



International Homegrown Support Program 2021: “Thailand Event Line Up”

Objectives

The Support is offered by the Thailand Convention & Exhibition Bureau (TCEB) to select local and international organizers who organize international Homegrown festivals and events in Thailand without rotation to other countries but can be rotated within cities in Thailand.

TCEB’s International Homegrown Support Program serves the following objectives:

1. To develop international homegrown event in Thailand.
2. To promote specific cities as the host city for a specific international major event in Asia.
3. To grow international events in Thailand in terms of both international content and international audience, with sustainable direction to be the world’s major event.
4. To enhance the image of qualified international festivals & events in the international arena.

Qualification

1. Domestic associations
2. International or domestic event/festival organizers
3. International or domestic event/festival owner
4. Any government organization who owns international events, organized regularly, not applicable for one time off event

Type of event support

1. New event creation
2. Existing event
3. Thailand Top Star Challenge

1. New event creation

Criteria for consideration – New event creation

1. Must have at least one government partner. (Letter of support or other evidence)
2. Must be in TCEB focused sectors (Art and Culture, Creative and lifestyle, Entertainment, Sport Mass Participation)
3. Must plan to organize an annual and/or a permanent event
4. Attract national and international media coverage with PR & Marketing plan
5. Must qualify with basic criteria for International Homegrown Event
6. Events organized outside Bangkok will be considered as first priority.

Scope of Support – New event creation

1. **Financial Support** with maximum value at **THB 1,000,000** based on criteria for consideration by the following factor;
 - 1) Economic Contribution Activities
 - 2) Business Activities (Business matching, meetings or conference)
 - 3) PR / Marketing Plan
 - 4) Content Collaboration/ International Partnership
 - 5) Education Program / Workshop / Artist Exchange
 - 6) Audience Development Activities
 - 7) Fanbase Engagement Activities
 - 8) Community Engagement Activities
 - 9) Hygienic Event Practice
 - 10) Environmental Activities

Remark : Applicants will receive financial subsidy in ratio according to performance score given by committee nominated by TCEB

2. **Non-Financial Support :** all new event creations passing basic criteria for International Homegrown Event under TCEB's consideration, will receive the following supports:
 - Satisfaction / economic & social Impact audit (Valued at THB 400,000)
 - VIP Fast track at Suvarnabhumi Airport (Valued at THB 1,000/Person)
 - Government and host city Facilitation/Linkage
 - Volunteer recruitment
 - Domestic and international PR on TCEB Channel (Upon availability)

2. Existing event

Criteria for consideration – Existing event

1. Must be an annual or permanent event (can be annual or bi-annual)
2. Must be in TCEB focus sectors (Art and Culture, Creative and lifestyle, Entertainment and Sport Mass Participation)
3. Attract national and international media coverage with PR & Marketing plan
4. Must qualify with basic criteria for International Homegrown Event

Scope of Support - Existing event

1. **Financial Support** with maximum value at THB 1,200,000 base on the following factor;
 - 1) Economic Contribution Activities
 - 2) Business Activities (Business matching, meetings or conference)
 - 3) PR / Marketing Plan
 - 4) Content Collaboration/ International Partnership
 - 5) Cross Sector Activities
 - 6) Audience Development Activities
 - 7) Fanbase Engagement Activities
 - 8) Community Engagement Activities
 - 9) Innovation & Technology
 - 10) Volunteer Program
 - 11) Hygienic Event Practice
 - 12) Environmental Activites

Remark : Applicants will receive financial subsidy in ratio according to performance score given by committee nominated by TCEB

2. **Non-Financial Support** : all existing event passing basic criteria for International Homegrown Event under TCEB's consideration, will receive the following supports:
 - Satisfaction / economic & social Impact audit (Valued at THB 400,000)
 - VIP Fast track at Suvarnabhumi Airport (Valued at THB 1,000/Person)
 - Government and host city Facilitation/Linkage
 - Volunteer recruitment
 - Domestic and international PR on TCEB Channel (Upon availability)

3. Thailand Top Star Challenge

Criteria for consideration – Thailand Top Star Challenge

1. Must be an annual or permanent event (can be annual or bi-annual) and continuously organized for at least 5th Editions and 3rd editions for Bi-annual Event.
2. Must be in TCEB focus sectors (Art and Culture, Creative and lifestyle, Entertainment and Sport Mass Participation).
3. Attract national and international media coverage with PR & Marketing plan.
4. Must qualify with basic criteria for International Homegrown Event
5. Must have 300+ MB Economic contribution in GDP/Year

Scope of Support - Thailand Top Star Challenge

1. **Financial Support** with maximum value at **THB 3,000,000** based on score rate and criteria for consideration by the following factor;

Factor	Score (%)
1. Project management and planning	10
2. Creativity	15
3. Destination Promotion / Marketing	15
4. Fanbase Engagement	30
5. Legacy contribution (Business / Social / Environment)	30
Total	<u>100</u>

Score rate (%)	Financial subsidy
80 or more	THB 3,000,000
70 - 79	THB 2,000,000
60 – 69	THB 1,000,000
< 60	Non Financial

2. Non-Financial Support :

- Satisfaction / economic & social Impact audit (Valued at THB 400,000)
- VIP Fast track at Suvarnabhumi Airport (Valued at THB 1,000/Person)
- Government and host city Facilitation/Linkage
- Volunteer recruitment
- Domestic and international PR on TCEB Channel (Upon availability)

Remark : This program is limited and based on first come first serve basis. The event/festival owners will receive financial support according to the score rated by professional committee invited by TCEB as judges.

