

LIVERPOOL IRISH FESTIVAL



**Investor
opportunities**



Why invest in us?



In 2019, **Liverpool Irish Festival** events generated **36260** visits



We worked with **143** artists, partners and sponsors



46% of our audience are aged **25+**



The top three words visitors use to describe our Festival are **“fun”**, **“entertaining”** and full of **“joy”**



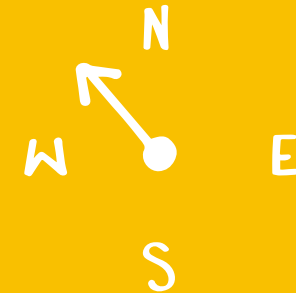
Over **95%** of visitors state they are likely to recommend us



Over **95%** of visitors rate their experience as 4 or 5 from 5, with 5 being excellent

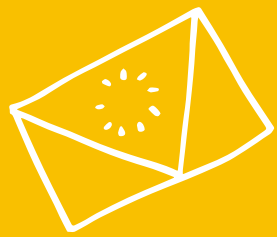


Over **95%** of visitors say they will attend other Festival events



The Festival attracts **80%** of its audience from the North West, with known attendances from 32:40 of Liverpool's residential postcodes. **15%** travel nationally, with **5%** making international visits

Why invest in us?



In 2020, responding to Covid-19, we pivoted to direct mail drops to homes to ensure our material -and your information reached the hands of loyal audiences safely



The **Liverpool Irish Festival** is annually funded by the Irish Government and Liverpool City Council. We are among only a handful of Irish led organisations to have been successful with **Arts Council England** funding in recent years



The majority of our web traffic occurs Sept-Nov, generating over 50,000 page views annually



For the last two years we have had a press reach of over 20m thanks to strong PR, good social media campaigns and partner buy-in

LIVERPOOL IRISH FESTIVAL 17-27 OCTOBER 2019

Bringing Liverpool and Ireland closer together using arts and culture.

poolirishfestival.com

Storytelling, family events, theatre, dance, music, film, art, poetry and literature, heritage, film, dancing, food and drink.

