



Portugal Events

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Portugal Events

Intervention areas

This incentive is intended to promote the attraction and holding of events that, due to their positioning, reputation, contribution to the setting up of territorial dynamics, the diversification of the tourist experience and tourist dissemination in space and time, boost the vibrancy of local economies, particularly in low-density territories, or favour the international projection of Portugal and its regions.

Geographical area

The entire national territory.

Minimum and maximum investment amounts

- Minimum investment - 100.000€
- Maximum investment - 250.000€, including surcharges.

Financing rate

The incentive to be conceived takes the form of a non-refundable incentive.

- Incentive rate depends on the Degree of Relevance:
Medium Relevance Degree: 10%;
High Degree of Relevance: 30%;
Very High Degree of Relevance: 50%;
- 25% surcharge if the event takes place in a Low Density Territory.

Beneficiaries

There are 2 types of beneficiaries:

- **Type 1 beneficiaries:**
Companies of any size that hold the rights to organize events or whose main activity is organizing them;
- **Type 2 beneficiaries:**
Convention Bureaux (1), Associations and Regional Tourism Promotion Agencies recognized by the Portuguese Tourism Confederation.

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Beneficiary Eligibility Conditions

Beneficiary entities must meet the following eligibility conditions:

- Be legally constituted;
- Have or ensure the physical, human, material and financial resources needed to organize and hold the event;
- Have an up-to-date tax and contributory situation with the tax authorities, social security and Turismo de Portugal, I. P.;
- Have organized accounts in accordance with the applicable legislation;
- In the case of companies, have a positive net worth as of December 31, 2019 or, if not, demonstrate that they have one at the time of the application, by submitting an interim balance sheet certified by the respective certified accountant;
- They do not fall within the concept of a company in difficulty as defined in Article 2(18) of the General Block Exemption Regulation (GBER);
- Have not been subject to an administrative or judicial sanction in the two years prior to the date of the application, for the use of labor legally subject to the payment of taxes and social security contributions, not declared under the terms of the rules imposing this obligation in Portugal;
- Have not been convicted in the two years prior to the date of application, by a final judgment, of unlawful dismissal of pregnant women, women who have recently given birth or women who are breastfeeding.

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Eligible expenses

- 1) Rental of space for the event and its social program;
- 2) Rental of audiovisual equipment;
- 3) Travel expenses;
- 4) Hiring services directly associated with the event, such as accommodation or catering;
- 5) Construction or assembly of structures associated with the event, including accessibility;
- 6) Event organization and management services, when contracted in Portugal;
- 7) Publicity material and communication campaign;
- 8) National and international communication plan for the event, namely:
 - Presence in the media;
 - Travel of journalists or international media, including accommodation and meals;
 - Brand activations or promotional actions about the event abroad;

- Production of content to promote the event;
- Promotional material, including digital media such as websites or apps.

Note: *In the case of Music Festivals located outside low-density territories, only expenses related to point 8. National and international communication plan are eligible.*

Non-eligible expenses

- a) The beneficiary's normal operating costs, not provided for in the contracted investment, as well as maintenance and replacement costs, and costs related to periodic or continuous activities;
- b) Cash payments, except in situations where this proves to be the most frequent means of payment, depending on the nature of the expenditure, and provided that the unit amount is less than €250 (two hundred and fifty euros).

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Target Audience

The operations of organization and execution of the following types of events can be organized and carried out under the Portugal Events incentive system:

- a) Events associated with the development of strategic tourism products, which are, by their scale, catalysers in attracting tourists, helping to boost local economies and are able to promote the image of Portugal or the region where they take place;
- b) Associative or corporate events not included in the events calendar of the territories where they are held.

2 - Operations involving the organization and holding of events corresponding to individual sponsorships or not aimed at the priority external markets defined in the Tourism 2027 Strategy are not eligible.

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