

WEBINAR WILL BE STARTING SHORTLY



# COME ALIVE

**IRELAND'S**  
*festivals*

**Sponsorship Management for  
Festival & Event Organisers**





# COME ALIVE

**IRELAND'S**  
*festivals*

**Sponsorship Management for  
Festival & Event Organisers**



*Your host for today*

**Katie Norris**

**Festivals & Events**

*Fáilte Ireland*



# Housekeeping



Thank you for attending this session. Please make yourself comfortable, relax and listen.



All attendee videos and audios are muted.



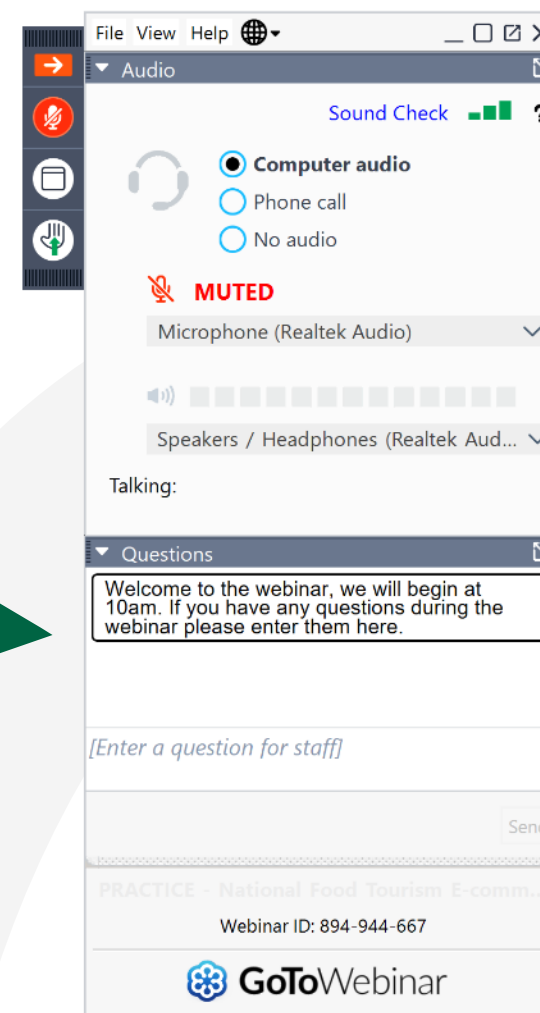
During the presentation, please use the Questions panel on the right of your screen. We will answer as many as we can during the live Q&A at the end.



**This Session is being recorded**



The Webinar recording, slides and other resources will be shared after the event via a follow-up email.



The screenshot shows a GoToWebinar interface. On the left, there is a vertical toolbar with icons for navigation, audio, chat, and help. The main window is titled 'Audio' and shows settings for 'Computer audio', 'Phone call', and 'No audio'. Below this, it indicates 'MUTED' and lists the microphone and speaker settings. At the bottom of the window, there is a 'Questions' panel with a text input field containing the message: 'Welcome to the webinar, we will begin at 10am. If you have any questions during the webinar please enter them here.' Below the input field is a 'Send' button. The footer of the window displays 'PRACTICE - National Food Tourism E-comm...' and 'Webinar ID: 894-944-667'.

*Your presenter for today*

# Richard Tierney

CEO

*St Patrick's Festival*



# Richard Tierney – an Introduction

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- Commercial sponsorship consultant – 30 years
- Key projects:
  - Naming Rights: 3Arena, Bord Gáis Energy Theatre, SSE Arena Belfast
  - Festival consultancy: Live Nation, MCD & Aiken Promotions
  - Venue incremental revenue consultancy: 3Arena, Bord Gáis Energy Theatre, SSE Arena Belfast, Vicar Street, INEC Killarney, Thomond Park

# Agenda

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- Essence of Sponsorship – 5 Pillars
- Understanding the festival's brand and target audience
- Developing a sponsorship package
- Valuation
- Identifying potential sponsors
- Approaching potential sponsors
- Negotiating effectively
- Leveraging sponsorships
- Measuring impact
- Retention
- Current trends in Sponsorship

# Essence of Sponsorship – 5 Pillars





# Essence of Sponsorship – 5 Pillars



Discovery



Acquisition



Activation



Evaluation



Retention

Understanding the  
Festival's brand  
and target  
audience.



