

DEPUTY MINISTRY OF TOURISM

*Subsidy Scheme for the provision of
financial aid for organising international
sports events in Cyprus,
in the context of the European Union
Regulations on de minimis rule*



A. GENERAL

1. An international sports event, as stated for the provisions of the scheme, is an event that falls in the category of Olympic sports or any other sports activity that indicates great popularity on an international level and especially in the tourist origin countries for Cyprus.
2. The Policy is based on the European Commission's Regulation (EU) no. 1407/2013 of 18th December 2013 on the application of the Treaty of the Functioning of the European Union on de minimis rule.
3. The de minimis rule refers to low amounts of subsidy which are considered not to affect trade between Member States and / or do not distort or threaten to distort competition within the European Union. The current ceiling on the total de minimis aid granted to any beneficiary by all the Competent Authorities may not exceed EUR 200,000 within three financial years.
4. The Deputy Ministry of Tourism reserves the right to consider cases of international sports events which are either not covered by this policy or for which other terms and conditions apply, and support them financially through other Schemes or Agreements.

B. OBJECTIVES OF POLICY

Aim of the scheme is to encourage the organising of international sports events, including tournaments or training camps, aiming at the development of Sports Tourism and the increase of overnight stays for the hotel industry.

C. BENEFICIARIES

Beneficiaries are physical or legal entities intending to undertake the organisation of a sports event which responds to the above objective.

D. TERMS AND CONDITIONS

Each application will be reviewed provided the following conditions are met:

- The sports event will take place in Cyprus between November 1 and April 30. If the event will place in the Nicosia District and in rural / mountainous / remote areas, the application will be reviewed regardless of the period of the event's implementation.
- Water sports events are eligible for funding regardless of the period in which they will take place.
- The minimum number of athletes & professional entourage expected to participate from abroad is 100 people. In cases where the events is held in the Nicosia District and in rural/mountainous/remote areas, the minimum number is 30 people.
- The Deputy Ministry of Tourism is to be promoted as a sponsor throughout the marketing campaign and progression of the event (i.e. press conference, press releases, social media posts, banners etc) in a way that will be approved in advance by the Deputy Ministry.
- If the application concerns International, European, Regional or other sports competitions or championships that are organised in Cyprus by the respective Cypriot Sports Federation and fall under the official competitive obligations of the participants, these shall be considered for funding after taking into consideration the level of sponsorship of the Cyprus Sports Organisation.
- International, European, Regional and other sports events and championships organised in Cyprus where the costs of the event are fully covered by the respective European or International Federation, are NOT entitled to receive support under this scheme.

E. APPLICATION PROCESS

1. The deadline for submitting applications is the 15th of December of each year for events to be held the following year. The Deputy Ministry of Tourism may consider applications submitted after the above stated date,

provided they are submitted at least 2 months prior to the realisation of the event, funds are available, and the applications are judged to be eligible and meet the criteria on the basis of the scheme's provisions.

All applications must be submitted by completing and sending via email the following:

- **Annex A** “Application for Funding of Sports Event”
 - **Annex B** “Event Promotion via the Official Portal of the Deputy Ministry of Tourism”
 - **Annex C** “Solemn Declaration of a Single Undertaking”
2. All applications must be submitted electronically by email to sportsevents@visitcyprus.com. If no reply by the Deputy Ministry is received within three weeks of the sent date of a fully completed application, you may contact the competent officer whose contact details are noted in Paragraph L. Applications without the submission of Annexes A and C duly completed and sent to the aforementioned email address will not be accepted.
3. The Deputy Ministry reserves the right to call the beneficiaries to present their proposition or seek further clarifications or details if deemed necessary.

F. AMOUNT OF FINANCIAL SUPPORT

The amount of financial support shall be calculated at a rate of up to 30% of specific eligible costs, which are explicitly mentioned in Paragraph H, with a maximum of €25,000, in accordance with the available funds and the following evaluation criteria.

Sports events for people with disabilities will be subsidised with a percentage of up to 30% on specific costs, which are explicitly mentioned in Paragraph H, with a maximum amount of €30,000.

Sports events that will be promoted abroad through a prearranged marketing plan, may receive an additional grant of up to 50% of the marketing plan expenditure with a maximum of €20,000 based on the conditions mentioned in Paragraph H, point 3. *It is noted that prior approval must be given by the Deputy Ministry of Tourism for the promotional activities and the maximum subsidy*

amount. In case of changes in the promotional activities, the subsidy will not be paid.

G. EVALUATION PROCEDURE

1. All applications will be reviewed after the last date of submission as mentioned in Paragraph E, provided these have been submitted fully completed, until exhaustion of the available funds.
2. When assessing requests and determining the subsidy amount, the criteria referred to in Paragraph H below shall be taken into account.
3. The amount that will be approved initially may be reduced according to the final report of the event, the relevant supporting documents that will be submitted and the promotional actions abroad. It should be noted that the amount that will be initially approved cannot be increased.

