



Winter Fest

SPONSORSHIP PACK





BACKGROUND INFORMATION

Mullingar Chamber of Commerce are delighted to announce the return of Winterfest 2019. For the second year, Mullingar Town Park will be transformed into a Christmas destination featuring 'Mullingar on Ice', an ice-skating rink in Mullingar Town Park which will be in place for seven weeks as part of Winterfest Mullingar. We will also have the very popular Christmas market which will be taking place over 2 weekends in December.

In 2018, Winterfest featured Mullingar on Ice, the only ice-skating rink in the Midlands and a 4 day Christmas Market along with children's activities, fine food and drink offerings and entertainment from local groups.

It was a resounding success with approximately 100,000 visitors to the event, 70% of visitors to Mullingar on Ice and the Christmas Market were from outside of Mullingar and for 78% of visitors it was the sole reason for coming to Mullingar.

The event raised the profile of Mullingar as the Christmas 'go to' destination and received significant national media coverage from RTE, Newstalk, Irish Independent, The Irish Times, RSVP Live and The Journal.





Winterfest 2019 is an exciting opportunity for you to promote your company whilst supporting this fantastic community initiative. It will give your organisation great exposure to both a local and national audience.

PLATINUM SPONSOR €5000

Benefits include...

- 150 anytime ice skating tickets (valued up to €2,550)
- Branding in the ice marquee (minimum of 4 large boards 1800mm x 305mm)
 - Branding at the gate of Mullingar Town Park
- Advert in Westmeath Examiner in January 2020 thanking all sponsors
 - Branding as a flagship sponsor on our website
- Opportunity to display promotional flyers/special offer leaflets in the ice marquee
- Promotion of your brand through our social media channels (2.3m Facebook Views in 2018)

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GOLD SPONSOR €2500

Benefits include...

- 75 anytime ice skating tickets (valued up to €1,275)
- Branding in the ice marquee (2 large boards 1800mm x 305mm)
 - Branding at the gate of Mullingar Town Park
- Advert in Westmeath Examiner in January 2020 thanking all sponsors
 - Branding as a gold sponsor on our website
- Opportunity to display promotional flyers/special offer leaflets in the ice marquee
- Promotion of your brand through our social media channels (2.3m Facebook Views in 2018)

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SILVER SPONSOR €1000

Benefits include...

- 20 anytime ice skating tickets (valued up to €340)
 - Branding in the ice marquee (1800mm x 305mm)
- Advert in Westmeath Examiner in January 2020 thanking all sponsors
 - Branding as a silver sponsor on our website
- Opportunity to display promotional flyers/special offer leaflets in the ice marquee



- Promotion of your brand through our social media channels (2.3m Facebook Views in 2018)

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BRONZE SPONSOR €500

Benefits include...

- Branding in the ice marquee (900mm x 305mm)
- Advert in Westmeath Examiner in January 2020 thanking all sponsors
- Branding as a bronze sponsor on our website

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This event would not happen without the support of local businesses and the local community and we would like to thank everyone for their continued support to date.

If you would like to become a sponsor for Winterfest 2019 or would like more details please contact Julia Dalton, Mullingar Chamber on 044 9344044 or events@mullingarchamber.ie.

Thank you for supporting this community initiative!