St. Patrick's  
Festival

# Understanding the Festival's brand and values.



Must develop a clear understanding of your festival brand and values before approaching sponsors.



Purpose of branding and values is to build your festival image, personality and develop loyalty.



Your festival's branding should convey a message that resonates with your target audience and sets you apart from other festivals.

Research and data collection is KEY.



6 steps involved in Festival Branding:

- Brand identity
- Logo
- Colour Scheme
- Typography
- Promo Materials
- Marketing

# 6 steps involved in branding your Festival



Brand Identity

# St. Patrick's Festival

Logo

FOREST GREEN	PAT SCOTT GOLD	CATHEDRAL BLUE	BURNT ORANGE	BLACK
R: 29 / G: 106 / B: 27 #1D6A1B C: 71 / M: 10 / Y: 100 / K: 47	R: 199 / G: 167 / B: 99 #C7A7E3 C: 0 / M: 20 / Y: 60 / K: 27	R: 7 / G: 102 / B: 154 #07669A C: 90 / M: 45 / Y: 7 / K: 32	R: 241 / G: 134 / B: 69 #F0845 C: 2 / M: 59 / Y: 84 / K: 0	R: 0 / G: 0 / B: 0 #07669A C: 15 / M: 0 / Y: 0 / K: 100
R: 165 / G: 207 / B: 27 #A5CF1B C: 46 / M: 0 / Y: 100 / K: 0	R: 245 / G: 199 / B: 202 #F5C7CA C: 5 / M: 33 / Y: 13 / K: 0	R: 239 / G: 193 / B: 0 #FFC000 C: 0 / M: 20 / Y: 100 / K: 8	R: 232 / G: 217 / B: 206 #B3D9E C: 9 / M: 16 / Y: 16 / K: 0	R: 219 / G: 192 / B: 173 #B0C0AD C: 15 / M: 26 / Y: 33 / K: 4
ACID GREEN	ROSE OF TRALEE	NEW GRANGE GOLD	IRISH STONE	CELTIC SAND

Colour Scheme



Typography



Promo Materials



Marketing

# Understanding the Festival's target audience.



- Identifying your target audience helps you find sponsors that align with the values of your festival and your attendee's interests.
- Track data from past events – or project data for your first festival – to inform and attract sponsors.
- Three key metrics to share with potential sponsors:
  - Audience demographics
  - Audience size
  - Engagement opportunities
- Always incorporate a data-driven audience profile into your sponsorship proposal.



# St. Patrick's Festival – audience



# Value of our Audience

**592,588**

Total 2023 live audience

96%

of Irish adults have attended St. Patrick's Festival in the last 5 years and intend to go next year.

69%

of Festival Quarter audience are domestic visitors

31%

of Festival Quarter audience are overseas visitors

70%

of Irish adults Identified St. Patrick's Festival Dublin as a diverse and inclusive event.

## Did you know?

St. Patrick's Festival Dublin was voted as the festival with the highest overall awareness amongst the Irish population!



# Value of our Audience

67%

Believe St. Patrick's Festival represents all communities.

82%

Enjoyed the atmosphere around the festival.

67%

Think St. Patrick's Festival depicts modern Ireland in a positive light.

81%

Overall attendee satisfaction rating





# Developing a Sponsorship Package



St. Patrick's  
Festival

# Developing a Sponsorship Package.

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Create optimum sponsorship sales model for your festival.



Identify sponsorship opportunities within your festival: what can you sell and what you can not.



