

## **Financing and Management of Cultural Events: Needs and Opportunities for Cultural Institutions and NGOs**

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**Abstract:** *Festivals contribute to the economic and social development of the regions where they take place, and adequate funding is an essential condition for their organization. This study presents the results of a survey that investigated the interest and needs of cultural event organizers, public cultural institutions, and non-governmental organizations in accessing funds, the need for training, as well as the specific management characteristics of institutions in this field. Data was obtained by applying a survey and interpreting the results for an equal number of respondents from two categories of organizations: public institutions and non-governmental organizations. The statistical analysis reflects the opinions of the organizers of eight annual festival events in the city of Cluj-Napoca. The results indicated that although there is experience in fundraising, there are difficulties in project implementation, with differentiated needs between the two categories regarding financial support for event organization, marketing, and promotion. Crowdfunding platforms and community donations can represent important sources of funding, and the specific management of performing arts requires continuous training of organizers.*

**Keywords:** *cultural event, financing, public cultural institutions, non-governmental organizations (NGOs)*

**JEL Classification:** *Z11, Z19*

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