

Italy Competition Prize Sponsorship

Activities: Advertising, Direct & e-marketing, Social media

Suitable for: Accommodation groups and associations, Outdoor activity providers / Wellness, Air and Sea carriers, Attraction groups and associations, Transport - Car hire & Coach hire, Dining and entertainment, Individual accommodation properties, Individual attractions, Shopping

Date: Throughout the year

For More Info: [Mary O'Connor](#) Tourism Ireland Italy

Take advantage of a great, cost-effective way to gain exposure for your business in Italy by sponsoring a competition prize: in return your business will feature in our e-mail and social media marketing communications.

Tourism Ireland Italy will run various consumer campaigns in 2019 aimed at driving business and generating bookings to the island of Ireland. These marketing campaigns include eDMs, social media and content marketing, and a competition element to increase engagement.

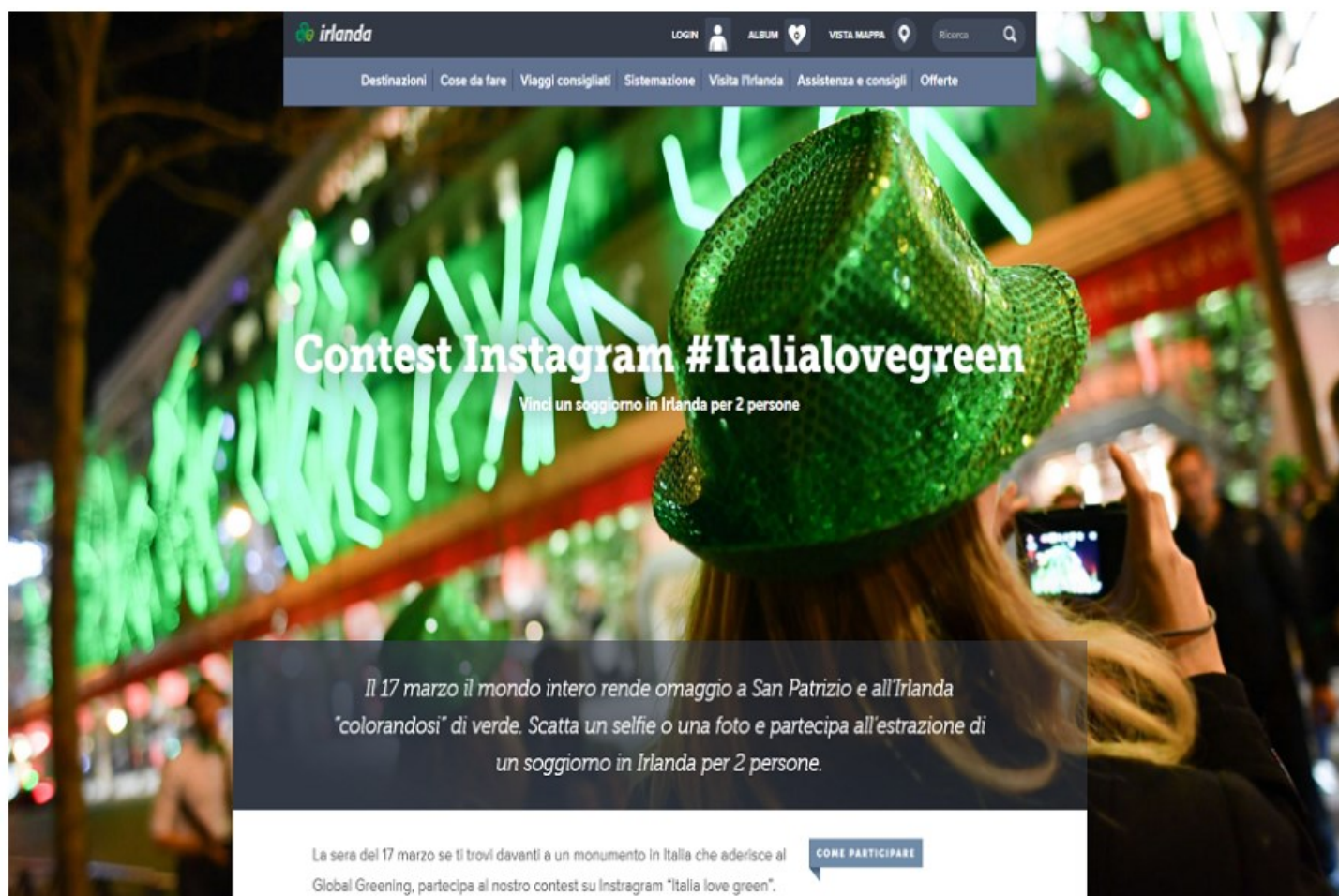
Please contact us to offer a prize or to discuss this opportunity and get involved!

We are always on the look-out for competition prizes such as:

- Accommodation
- Car Hire/Coach/Bus Tickets
- Entrance Tickets to Visitor Attractions
- Meals

In return for prize sponsorship, you will receive visibility in social media posts to our Facebook and Twitter audiences (285K and 11K followers respectively) and e-mail marketing communications (36,000 contacts) as well as on the competition page of www.irlanda.com if applicable.

Some of our partners in 2018: EPIC, Burren Smokehouse, Irish Whiskey Museum, Crumlin Road Gaol



The image is a screenshot of the Ireland website's contest page. At the top, there is a navigation bar with the 'irlanda' logo, a search bar, and links for 'LOGIN', 'ALBUM', 'VISTA MAPPA', and 'Ricerca'. Below this is a secondary menu with 'Destinazioni', 'Cose da fare', 'Viaggi consigliati', 'Sistemazione', 'Visita l'Irlanda', 'Assistenza e consigli', and 'Offerte'. The main content area features a large background image of a person wearing a green sequined hat and holding a smartphone, with green neon lights in the background. The text 'Contest Instagram #ItaliaLoveGreen' is prominently displayed, followed by 'Vinci un soggiorno in Irlanda per 2 persone'. A dark grey box contains the text: 'Il 17 marzo il mondo intero rende omaggio a San Patrizio e all'Irlanda "colorandosi" di verde. Scatta un selfie o una foto e partecipa all'estrazione di un soggiorno in Irlanda per 2 persone.' At the bottom, there is a call to action: 'La sera del 17 marzo se ti trovi davanti a un monumento in Italia che aderisce al Global Greening, partecipa al nostro contest su Instagram "Italia love green".' and a button labeled 'COME PARTICIPARE'.