# Developing a sponsorship package.



Naming Right Partners



in association with  
**Bord na Móna**

Associate Partners



Best Creativity in the  
Workplace supported by  
ESB

Category Partners



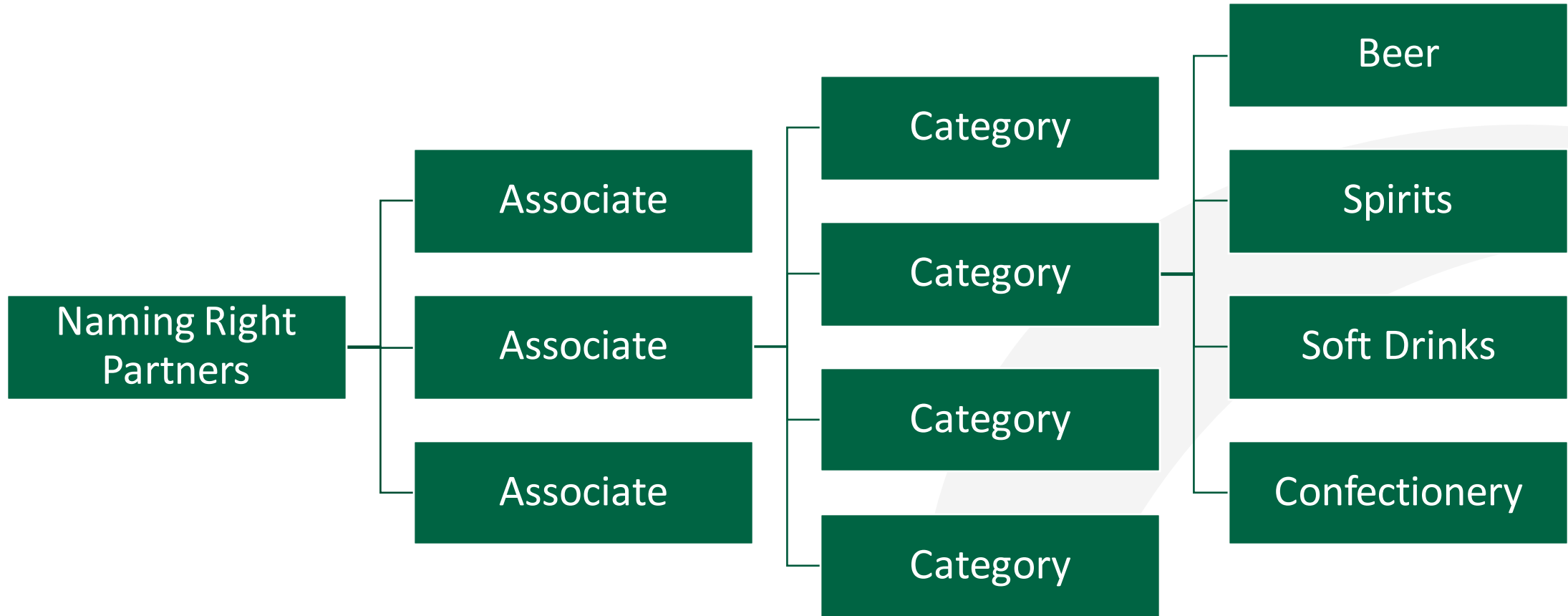
Trading/Policy Rights



Media Partners

**St. Patrick's Festival**

# Developing a sponsorship package.



# Developing a Sponsorship Package: Understanding Deliverables

Develop Deliverables Matrix  
– Associated Rights

	Premium	Pageant	Transition	Pre Parade	Associate	Activation	Retail	Sample
<b>Marketing Rights</b>								
Inclusion on marketing materials where other commercial partners appear	Y	Y			Y			
Brand logo included within partner footer	Y	Y			Y			
Brand logo feature on print materials	Y	Y			Y			
Brand mention included in SPF press release	Y	Y	Y		Y			
Branding along Parade route	Y							
Branding on site in Festival Quarter	Y				Y			
Dedicated branded crossing point	Y							
Dedicated branded grandstand seating	Y							
Dedicated branded viewing platform	Y				Y			
Use of Festival IP	Y	Y			Y			
Brand to support marketing of partnership / Festival	Y	Y			Y			
On screen branding (Parade or Festival Quarter)	Y				Y			