TCEB Benefits

The applicant is required to provide TCEB benefits at minimum listed as follows

- Logo as “**Strategic partner or official supporter**” at the event, **NOT event sponsor** and mention in all media
- Logo on printed material and online promotion both domestic and international platform
- Join the press conference and photo session (If any)
- Join the opening ceremony and photo session (If any)
- Join the social function and/or relevant promotional activities overseas (If any)
- Other activities upon discussion ex. exclusive interview and/or article, etc.

Application process – Pre Event

1. The applicants must apply online at least 4 months (Existing Event) and 6 months (New Event Creation) before the event starts at <https://rfs.businesseventsthailand.com> and upload the documents required as follows:
 - Letter of Support Request (Thai or English)
 - Event Factsheet
 - Event proposal with estimated event budget
 - Past event report (for existing event)
 - Economic and social impact audit report from past event (for existing event)
 - Company registration Certification
 - Letter of support from other Government Organization (If any)
2. TCEB will consider the request and reply by letter in duplicate.
3. The organizer must formally acknowledge any supports, and sign off the relevant documents. Together with the company seal. All signed documents should be returned to TCEB within seven (7) working days.

Reimbursement Process – Post event

1. Within 60 Days of the event’s conclusion, the applicants must send a fully post-show report providing essential details of the event to TCEB. Final disbursements will be based on the report. The document list to be submitted are as follows:

- a. Event report includes:
 - a) Executive Summary (1-2 Pages)
 - b) Activities of the events
 - c) Number of participants, visitors, exhibitor or artist by classified Thais, Expats, and internationals (Top 5 countries in both content and visitor, except Thais)
 - d) Media value / PR activities
 - e) Photos of overall events including TCEB Logo appearing
 - f) Evidence of TCEB benefits from this event.
 - g) Event Challenges & Recommendations
 - h) Next Year Plan
- b. Highlight event photos and VDO Footage with hi-Resolution

Terms and Conditions

1. The program is open to events organized from **October 2020 to September 2021**
 2. TCEB reserves the right to amend or adjust the details and procedures of the support as appropriate and will inform the applicant in advance.
 3. The applicant is required to provide full information as requested. If the organizer fails to abide by rules and regulations stated herein any case, TCEB reserves the right to terminate the support at its discretion.
 4. The total fiscal-year budget allocated for TCEB's financial and non-financial subsidy is available to the applicant on a first come first serve basis and TCEB reserves the right to cease support if this budget has been fully utilized without prior notice.
 5. All applicants must agree that the financial support is inclusive of VAT required by law (currently at 7%) and Thai-registered companies must accept the deduction of revenue tax under Thailand's Tax Law.
 6. In terms of the exchange rate (if any), TCEB reserves the right to apply the rate indicated by the Bank of Thailand (BOT). If this exchange rate is not available, TCEB will use the rate indicated in previous business day (s) instead
 7. TCEB's decision is final and not to be disputed.
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Basic Criteria for International Homegrown Event

Factor / Sector	Art & Culture	Creative & Lifestyle	Entertainment	Sport Mass Participation
International Content (Eligible for online)	3	5		None
Minimum Participant	1,000	3,000		3,000
Event Duration	3			2
Enforced Activities	<ul style="list-style-type: none"> - Local Artist - International Artist - Community Engagement Program (related to Content) - Education engagement program (Workshop, Seminar, Conference, etc) - Business-related activities platform (Business matching, Artist Exchange, etc) 	<ul style="list-style-type: none"> - Local creator/designer - International creator/ designer - Community Engagement program (related to Content) - Education engagement program (Workshop, Seminar, Conference, etc) - Business-related activities platform (Business matching, Artist Exchange, Exhibition, etc) 	<ul style="list-style-type: none"> - Local Artist - International Artist - Community Engagement Program (related to Content) - Activities, Workshop - Accommodation at the venue for Music Festival - Pre or post community visit - Community hopping/City space for Music Event 	<ul style="list-style-type: none"> - International standard certified - Community Engagement program (related to Content) - Education engagement program (Workshop, Seminar, Conference, etc) - Business-related activities platform (Expo, etc.)
Type of Event Venue	Close venue / Open space	Close venue / Open space	Open space	Open space / City area
GDP Contribution (Past event recorded)	At least 20 MB	200+ MB	200+ MB	100+ MB
Estimated revenue (1 st time apply to TCEB both New event creation and Exist event)	Minimum 10 MB			