G+ /LIVIRISHFEST

Company Limited No: 4800708 Registered Charity No: 1000128

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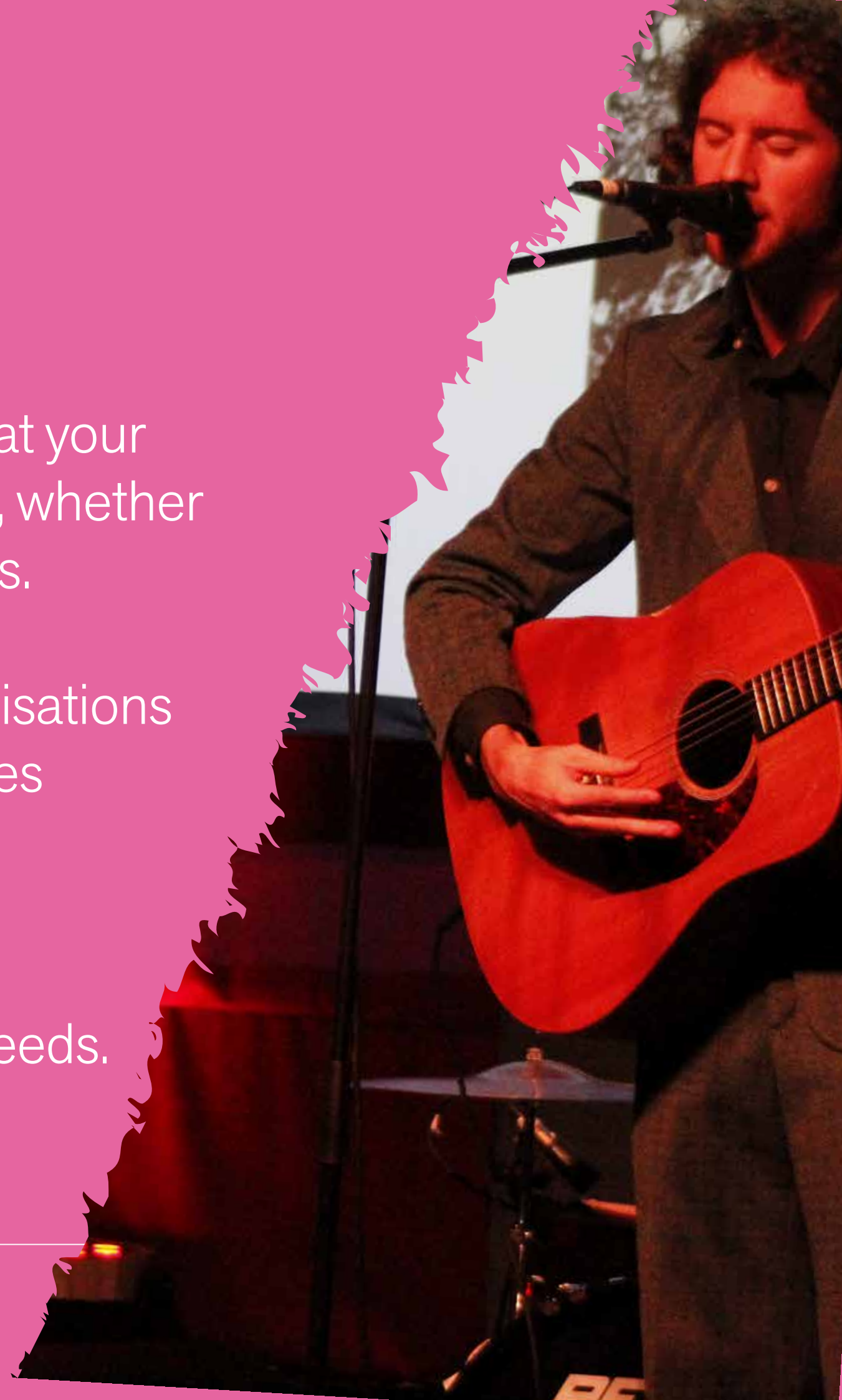
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This pack proposes a suite of opportunities that your organisation can make use of to reach people, whether they are customers, clients, audiences or users.

We are keen to support arts and culture organisations or those building and/or providing Irish services in Liverpool and beyond.

We invite you to use this pack to tailor your ***Liverpool Irish Festival*** investment to your needs.



Festival

Become a festival sponsor for £5,000

We will credit you as a Festival Sponsor...

- online
- in all print that year(direct mail)
- at our launch
- in our press releases (min 5)
- in our festival e newsletters (min 3)
- on social media (5 mentions).

You will be invited to speak at the Festival launch or present a short promotional film (of your making) at the start or close of the event.



Artist, act, event sponsorship

For £1,000 we will name you as a Festival artist, act or event sponsor...

- in our Festival print
- in our online listing
- in all social media activity about the selected artist / act
- and thank you publicly at the relevant event.



Event sponsorship+

For £2,000 we will rename our event to include your organisational or chosen name which will be listed...

- in our Festival print
- in our online listing
- in all social media activity about the selected event.

You will also be invited to speak at the event or show a short promotional film (of your making), depending on the nature of the event and your availability.



Sponsor an

For £500 we will screen a promotional film (of your making) at the start or end of a selected online event.