# Developing a Sponsorship Package: Understanding Deliverables



	Premium	Pageant	Transition	Pre Parade	Associate	Activation	Retail	Sample
<b>Digital Rights</b>								
Brand logo feature on SPF website amongst other partners	Y	Y	Y		Y			
Brand feature on SPF website	Y	Y	Y		Y			
Hyperlink to brand website via brand logo	Y	Y	Y		Y			
Brand logo feature within the Ezine footer	Y	Y			Y			
Right to presenting partner of Festival App	Y							
Right to run banner ads within Festival App	Y				Y	Y		
Right to push notifications within Festival App	Y	Y	Y	Y	Y	Y	Y	Y
Right to have content / social series feature on SPF Youtube channels	Y	Y			Y			

# Developing a sponsorship package.



Evaluate Sponsorship Category Vs Deliverables – How much is it going to cost?



Construct Package



# Sample of St Patrick's Festival packages



**St. Patrick's  
Festival**





## VIP Hospitality Partner

St. Patrick's Day Parade Breakfast and Lunch are two of the Festival's most exclusive events.

These are unique opportunities to be associated with the Festival's key events and welcome the major stakeholders and VIP guests of the Festival.



## Parade Transition Show Piece

A transition show piece is a performance that sits between the large-scale pageants and marching bands during the Parade.

These fun, humorous and imaginative show pieces have become standout moments in themselves.

The Parade is broadcast live on RTÉ and its digital platform to over half a million viewers in Ireland and across the world.

# Sponsor a Parade Pageant

A pageant is a themed spectacle performance consisting of large floats, music and choreography.

Each year, pageant creative companies perform in our National Parade with hundreds of Ireland's most dynamic and innovative artists.

- Over 400,000 on street audience
- 490,00 viewers on the RTÉ live parade broadcast

\*Talk to the team about commissioning your own pageant.



**St. Patrick's  
Festival**

# Valuation



# Valuation

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- Dispel the Myth – The Sponsorship amount needed is the deficit in the budget.
- Understand your deliverables costs
- Correct Evaluation Key Metrics:
  - Footfall
  - Social media reach
  - Sales Opportunities
  - Advertising Value
  - Competitor Analysis – similar sponsorship deals
  - Business Needs/Sponsor Budget



# Identifying Potential Sponsors

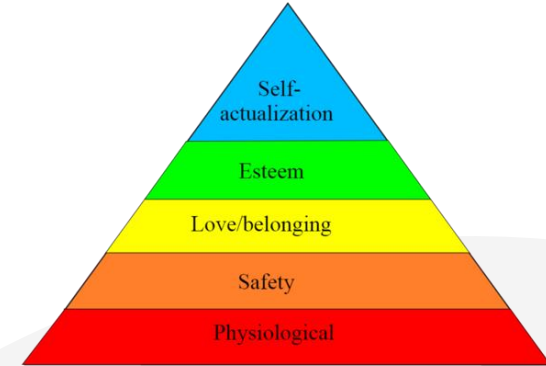


St. Patrick's  
Festival

# Identifying Potential Sponsors



ONSIDE  
St Patrick's Festival  
COMMERCIAL REVIEW  
September 2022



Research – Data led intelligence

Who is the ideal partner fit?

Can you fulfill their business needs?



Categorize into primary and secondary targets.



Match target and brand values.

St. Patrick's Festival

# Approaching Potential Sponsors



**St. Patrick's  
Festival**



# Approaching potential sponsors

Master the elevator pitch: tell your sponsors who you are, what your festival is about, why your festival is unique and how they will benefit.



