



Reach Over 100,000 People in
Mullingar this Christmas with

WINTERFEST MULLINGAR

SPONSORSHIP PACKAGES

**WE NEED YOUR HELP TO MAKE
WINTERFEST MULLINGAR A SUCCESS**

**CONTACT INFO@WINTERFESTMULLINGAR.IE
FOR MORE INFORMATION**

WHAT IS WINTERFEST MULLINGAR?

Winterfest Mullingar is a six-week community initiative backed by Mullingar Chamber and Westmeath County Council launched to attract visitors to Mullingar during the busy Christmas retail period.

Winterfest Mullingar will attract over 100,000 people to Mullingar with the main attractions being Mullingar's first ever ice skating rink and the Annual Christmas Market - both of which will be located in Mullingar Town Park this year.

Mullingar Chamber deputy president, Ian Kerr, said that the initiative could generate as much as €3 million in additional revenue for Mullingar.

As a massive community initiative, Winterfest Mullingar needs the support of local businesses to create a festive spectacular and promote Winterfest throughout the Midlands but we also want to give local businesses the opportunity to leverage our visitors as much as possible to increase revenue for your business.

We are excited to share our new sponsorship packages with you which offer significant value for your business, will expose your brand to over 100,000 people, and allow you to become an integral part of the success of one of the biggest community initiatives in Mullingar's history.

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GOLD MEMBERSHIP PACKAGE - €1000

- **Branding on the Large Viewing wall inside the ice skating rink**
- **Branding on the inside panel of the ice skating rink wall**
- **Branding at the gate of Mullingar Town Park**
- **Voucher/Advert on our Skate & Save brochure for all ice skating customers**
- **Exclusive Special Offer Day for all ice skating customers on that day**
- **20 social media posts on Winterfest Mullingar profiles**
- **Winterfest Mullingar Social Media Takeover Day**
- **Full page advert in Westmeath Examiner in January 2019 thanking all sponsors**
- **Branding on Winterfest Mullingar website**
- **Private Social Media Marketing Masterclass in January to create your 2019 marketing strategy & training for all your staff with our Head of Marketing Colm Baker**
- **Social Media Audit from our Head of Marketing Colm Baker**
- **Two ice skating tickets for competitions on your businesses social media sites**
- **Discounted rate on ice skating for all your team**
- **Official Industry Partner - Block out your competition from the rink - eg. “Official Hairdresser Partner of Winterfest Mullingar”**
- **Photography & Videography Masterclass with SJF Productions**
- **Giveaway opportunity on iRadio on Saturday 24th November**
- **First Refusal on Winterfest 2019 Sponsorship Packages**

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SILVER MEMBERSHIP PACKAGE - €500

- 20 social media posts on Winterfest Mullingar profiles
- Winterfest Mullingar Social Media Takeover Day
- Full page advert in Westmeath Examiner in January 2019 thanking all sponsors
- Branding on Winterfest Mullingar website
- Social Media Marketing Masterclass in January to create your 2019 marketing strategy & training for all your staff with our Head of Marketing Colm Baker
- Social Media Audit from our Head of Marketing Colm Baker
- Two ice skating tickets for competitions on your businesses social media sites
- Discounted rate on ice skating for all your team

TERMS & CONDITIONS

Due to time constraints we will be operating on a first come, first serve basis this year. Only one Gold Membership Package is available per industry. Sponsorship packages are not secured until payment is made in full.

If you have any questions, please contact Colm Baker on 085-8404004 or info@winterfestmullingar.ie for more details.

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