Print Sponsorship

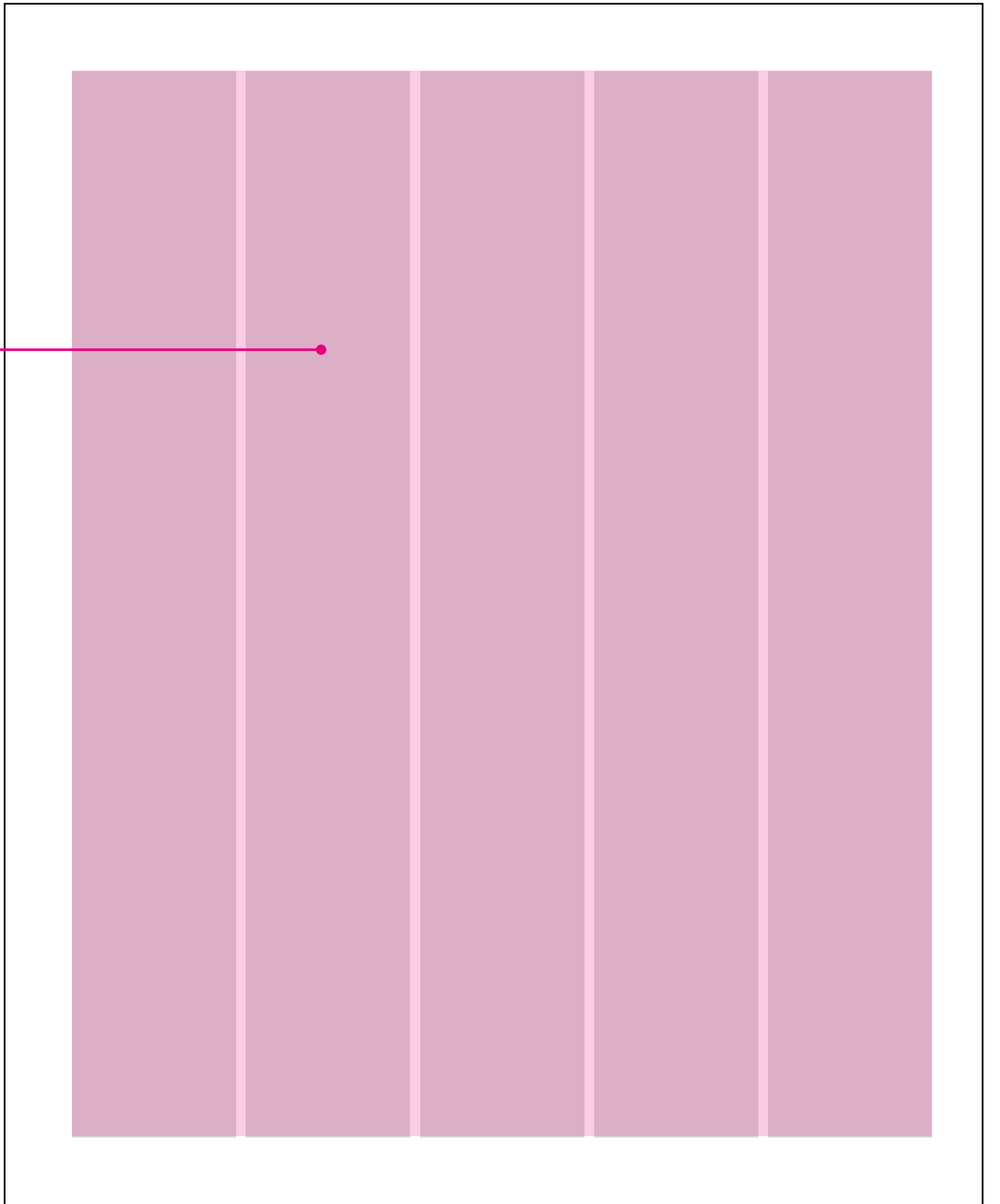
20,000 newspapers distributed
(1,500 direct mail and others
through targetted door drops)
289mm x 360mm
32 pages



