

# Bealtaine Hero Award 2024

Deadline: 5pm, Friday

February 19<sup>th</sup> 2024

## Information for applicants

Age & Opportunity's Bealtaine Festival wishes to recognise two innovative grass roots arts projects through the **Bealtaine Hero Award**. We invite applications from individuals and / or organisations who wish to create an exciting new festival event (which may be online, blended or in-person)\* to be presented during the Bealtaine Festival 2024. We especially invite members of marginalised or underrepresented groups to apply.

## About the Bealtaine Festival

Bealtaine is Ireland's national festival which celebrates the arts and creativity as we age. The festival is run by Age & Opportunity, the national organisation working to improve the quality of life for us all as we age. Bealtaine is at the centre of Age & Opportunity's Arts programme and celebrated its 25<sup>th</sup> anniversary in 2020. Our Bealtaine theme for 2024 – 2026 is *Lust for Life*, based on Iggy Pop's iconic punk-era song celebrating life's dreams, ambitions, intoxications and excesses. We love the relevance of this to our post Covid

lives, the traditional start of the summer, second chances and indeed the nod to punk era culture.

## 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 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 one of two Bealtaine Hero awards.

**Two awards of €500 will be made to the two successful applicants.**

### Application Process:

Those wishing to apply for the **Bealtaine Hero Award** should complete the application form.

### Eligibility Criteria:

The project/event should be led by a community organisation or individual with a track record of organising community activities. The project/event should include at least one professional artist\* working in any art form. 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. The award is also not intended for applicants applying to deliver their own workshops.

\*For the purposes of the award, we are defining a professional artist as someone who is either making a living from or attempting to make a living from their work, and/or who is a member of a professional representative body such as: Visual Artists Ireland, Film Director's Ireland, Association of Irish Composers etc.).

### Selection Criteria:

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 named professional artist** (working in any art form – visual artist, theatre artist, musician, etc.);
- An event which is clearly **achievable** in the timeframe outlined;

Applications should be submitted with a CV or background information on the individual/organisation/community via the attached application form no later than **5pm, Friday February 19<sup>th</sup> 2024**.

Any queries relating to the award may also be directed to our Arts Administrator, Jessica Burton Restrick by email at [arts@ageandopportunity.ie](mailto:arts@ageandopportunity.ie), including requests for assistance with filling out the application form.

We aim to communicate final decisions by late March 2024. Should a large volume of applicants be received, this timeline may be adjusted to provide

additional time to review all applications. All applicants will be kept notified of any changes or updates.

## Conditions of the Award

### 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 6<sup>th</sup> – 27<sup>th</sup> 2024 for the event;
- Commit to some financial or benefit in kind contribution to 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;
- Ensure that all guidelines and policies relating to Health & Safety are adhered to if any part of the event is to be held in person, particularly regarding Covid-19 (please refer to Health & Safety information in this document);
- Provide a short report on the event after the fact including high quality images/photos of the event.

### 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. (There are two awards available.)

## Health & Safety

Applicants should understand our commitment to holding events in line with our own Health & Safety policy and Child and Vulnerable Adult Safeguarding protocols. The successful applicant must comply with current Health & Safety legislation with regards to their Bealtaine event.

## Equality, Human Rights, and Diversity

Please note that Age & Opportunity welcomes applications from all communities, and particularly encourages artists from underrepresented communities to apply

In line with the Public Sector Equality and Human Rights Duty, and in line with our core funders, Age & Opportunity is committed to ensuring that it takes positive policy measures and commitments to promote equality of opportunity for all those living in Ireland, regardless of their gender, sexual orientation, civil or family status, religion, age, disability, race or membership of the Traveller Community. Furthermore, Age & Opportunity notes the ground of socioeconomic background as a further basis for which equality of opportunity must be guaranteed.

As such, Age & Opportunity is committed to increasing the diversity and inclusion of our work.

## 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 vision is an Ireland where all older people can be more active, more visible, more creative, more connected, more confident, more often.

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?

Bealtaine considers any event that involves an artistic medium or relates to wider cultural concerns as an arts or culture event.

### Examples of eligible art forms are:

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

### 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 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
- Yoga/pilates/meditation
- An event that has no artistic or creative element

Please note that the above is not exhaustive.

If you are unsure 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](https://bealtaine.ie) for more information and ideas.