Let your numbers do the talking  
- People trust numbers.

Sponsorship is more than signage. Include interactive activities in the deal.



WE UNDERSTAND  
YOUR NEEDS

Develop a customized approach for each sponsor, based on their specific interests and needs – research is key.

Focus on Long-Term Relationships over Short-Term Revenue Benefits



75% of sponsors come from people you know – so network when possible.



# St. Patrick's Festival – Sample Sponsorship Proposal Slides



St. Patrick's  
Festival

# Who are we

Every year, on behalf of the people of Ireland, St. Patrick's Festival welcomes the world in celebration of our nation's proud ancient traditions and contemporary Irish life.

Established in 1995, the Festival has grown from a single-day event to a multi day festival featuring music, performance, street theatre, spectacle, dance, theatre, spoken word, literature, visual arts, food, wellness, tours and much more.

*“St. Patrick's Festival is Ireland's leading multi-disciplinary arts festival and civic celebration around Ireland's national day.”*

Minister Catherine Martin, 2021



# What we do



## St. Patrick's Day Parade

Broadcast live on RTÉ to viewers in Ireland and across the world.



## Festival Quarter

A magical day-to-night urban Festival for all, in the heart of Dublin city.



## One City

A curated series of events in collaboration with cultural partners around Dublin City.

# Our Values



## Community

Bringing communities and young people from all over Ireland together to create, produce and participate as part of Ireland's largest outdoor event.



## Diversity

Supporting Ireland's diverse tapestry of arts, culture and heritage. Representing and celebrating all ages, backgrounds and abilities in everything we do.



## Joy

Capturing the spirit of 'craic' that makes Ireland so special, creating a vibrant and uplifting atmosphere of celebration, happiness, and positive experiences for all.