FULL PAGE

254MM X 314MM

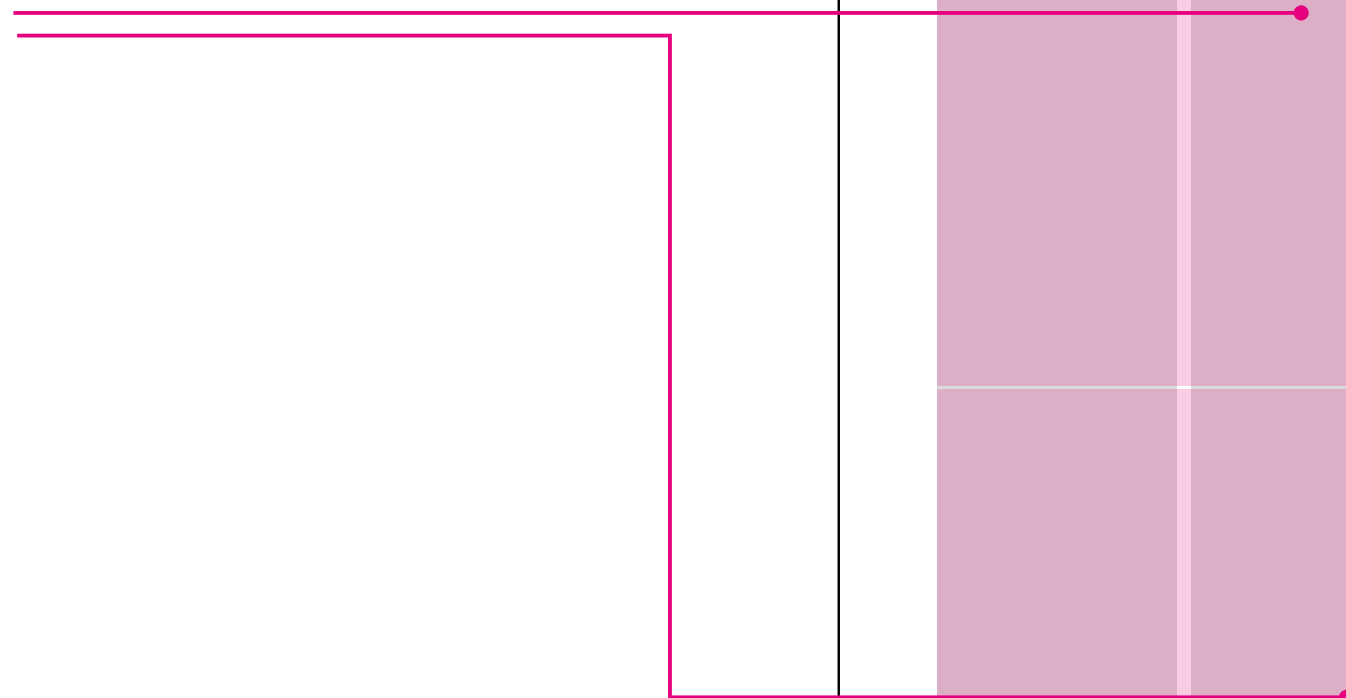
- 20,000 print run
- £500



HALF PAGE

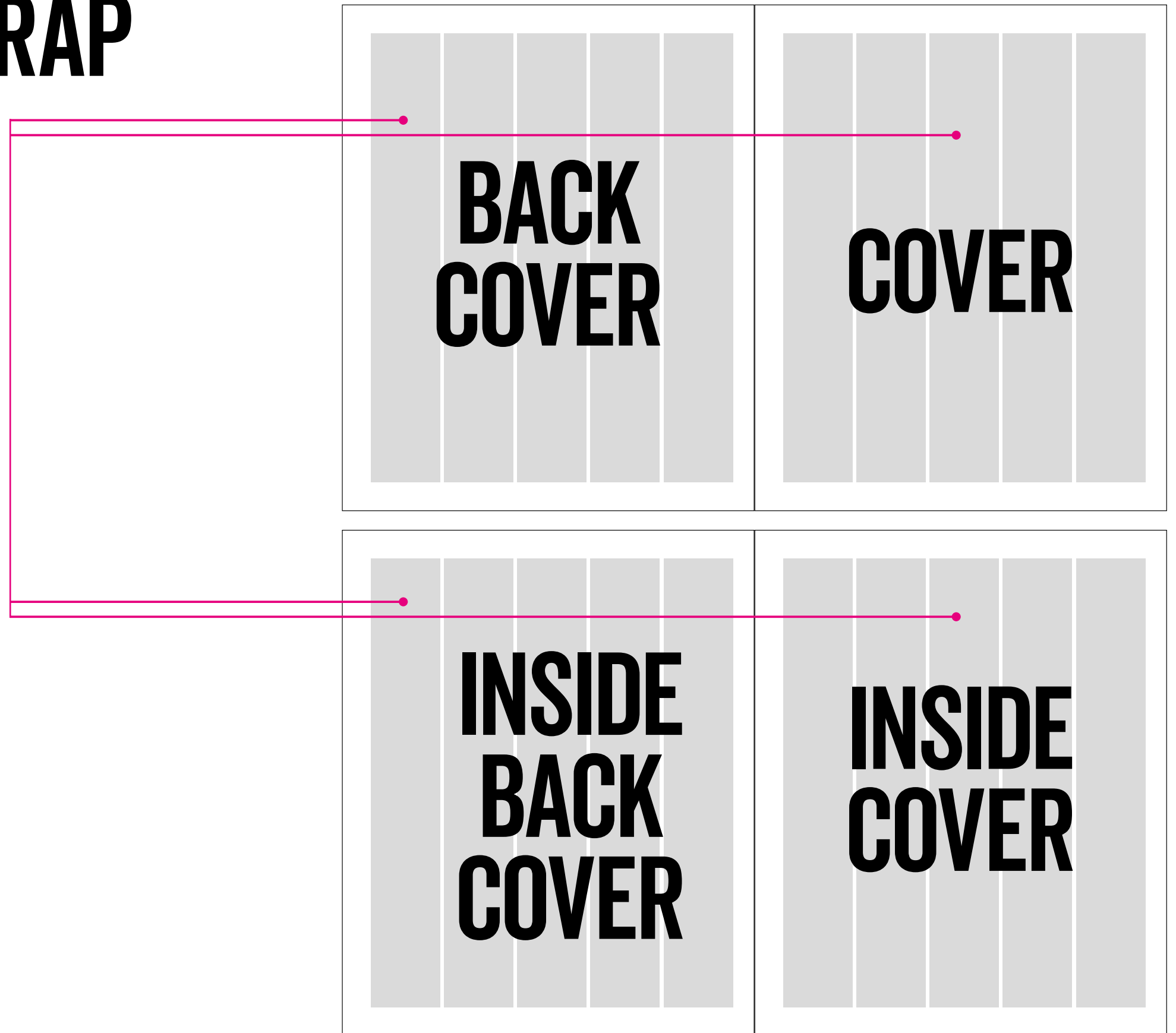
254MM X 152MM

- 20,000 print run
- £250



NEWSPAPER WRAP

- 20,000 print run
- £2000
- Produce a pull-out poster, create your own editorial, or simply print your adverts in full cover, as a full wrap of our Festival newspaper



