

BeNe – Competition Prize Sponsorship 2022

Activities: B2C Co-operative Marketing Campaigns/Activities, B2C Social Media Activities, B2C Ezines/Newsletters

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, DMC and Handling Agents, Festivals, Golf, Accommodation Individual properties, Attractions, Market tour operators, Tourism Associations and Networks, Crafts/Shopping, Guided tours (walking tours, bus tours, day tours), Wellness & Spas, Rural Tourism/Ecology, Other, Marine Tourism, Cookery/Gastronomy

Spaces: Limited

Date: Throughout the year

Sign up by: 01/12/2022

Website: www.ierland.nl

For More Info: [Nick Hanouwer](#) Tourism Ireland Netherlands

We are always on the look-out for prizes which we can ideally combine for a Dutch / Belgian 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 BeNe 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/nl-nl/ for the competition period. Bespoke competition page will be developed with details of the prize and including links back to prize sponsor websites. The dedicated competition page will be live for approx. 2-3 week.
- **Posts on social media channels (2):** Two social media posts to our 201,400+ Facebook followers, 20.7K Instagram Followers and 3.5K Twitter 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 BeNe 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 Q4 2021, our E-zines reach approx. 51,000 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 BeNe 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.



The image is a screenshot of the Ireland website's homepage. At the top, there is a navigation bar with the 'ierland' logo and several menu items: 'INLIJZEN', 'SCRAPBOOK', 'KAARTWEDERIGE', 'Zoeken', and a search icon. Below the navigation bar, there is a secondary menu with items: 'Bestemmingen', 'Dingen om te doen', 'Aanbevolen trips', 'Accommodatie', 'Naar Ierland reizen', 'Hulp en advies', and 'Aanbiedingen'. The main content area features a large, scenic photograph of a stone building and wooden pods in a rural setting. Overlaid on this image is a white text box with the headline 'Win 2 overnachtingen in een luxe-pod van Top of the Rock' and the location 'West Cork'. Below the headline, there is a paragraph of text in Dutch: 'Verblijf in een CELTIC luxe pod bij Top of the Rock Páirc and Walking Centre in het moerse West Cork. Deze relaxte boerderij ligt op slechts 10 min rijden van de luchthaven van Cork. Je kan er terecht in luxe Glamping pods voorzien van alle comfort.' To the right of this text is a 'SMALLS LINKS' section with two items: 'Top of the Rock Páirc' and 'Eigenschappen, accommodatie en het eeuwenoude oosten van Ierland'. The overall design is clean and uses high-quality photography to showcase the destination.



boerderij-dieren, maar ook voor het vlakbij gelegen meer, de bergen en de Woodland wandelpaden. De 7 pods liggen naast het mooie oude dorpje Drimoleague, in het midden van het zuidwesten van Ierland aan de Wild Atlantic Way. Top of the Rock kreeg een gemiddelde score van 5 op 5 van meer dan 275 reviews of TripAdvisor [it](#). Zeker een bezoek waard dus!

Voor meer informatie, surf naar www.topoftherock.ie [it](#)

Doe nu mee aan de prijsvraag en maak kans op 2 overnachtingen voor 2 personen in een luxe-pod van Top of the Rock (incl. ontbijt)

Lipenzinnige accommodatie in Noord-Ierland [it](#)

Aanbiedingen: vluchten en ferries naar Ierland [it](#)

Aanbiedingen [it](#)