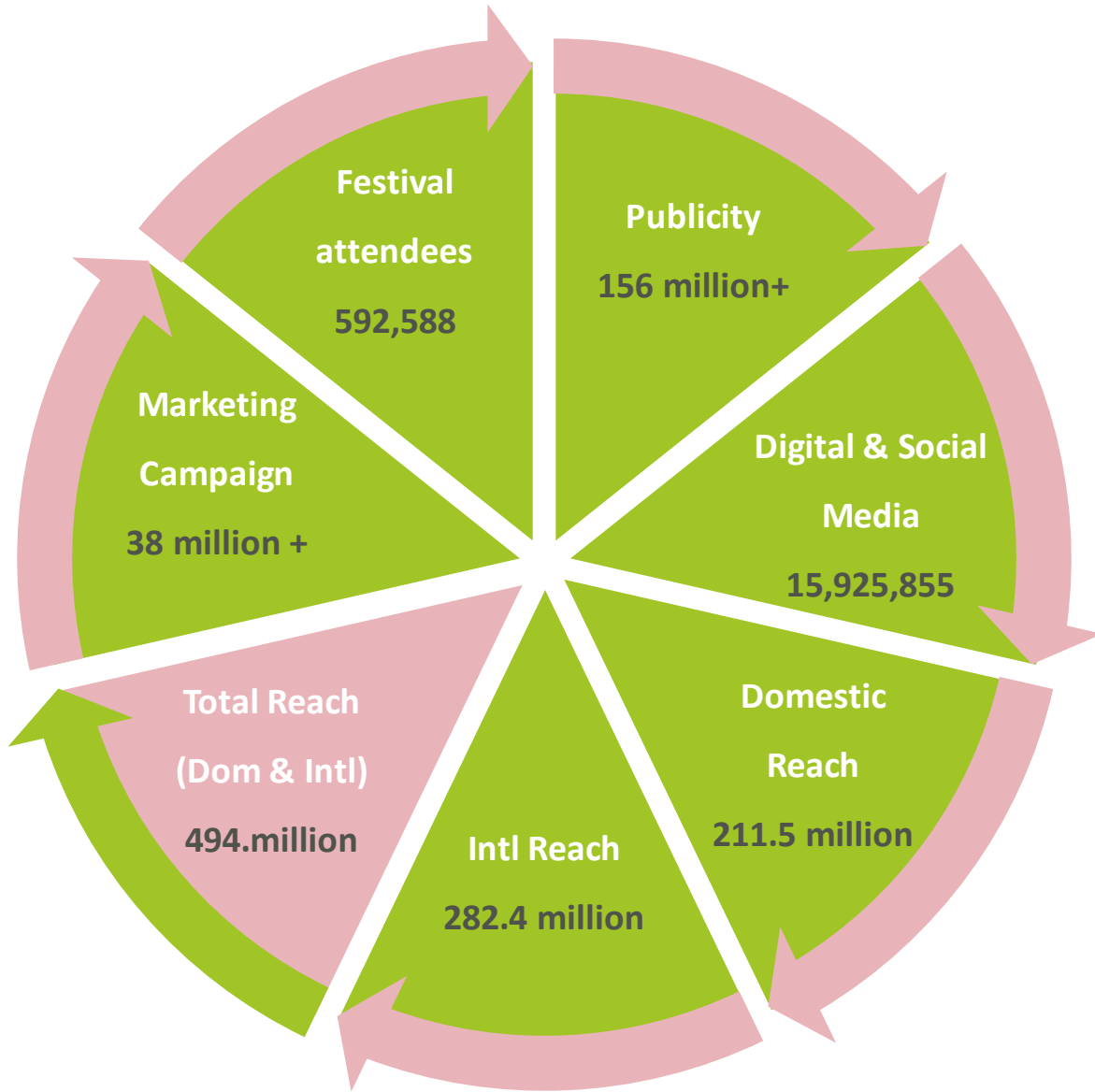


## Sustainability

Passionate about our environment and our climate and committed to our Climate Action Plan 2024, we champion sustainability in our production, operations, and programming.

# Marketing Reach 2023

Reach refers to the total figures recorded from all TV, Print, Radio, Digital, OOH, Social, PR and Broadcast campaigns in 2023.



**+36%**  
Overall audience reach from 2022

# Negotiating Effectively



St. Patrick's  
Festival

# Negotiating Effectively



Believe in your brand/sponsorship.



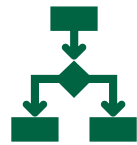
NO cheap dates!



Learn to say NO to prospective sponsors.



Think long term – How can this sponsor add value?



Do they align with our values?



Set timeline.





# Negotiating Effectively – Contracts

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Allow time for Legal contract.



The “Devil is in the Detail”



Think the worst in terms of outcome and allow for it.



Budget for legal.



Protect brand and festival.



# Leveraging Sponsorship: Bringing it to Life



Fáilte  
Ireland



St. Patrick's  
Festival

# Leveraging Sponsorship: Bringing it to Life



Activation

Marketing Programme

Sales

Sampling



St. Patrick's Festival

# Measuring Impact



# Measuring Impact



Research as you go.