POSTER CAMPAIGN

- Double sided print
- A3
- 500 print run

Sponsor Credit
£500



Digital & online sponsorship

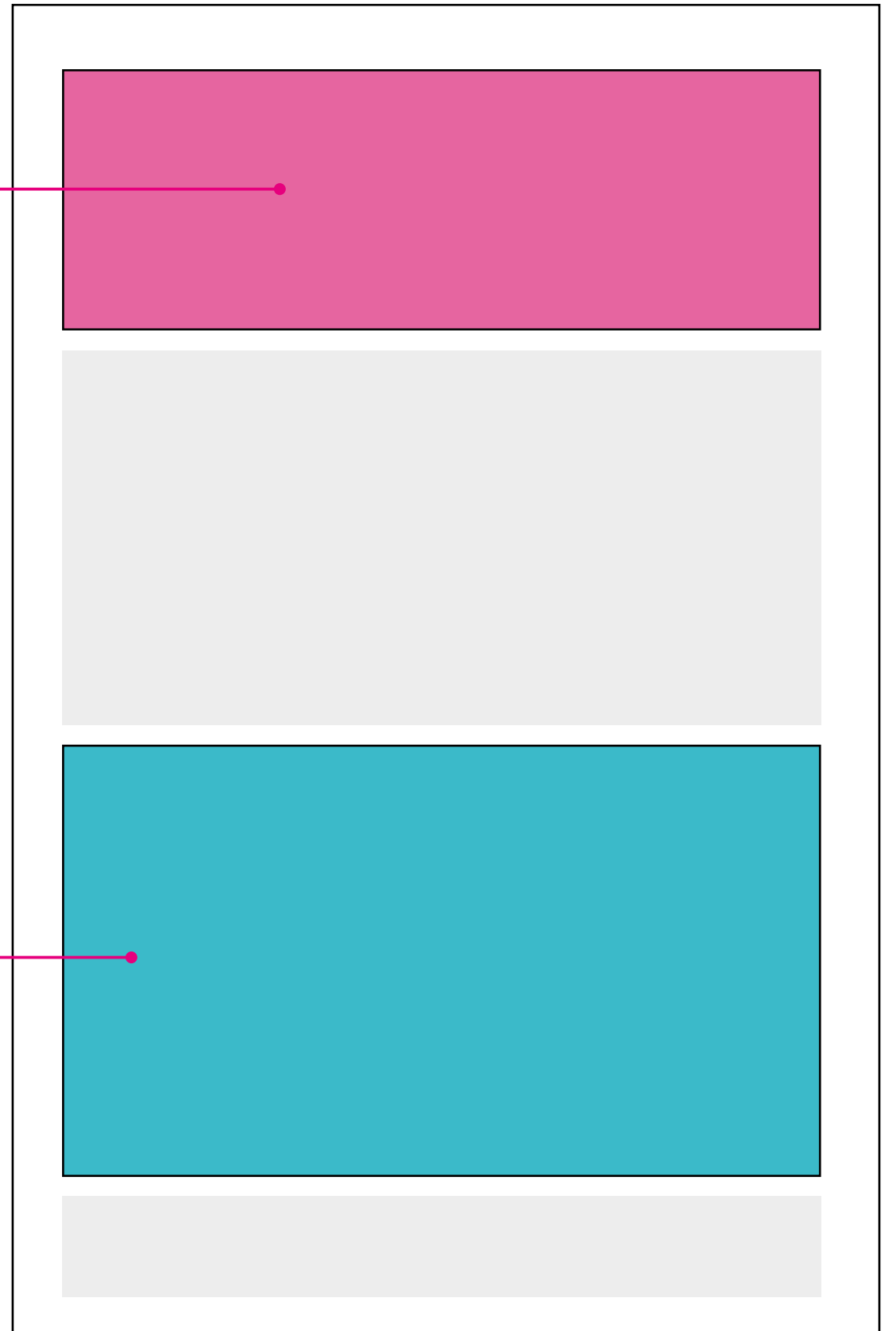
Festival events will run for 10 days in Oct.
All digital opportunities run Sept-Nov annually.



NEWSLETTER SPONSORSHIP

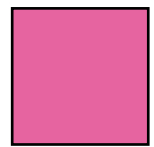
- Min 3 e newsletters (Sept-Dec)
- 600px x 120px
- 600px x 400px

£75 for 1 entry per mailshot
£100 for 2 entry per mailshot

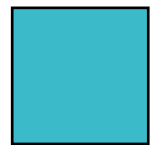


WEBSITE SPONSORSHIP

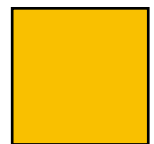
Buy promotional spaces for a quarterly block running Sept-Nov annually.



