

Poileasaidh Goistidheachd MG ALBA

Tha am poileasaidh seo a' toirt stiùireadh do luchd-obrach agus do thagraichean a tha ag iarraidh goistidheachd. Tha stiùireadh ann air cò dha is urrainn agus nach urrainn dhuinn taic a thoirt, a thaobh a' phròiseict fhèin agus na buidhnean a tha an sàs ann. Leugh seo mus cuir thu iarrtas goistidheachd thugainn. Cuimhnich gum bi sinn a' breithneachadh a h-uile iarrtas airson goistidheachd a rèir airidheachd.

Goistidheachd

Faodaidh MG ALBA a dhol a-steach do dh'aontaidhean goistidheachd le buidhnean aig a bheil bathar, poileasaidhean agus luachan a tha a' co-fhreagairt amasan ro-innleachdail agus luachan MG ALBA. Cha chuir MG ALBA airgead ri goistidheachd mur bi an caiteachas a' riochdachadh luach an airgid, a' cruthachadh buaidh agus a' cuideachadh le bhith a' cur air adhart amasan MG ALBA mar a tha iad air an comharrachadh nar Plana Ghnìomhachais bhliadhnail.

Nuair a bhios sin nar goistidhean air tachartas no obair bheir sinn taic airgid no bathair a chuidicheas gus an tachartas no obair a chur air an àrd-ùrlar le sùil gum bi an taic againn air fhoillseachadh gu poblach. Buidh gnìomhan ceadaichte don bheatha shòisealta, spòrs, cultair, gnìomhachas a' chraolaidh, leasachadh cànan no foghlaim ann an Alba. Iarraidh sinn fianais air ciamar a bhiodh teachd-a-steach bho ghoistidheachd ga chleachdadh.

Tòisichidh sinn air cùmhnant le bhith a' sònrachadh na dh'iarradh sinn a bhith air a lìbhrigeadh agus faodaidh sinn pàirt den chosgais againn a chumail air ais gus an dearbhar gu bheil a' coileanadh cumhachan a' chùmhnant.

Sa chumantas cha bhi sinn nar goistidh do bhuidhnean co-cheangailte ris an riaghaltas no do dhaoine fa-leth. Cha bhi aontaidhean goistidheachd airson buaidh a thoirt air poileasaidhean no modhan MG ALBA no airson cumhaichean fàbharach fhaighinn bho bhuidheann sam bith. Cha thòisich sinn air aontaidhean goistidheachd le buidheann sam bith aig a bheil ceangal ri pàrtaidh poileataigeach no buidheann tagraidh. Cha toir sinn goistidheachd airson buidhnean creideimh.

Cha toir sinn goistidheachd a dh'fhaodar a mheas mar nochdadh no brosnachadh claon-bhreith sam bith (mar eisimpleir a thaobh cinnidh, gnè no creideimh) no a bhith an aghaidh an stiùiridh a chaidh a stèidheachadh le Ùghdarras nan Inbhean Sanasachd.

Chan e tabhartas a tha ann an goistidheachd, no tiodhlac no maoinachadh a lìonas beàrn. Agus chan eil goistidheachd air a meas mar leasachadh-prìse airson bathair no sheirbheisean gnàthach.

Beachdaichidh MG ALBA air a h-uile iarrtas goistidheachd ann an dòigh fhosgailte agus chothromach. Tha co-dhùnaidhean mu iarrtasan goistidheachd an urra ri MG ALBA a-mhàin.

Tha sinn ag iarraidh gum bi pròiseactan dha bheil sinn a' toirt taic:

- a' sealltainn ainm MG ALBA air gach stuth follaiseachd – mar leabhraichean, sanasachd, làraich-lìn, stuthan taisbeanaidh, soighnichean, pasgain fiosrachaidh msaa;
- a' toirt iomradh air MG ALBA ann am fios naidheachd sam bith do na pàipearan no do mheadhanan eile ann an cruth air aontachadh le MG ALBA;
- a' toirt cothrom do luchd-obrach MG ALBA air stuthan no aithisgean air an deasachadh mar phàirt den obair aca;

- a’ foillseachadh phrògraman no phròiseactan telebhisein Gàidhlig maoinichte le MG ALBA tro àite taisbeanadh aig tachartasan dha bheil sinn a’ toirt taic goistidheachd, a bheir cothrom dhuinn neach-labhairt a thoirt dhaibh agus/no tiogaidean fhaighinn an-asgaidh do chuid de ar luchd-obrach fhìn no ann an gnìomhachas buntainneach.

MG ALBA

Dùbhlachd 2008

Liosta-sgrùdaidh iarrtasan goistidheachd

Dèan cinnteach gun innis thu dhuinn:

- ainm na buidhne agad
- d’ ainm agus do sheòladh
- tiotal an tachartais/fhoillseachaidh msaa a tha thu ag iarraidh goistidheachd air a shon
- na cosgaisean na lùib agus dè bhiodh tu ag iarraidh bho MG ALBA
- cuin a bhios an tachartas/am foillseachadh a tha air a goistidheachd a’ nochdadh
- na com-pàirtichean/goistidhean eile
- cuin a bhiodh tu ag iarraidh co-dhùnadh.

