

Dubai Leisure Events Sponsorship Scheme Frequently Asked Questions (FAQs)

- Q: When is the Leisure Events Sponsorship Scheme effective from?
A: The sponsorship scheme is effective from 1 May 2019 to 31 December 31 2020. All events taking place during this period are eligible to apply for sponsorship.
- Q: Who can apply for the Leisure Event Sponsorship Scheme?
A: Event Organisers who are hosting an event that is:
- Ticketed
 - Open to the public
 - Eligible to apply for or holds a Leisure Event Permit
 - Being held between 1 May 2019 to 31 December 31 2020.
- Q: When can I apply for the Leisure Events Sponsorship Scheme?
A: You can apply for the scheme effective immediately. For details, please visit www.visitdubai.com/en/leisure-events-sponsorship
- Q: What is the minimum timeframe for submitting my application for the Leisure Events Sponsorship Scheme?
A: Applications must be received a minimum of four (4) weeks prior to the event date.
- Q: My event is on 2 May which is less than 4 weeks away; can I still apply?
A: An exception will be given for events being held between 1 – 31 May 2019. You must already have an approved Leisure Event Permit to apply in this scenario. Please contact sponsorship@dubaitourism.ae to discuss your event.
- Q: Do I need an event permit in order to apply for the Leisure Event Sponsorship Scheme?
A: You must be eligible for a Leisure Event Permit in order to apply for sponsorship. If approved for funding support, you will be required to have an approved event permit to formalise the contract.
- Q: My event permit has been applied for by the venue or ticketing provider. Can they apply for the Leisure Event Sponsorship Scheme on my behalf?
A: No, only the event organiser who has contracted the event/artists may apply for sponsorship.
- Q: I am both the venue and organiser of the event. Can I apply for the Leisure Event Sponsorship Scheme?
A: Yes, however you will need to provide evidence that you have contracted the event/artists directly as part of formalising the contract.
- Q: How quickly will I receive a response on my application?
A: Within 5 working days.
- Q: How do I apply for a Leisure Event Permit?
A: Please visit <https://epermits.dtcp.gov.ae/ePermit> for more information and to apply.

- Q: If I hold an Activity Event Permit, am I eligible to apply for sponsorship?
A: Only holders of Leisure Event Permits for a ticketed, public event can apply for sponsorship.
- Q: Once I receive approval on my application, what are the next steps?
A: Follow the steps below:
- Step 1: If you have not already done so, apply for your event permit and ticketing links
 - Step 2: You should ensure you are registered as a DTCM Supplier
 - Step 3: Agree event benefits with your Leisure Events team Account Manager
 - Step 4: Add Dubai Calendar as a ticketing channel on all event collateral, website, advertising material etc
 - Step 5: Finalise your contract with Dubai Tourism, including a copy of your Trade Licence
 - Step 6: Market and hold your event ensuring agreed benefits are realised.
 - Step 7: Work with your contracted ticketing company to reconcile ticketing report and payments with DTCM.
 - Step 8: Upon receipt of LPO for sponsorship amount from DTCM, issue an invoice as instructed for sponsorship payment.
- Q: Can I receive funding upfront?
A: No, the sponsorship will be paid within three (3) working days of financial reconciliation (funds cleared) of the ticketing fee for the event with DTCM.
- Q: Am I eligible to apply for the sponsorship scheme if my event has already taken place?
A: Any event held prior to 1 May 2019 is not eligible to apply for the sponsorship scheme
- Q: Am I still eligible for sponsorship if I have a signed contract and my event is postponed to another date?
A: Yes, however you must formally notify your account manager of the date change and an addendum will be added to the existing contract.
- Q: What happens if I have a signed sponsorship contract and my event is cancelled?
A: Your contract will be cancelled, funding is only payable upon event closure with DTCM
- Q: How will DTCM confirm that I am, in fact, the event organiser?
A: In assessing the application we may request evidence that you hold the contract for the event/artist etc.
- Q: If I am the venue and the organiser (co-partnership with the international/local organiser) do I get the sponsorship too?
A: Only one party can apply for sponsorship per event. If there is any doubt, we will request a signed statement from the contracting party stating they have the rights to act on behalf of and contract for the event.