

Competition Prize Sponsorship

Activities: B2C Social Media Activities

Suitable for: Accommodation Groups, Outdoor Adventure & Water sports, Air and Sea carriers, Attraction groups and associations, Transport - Car hire, Coach hire, Chauffeur Drive or Motorcycle hire, Dining, entertainment, nightlife, and pubs, Festivals, Golf, Accommodation Individual properties, Attractions, Tourism Associations and Networks, Crafts/Shopping, Guided tours (walking tours, bus tours, day tours), Wellness & Spas, Rural Tourism/Ecology, Other, Marine Tourism, Cookery/Gastronomy, Airports

Date: Throughout the year

For More Info: [Adeline Danthon](#) Tourism Ireland France

Gain exposure through competition prize sponsorship in the Nordic Region. In return your product / service will feature in our consumer e-zines and on social media channels.

We are always on the look-out for prizes which we can ideally combine for a Nordic visitor to have the opportunity to fully experience a location on the island e.g., accommodation, entrance to visitor attractions, opportunity to take part in activities/ experiences, transport etc.

Why not avail of this opportunity to team up with Tourism Ireland by sponsoring (part of) a competition prize? This cost-effective opportunity to promote your product in the Nordic region offers you the chance to boost awareness for your business, product offering as well as raising awareness for your local community through sponsorship of a prize for one of our consumer competitions. Here are the details of how we would promote your prize:

- Dedicated competition page will be live on ireland.com's Nordic pages for the competition period: Bespoke competition page will be developed with details of the prize and including links back to prize sponsor websites.
- Posts on social media channels: social media posts to our 110,000+ Facebook followers. The in-market Digital team will work with you to assist in creating channel-relevant outings to encourage followers to find out more about your product offering and enter the competition to win the prize.
- Dedicated Nordic Consumer Newsletter – article & offer (1): Details of the competition prize will be included in one of our Consumer E-zines. Following a large investment in Lead Generation in 2021, our E-zines reach approx. 32,000 active contacts who are interested in the island of Ireland as a holiday destination.

When applying for this opportunity, please supply the following information:

- competition prize details
- supporting imagery/video
- short story/background information about your business
- (tagged) URL to your main website
- handles to your Social media channels

Please note: All materials provided will be subject to editorial control. Material provided must be of high standard; a quirky story, an eye-catching images which appeal to the Nordic audience. This will guarantee a higher number of entries and clicks to your website.

Please contact us to discuss this opportunity and get involved! Limited spaces available across the year.

Consumer Prize

Sponsorship

