to an online event;
- Prominently credit Age & Opportunity and Bealtaine as a co-producer / supporter of the event;
- Commit to the timeframe of May 2021 for the event;
- Provide key materials to Bealtaine such as: high quality image/photo for marketing purposes, promotional text as well as making themselves available for PR opportunities;
- Provide a short report on the event after the fact.

Age & Opportunity will:

- Provide a platform for the event through the Bealtaine Festival;
- Provide PR support through the Bealtaine Festival, (the event will need to also have its own PR plan);

- Provide a financial contribution of €500.

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, innovative or challenging.
- An event which involves at least one professional artist (working in any art form – visual artist, theatre artist, musician etc).
- Clearly achievable in the timeframe outlined.
- Meets the eligibility criteria.

Applications should be submitted to the Arts Administrator, Eva Griffin arts@ageandopportunity.ie no later than **5pm, March 2nd 2021**.

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.

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

Note: most of these events can be adapted for online, but some may be easier to translate than others.

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 (and be adapted for online):

- 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 or creative element

If you are unsure about if your event is an arts/creative 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.