H. CRITERIA OF EVALUATION AND ELIGIBLE COSTS

1. The calculation of the financial support of the event will be made taking into account the following criteria:
 - The sport of the event
 - The duration of the event
 - The type/category of the event
 - The period of the event
 - The venue of the event
2. Eligible Expenses
 - Fee of the accountant / auditor who will prepare the audited accounts of the event.
 - Nurse and/or ambulance services.
 - Promotional / Advertising material for the event (i.e. hats, jerseys, banners etc.).
 - Remuneration of judges / arbitrators.
 - Accommodation expenses of foreign judges and arbitrators.

- Air tickets and accommodation of official guests invited from European and/or International Federations.
 - Cups and medals.
 - Cash prizes which are determined by the International Federations depending on the race.
 - Licenses / Fees paid to International Federations / Bodies for the organisation of the event.
 - Cost of renting/using the venue/stadium for the event.
 - Renting and/or purchase and transportation of equipment that is necessary for the successful organisation of the event (e.g. electronic timers etc.).
 - Purchase of services for the successful organisation of the event (e.g. security guards, rights to the Police for road closures, health and safety for large events, insurance, etc.).
 - Advertising / promotion of the event in the local media.
 - Buses to transport the athletes to and from the event venue and to and from the airport.
3. In order to calculate the additional subsidy in the case of submission of a prearranged marketing plan for the promotion of the event abroad, the following must be submitted:
- Detailed marketing plan with a cost of at least €40,000 (excluding VAT). It is noted that, in the case of events/races included in an international event series where races take place in different cities/countries under the umbrella of the international series, the costs/fees for inclusion of the event in the series can be included in the marketing plan. It is understood that in such a case these costs will be excluded from the eligible costs of the main subsidy.

In cases where it becomes clear that during the implementation of the marketing plan the total amount spent was less than €40,000, no sponsorship will be given for the marketing plan.

I. TERMS & PROCESS OF SUBSIDY PAYMENT

Beneficiaries will have to submit the following documents for the payment of the approved subsidy:

- a. A tax invoice issued from the beneficiary to the Deputy Ministry of Tourism stating the name of the event and the amount of sponsorship approved.
- b. Report on the event which should include:
 - Confirmation that the event was completed successfully.
 - Description of the promotion of the event that was undertaken abroad and promotional material of the event where the Deputy Ministry of Tourism is promoted as a sponsor.
 - List of names and contact details of the athletes that participated in the event and their professional entourage. It is also necessary to show their country of usual residence so that the number of athletes who came from abroad to participate in the event can be clearly established.

It is clarified that, for events in which athletes participate with their federations or teams, it is sufficient to submit the contact details of each federation or team along with the number of people of each federation/team without a detailed list of participants.

It is noted that the Deputy Ministry of Tourism will carry out checks to confirm the data submitted in the application and/or the supporting documents. In cases where a deviation from the data submitted is found, the applicant will be excluded from the Subsidy Schemes of the Deputy Ministry of Tourism.

- In case the event organisers partnered with hotels and / or tour operators / travel agents for the creation and sale of special event packages, their names and the estimated number of people who accompanied the event attendees should be indicated, where this is possible.
- Confirmation from the beneficiary that the event was in line with sustainable indexes (i.e. use of local products, involvement of the local community and promotion of sustainable development through the use of recyclable materials, reduction of the use of plastic, utilization /

promotion of drinking water points, use of recycling bins, garbage collection, avoiding the use of balloons outdoors, etc.)

- c. Audited and confirmed accounts of the event by an approved audit firm (in relation to the analysis of the revenue / expenses of the event).
- d. Copies of original invoices for eligible expenses of the event which, excluding VAT, will cover at least twice the amount of sponsorship.
- e. In the case of events organised by Municipalities and / or Community Councils, presentation of a statement of revenue / event expenses certified by the Accountant of the Municipality / Community Council or the Mayor / President of the Community Council.
- f. High definition photographic and/or audiovisual material from the event with usage rights by the Deputy Ministry of Tourism.
- g. In the cases of sports events that have received relevant written pre-approval from the Deputy Ministry and have implemented their marketing plan, the following evidence must be presented:
 - Final marketing plan where all promotional actions that were made abroad on behalf of the organiser are presented.
 - Invoices for the actions detailed in the marketing plan approved by the Deputy Ministry.
 - Invoices from the online platforms or social media where the advertisements took place.
 - Copies from foreign media in cases of print advertising.
 - Screenshots from social media where the event promotions or paid advertisements are shown.
 - In cases of advertisements in public places abroad, photographs where the advertisements are shown.
 - Transmission certificate in cases where the promotional actions were carried out on radio and/or television.

It is noted that:

- For participation in specialised exhibitions abroad eligible costs are the participation cost and economy class plane tickets and accommodation for one representative of the beneficiary.
- All supporting documents should relate exclusively to the organization of the sports event and not to any other promotional action that the beneficiary may have carried out.

J. VALIDITY OF THE SCHEME

The subsidy scheme is valid on an annual basis with effect until December 31st of each year or until exhaustion of the available funds. The Scheme will be automatically renewed for following year unless otherwise decided by the Deputy Ministry of Tourism.

K. OTHER REGULATIONS

The beneficiaries of the Scheme are obliged to provide statistics in the framework of annual data collection statistics for Sports Tourism for the Deputy Ministry of Tourism.

L. MORE INFORMATION

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