An uair sin innis dhuinn mu:

- do chomas air an seòrsa pròiseict seo a libhrigeadh
- ciamar a bheirear àite do ar n-ainm is ar n-iomhaigh airson luchd-amais do thachartais/d’ iomairt
- ciamar a nì thu cinnteach gur e deagh phròiseact/thachartas/fhoillseachadh a bhios ann
- ciamar a chuidicheas sàr mhargaidheachd agus PR thu gus dèanamh cinnteach gum bi taic MG ALBA air fhoillseachadh gu ceart
- ciamar a tha thu an dùil a gheibh MG ALBA luach an airgid agus ciamar a chuidicheas am pròiseact a tha a’ faighinn ar taic goistidheachd ann a bhith a’ coileanadh ar n-amasan obrachaidh no a’ co-obrachadh le prìomh chom-pàirtichean
- ciamar a tha thu an dùil am pròiseact a mheasadh (a rèir àireamh luchd-frithealaidh, iomradh sna meadhanan, msaa)

Cuir do thagraidh ann an sgrìobhadh gu: Oifigear Margaidheachd agus Conaltraidh, MG ALBA, Rathad Shìophoirt, Steòrnabhagh, Eilean Leòdhais, HS1 2SD post-d: murdo.morrison@mgalba.com

Cuimhnich gur e buidseat beag a tha againn agus nach urrainn dhuinn taic a thoirt ach do dh’àireamh beag de phròiseactan ann am bliadhna-ionmhais sam bith.

MG ALBA's Sponsorship Policy

This policy gives guidance to staff and to applicants for sponsorship. It gives guidance on what we can and cannot support, in terms of the project itself and the organisations involved. Please read this before making an application for sponsorship support. Remember that we judge every sponsorship request on its merits.

Sponsorship

MG ALBA may enter into sponsorship agreements with organisations whose products, policies and values align with the strategic objectives and values of MG ALBA. MG ALBA will only incur expenditure on sponsorship if the expenditure represents value for money, creates impact and assists in the furtherance of MG ALBA's objectives as set out in our annual Operational Plan.

When we sponsor an event or activity we will make a contribution in money or 'in kind' to assist in the staging of the event or activity in return for a public acknowledgement of the support. Permitted activities will be of a social, sporting, cultural, broadcasting industry, language development or educational nature in Scotland. We will require evidence of how sponsorship income would be used.

We will enter into a contract stipulating the deliverables required by us and may defer part of our expenditure until it has been verified that the terms of the contract have been fulfilled.

We will not as a rule sponsor government organisations or individuals. We will not allow sponsorship agreements to influence the policies or procedures of MG ALBA or to gain favourable terms from any organisation. We will not enter into sponsorship agreements with any organisation which has a connection with any political party or pressure group. We will not provide sponsorship for religious organisations.

We will not provide sponsorships which may be construed as showing or encouraging any type of prejudice (for example racial, sexual or religious) or that may be considered not to comply with the guidelines established by the Advertising Standards Authority.

Sponsorship is not a grant, nor is it a donation or gap funding. Sponsorship is also not regarded as a discount for normal goods or services.

MG ALBA will consider all sponsorship requests in an open and even-handed way. Decisions on sponsorship applications are made at the sole discretion of MG ALBA.

We require sponsored projects to:

- display the MG ALBA brand on any publicity - this can include brochures, advertising, websites, exhibition materials, signage, information packs etc
- mention MG ALBA in any press release or media activity in a form agreed with MG ALBA;
- make available materials or reports produced as part of the activity to MG ALBA staff;
- showcase Gaelic television programmes or projects funded by MG ALBA by providing exhibition space at events we're sponsoring, allowing us to provide a speaker and/or providing free tickets for some of our staff or industry contacts to attend.

Sponsorship application checklist

Make sure you tell us:

- the name of your organisation
- your name and contact details
- the title of event/publication etc. you are requesting sponsorship for
- the costs involved and what you would like from MG ALBA
- when the sponsored event/publication will appear
- who the other partners/sponsors are
- when you need a decision.

Then tell us about:

- your capacity to deliver this type of project
- your proposition for our brand recognition within the target audience for your event/initiative
- how you will ensure a high quality sponsored project/event/publication
- how you will be supported by high quality marketing and PR to ensure that MG ALBA's support is properly acknowledged
- how you expect MG ALBA to obtain value for money and how the sponsored project will help us meet our operating objectives or partner with key stakeholders
- how you expect to evaluate the project (whether by number of attendees, press coverage, etc)

Send your written proposal to: Marketing and Communications Executive, MG ALBA, Seaforth Road, Stornoway, Isle of Lewis, HS1 2SD email: murdo.morrison@mgalba.com

Please be aware that our budget is limited and that we can only support a small number of projects in any financial year.