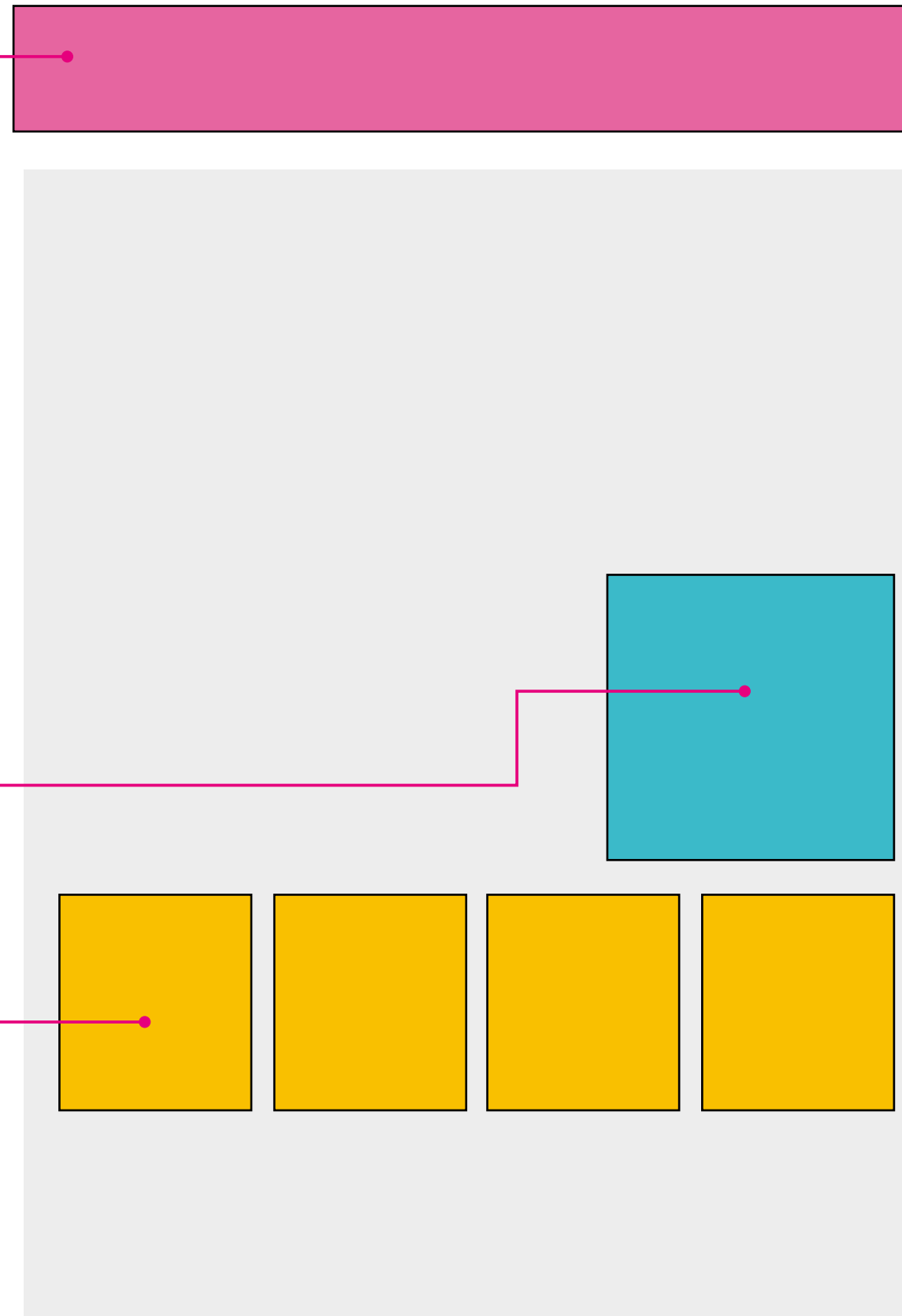
- Headline banner on home page
- 728px x 90px
- £175



- Promotional entry on news page
- 960px x 720px
- £125



- Paid for content on events page
- 960px x 720px
- £75



Contact the Liverpool Irish Festival team

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Mobile: +44(0) 7804 286 145

Email: emma@liverpoolirishfestival.com

All prices are inclusive of VAT.

**LIVERPOOL
IRISH
FESTIVAL**

