



## **SPONSORSHIP OPPORTUNITIES**

Yulefest Kilkenny is the new Christmas time festival for Kilkenny. The featured events and associated decoration of the City and County will run over the three weekends in December 2016. Yulefest committee is made up of representatives from Kilkenny County Council, Kilkenny Chamber of Commerce, Local Enterprise Office, Kilkenny Tourism, local businesses and interested groups. The committee have come together to combat the outflows to nearby towns as dedicated Christmas destinations. Our aim is to deliver a targeted marketing campaign and to dress the City and towns in order to maximise on the excellent locations in Kilkenny already making Christmas special and to encourage and deliver new events that will enhance the visitor experience. 2016 is just the beginning of an event that is hoped to grow in the coming years. There is more information about Yulefest at [http://www.visitkilkenny.ie/yulefest\\_kilkenny](http://www.visitkilkenny.ie/yulefest_kilkenny)

### **Décor and Illuminations**

It is hoped to build up a large volume of white wooden and warm white illuminated LED reindeer to provide a consistent presentation throughout the City and County.

#### **Sponsor an illumination feature Christmas Tree / Reindeer €1,000**

- Placement of company logo on Christmas Tree or Reindeer, at Yulefest event and prominent locations - Parade Kilkenny (top of kiosk), Garden to front of Kilkenny Castle, Canal Square (top of substation) St Mary's Museum Kilkenny, St Canice's Cathedral & other locations around the County. Reindeer size 2M x 3M x 1.6M. More details available on request.



**Sponsor a Wooden Reindeer €300 (two for €500)**

- Placement of your company logo on Christmas Wooden Reindeers placed strategically around the City and at event locations.



Companies wishing to enhance their own decorations this year might consider purchasing reindeer and trees that will be in keeping with the Yulefest Brand. Warm White LED should be used. More details on request

### **Yulefest Gold Sponsor €2,400**

- Inclusion in all event literature both on sponsor page and event listing. High quality brochure to be produced for local market.
- Inclusion on sponsor signage boards in City Hall & Mayors Walk & event locations.
- Logo included on Yulefest landing page on Visit Kilkenny website.
- Window Stickers for business premises
- Branded wooden reindeer at sponsor premises or event location (see below)
- Brand exposure opportunities delivered via online marketing campaign delivered by TL Marketing and Presence PR.

### **Event Sponsor (Price on application)**

Opportunity to sponsor a specific Yulefest event or venue in the City or County

- Programme of choral performances at various locations City and County
- Programme of readings at various locations City and County
- Programme of Crafts and Food Trails at various locations in the City & County
- Proposed Art Feature in the City Sponsorship €5,000 – commission street artist Dan Lenon to provide a festival specific large scale external work.

Locations and Events to include:

- Christmas features at The Parade Kilkenny
- St Mary's Museum
- Rothe House
- Feature lighting and decoration Castlecomer, Callan, Ferrybank, Graiguenamanagh, Thomastown and Kilkenny
- Town Hall Kilkenny

### **Patron of Yulefest €300**

- Patron Listing in Yulefest Brochure on sponsor page
- Listing on Yulefest webpage on Visit Kilkenny website
- Window Sticker for premises
- Inclusion of business Christmas event in brochure on event listing page
- Inclusion of event on website and social media

### **Friend of Yulefest €150**

- Your brand logo listed in Yulefest webpage on Visit Kilkenny website
- Event listing on website
- Window Sticker for Premises
- Event or brand promotion via Yulefest social media

All sponsorship enquiries should be sent to: Marion Acreman, Yulefest Committee Member, Centre Management Suite, MacDonagh Junction Shopping Centre

[marionj@macdonaghjunction.com](mailto:marionj@macdonaghjunction.com)

All administrative queries should be directed to: Grace Quinn, Yulefest Committee Member, 056 7794978 [grace.quinn@kilkennycoco.ie](mailto:grace.quinn@kilkennycoco.ie)



## SPONSORSHIP APPLICATION

Business Name:
Billing Address:
Contact Name:
Phone Number:
Email:
Order Number
Amount of Sponsorship:
Details of Package Requested:

Contact: Yulefest Committee c/o Marion Acreman [marionj@macdonaghjunction.com](mailto:marionj@macdonaghjunction.com)  
Web: [http://www.visitkilkenny.ie/yulefest\\_kilkenny](http://www.visitkilkenny.ie/yulefest_kilkenny)

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