

Why Sponsor the Dublin Irish Festival?



Experiential marketing through sponsorship of The Dublin Irish Festival is a unique and targeted way to get your message in front of more than 100,000 consumers. Seventy percent of consumers say they would be more likely to purchase a brand after experiencing it at an event. The Dublin Irish Festival is an International Festivals & Events Association Silver Grand Pinnacle Award winner and has been recognized as a national Top 100 Bus Tour destination by the American Bus Association.

Dublin Irish Festival 2009 Guest Profile

67 percent of our survey respondents have college or post-graduate degrees

45 percent of survey respondents were between 30-50 years of age; 22 percent were between 50-65 and 22 percent were in their 20s

Of those that responded, more than 52 percent reported an annual household income of more than \$60,000

38 percent of surveyed respondents were first time guests of the Festival

98 percent of those surveyed were likely to return to the Festival in 2010 and 99 percent are likely to recommend the Festival to family, friends and co-workers

Survey respondents visited an average of 7.6 hours, 43 percent attended Saturday only and 13 percent attended all three days

Potential benefits

Brand awareness

Database building

Hospitality

Networking

Naming rights

Category exclusivity

VIP parking privileges

Entertainer meet and greet

Character roaming rights

On-site space to market products/services or conduct promotions

Recognition in event marketing materials

Complimentary admission tickets

Complimentary VIP admission tickets

Recognition at VIP dinners and receptions

Team building through corporate volunteer program

Invitation to the Memorial Tournament

Shared marketing opportunities with other sponsors

Consider a Dublin Irish Festival Sponsorship Opportunity Today

To obtain more information on how we can tailor a sponsorship package to help you reach your goals, contact Mary Jo DiSalvo at 614-410-4507 or mdisalvo@dublin.oh.us