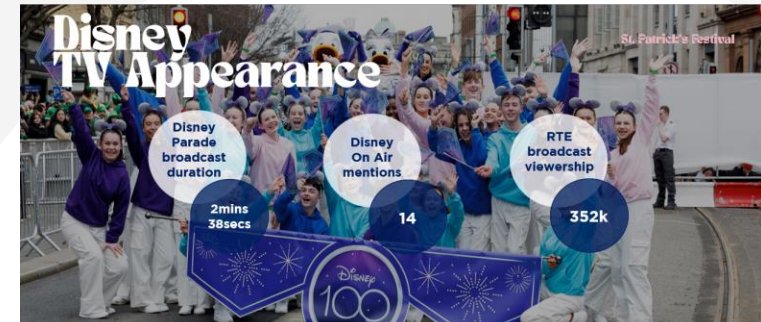
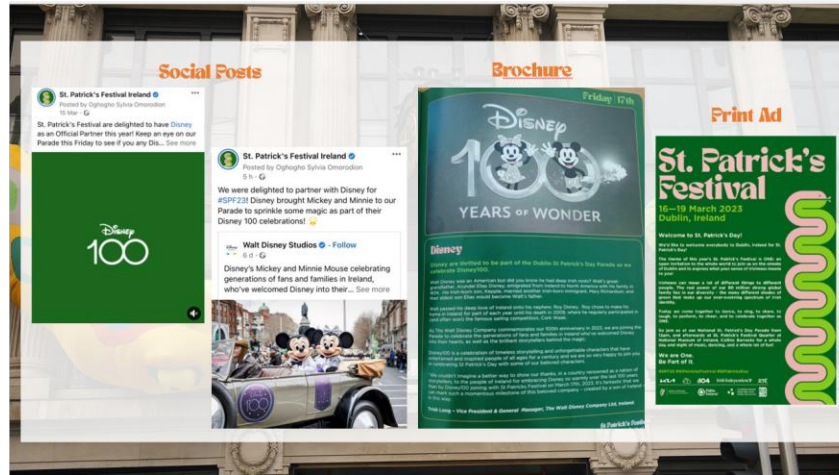
Collect Data.

Set Benchmarks at contract stage:

- What does success look like?
- Agree on metrics.

Prepare post-festival Evaluation report.

## On Screen Branding



#### Performance Stats

- 14 hours of rehearsals
- 30 dancers
- 4 Disney characters
- 1 customized vintage car
- 2 character changes along the Parade route

# Retention



# Retention

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Retention is the key to successful sponsorship programmes.



Plan for long-term relationships and financial support.



Good communication and client service is the main contributor to retention.



Over deliver when possible.



# Current trends in Sponsorship





# Current trends in Sponsorship



Sustainability is the highest growth opportunity.



Increase in Sponsorship Spend.



Media exposure is the most attractive asset for sponsors.



Being a good fit is the most important factor for sponsors.



Banks are the highest sector for sponsorship spend.



3 years is the optimal length for sponsor contracts.

# Q&A

# Other Resources



Access the Sustainable Festival Guidelines from the “Festival and Events” page on the Failte Ireland website

<https://www.failteireland.ie/Product-development/Festival-and-events.aspx>



## LIVE LEARNING

Register for all courses on [tradeportal.failteireland.ie](https://tradeportal.failteireland.ie)

Ongoing

Sales and Marketing

Ongoing

Digital Skills

Ongoing

Climate Action Supports



20 Sep 2023	NC-Live online training	Marketing on a Shoestring for Tourism SMEs	Practical advice and tips for Tourism SMEs on how to promote and sell online and offline to the domestic and local visitor.	Online	100% subsidised by Fáilte Ireland
21 Sep 2023	NC-Live online training	Digital: Introduction to Data Reporting and Google Analytics 4 for Tourism	Account set up, management, optimisation and reporting for new users of Google Analytics 4	Online	100% subsidised by Fáilte Ireland
25 Sep 2023	NC-Live online training	Managing and Reporting on Accounts and Sales Calls	Learn how to confidently sell and manage sales calls and accounts	Online	100% subsidised by Fáilte Ireland
27 Sep 2023	NC-Live online training	Digital: Introduction to Search Engine Optimisation for Tourism Businesses	Improve the performance of your website and social media by learning more about Search Engine Optimisation (SEO).	Online	100% subsidised by Fáilte Ireland
28 Sep 2023	NC-Live online training	Master Pricing and Contacting for B2B Opportunities	Master Pricing and Contacting for B2B Opportunities	Online	100% subsidised by Fáilte Ireland
04 Oct 2023	NC-Live online training	Digital: Email Marketing to Drive Tourism Customer Engagement	The 'how to' of implementing successful email marketing campaigns.	Online	100% subsidised by Fáilte Ireland



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# Thank You

