



St. Patrick's festival Ireland

www.stpatricksfestival.ie



Mission

The aim of St. Patrick's Festival, is to promote the celebration of Ireland and its people by presenting a unique event of world standing that is accessible to and inclusive of all cultures.



St. Patrick's festival

Introduction

- Established by the Government in 1995
- It is now Ireland's largest annual event
- It costs over €2m to produce
- 18 events and 55 performances over 5 days
- Most Events are **free** to the public
- Audience attendance of 1 million people
- 670,000 television viewers in 2006
- Festival Publicity valued at €1,450,000
- National media campaign valued at €800,000



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Introduction

Governance

- Board of 12 Directors with six statutory appointments
- Chairman appointed by Minister for Arts, Sport & Tourism

Executive

- Executive team of 5 full time staff
- Supported by 20 contract staff

Support

- Volunteer Festival team 200
- Statutory bodies & business
- The public
- Media

Executive Team

Festival departments

- Administration & Finance
- Creative Programming & Outreach
- Marketing & Sales
- Production



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Vision & Strategy

Vision:

The vision of St Patrick's Festival is to create a unique and distinct world class celebration of Ireland at home and abroad.

Delivering the vision:

- ❑ to build greater participation & enthusiasm among the public & tourists
- ❑ to promote and create the best artistic and cultural genres from Ireland
- ❑ to present the Festival as a quality brand

- ❑ an increase the level of visitors to Ireland
- ❑ an increase the positive profile of Ireland abroad



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Strategy & Delivery

Strategy in delivery

- ❑ to maintain the highest quality of standards in programming, management and partnership
- ❑ to present new and exciting ways of celebrating Ireland's identity at home and abroad
- ❑ to highlight and promote cultural and artistic aspects of intrinsic value about Ireland
- ❑ to widen advance planning horizons
- ❑ to attract strategic International media attention
- ❑ to increase networks and partnerships
- ❑ to work with tourism partners in achieving agreed targets
- ❑ to advance programming & facilitate the tourism industry

Finance

Income streams

Funding

- Government (Tourism) – Dublin City Council – The Arts Council – EU

Sales/Sponsorship

- Foundation Partners – Sponsors – Third party services
- Parade seats – Music events – merchandise sales

other

- event management - License agreements

Key success to date.

- a global celebration; showcases Ireland as a cultural attraction
- a unique day celebrated across the world
- extensive media attention in Ireland and internationally
- focus of world attention firmly on Ireland.
- Festival is now on offer as a tourism product
- International dimension to programming
- satisfaction ratings over 90%
- economic return of €58.3 million
- a profile for what is so special about Ireland and Irish people



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Programme & Planning 07-08

April – August 2007

Planning of core programme '08
Complete de-briefs with stakeholders
Sponsors review packs delivered
Visits to other festivals in Europe
Identify and develop new sponsors
Budget planning & writing
Marketing plan for '08 developed
Overseas promotional pax

September 2007

Initial meeting with Health & Safety advisors
Production team commence work
Approaches to new sponsors

October 2007

Management plan for SPF '08 presented.
First meeting with statutory bodies to present
Draft plan for 2008
Operational meetings start



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Programme & Planning 07-08

November 2007

**Second meeting statutory bodies
License application submitted to local Council.
Updated Overseas promotional packs go out**

December 2007

**Mid West conference in Chicago.
City centre traders packs developed**

January 2008

**Finalising of budgets
Operational meetings
44 working days to SPF '08
Print deadlines approaching**

February 2008

**Press launch of St Patricks Festival 2008
Volunteers briefing – Stage managers briefing
Invitations to hospitality events go out**

March 2008

Announcement of Grand Marshal

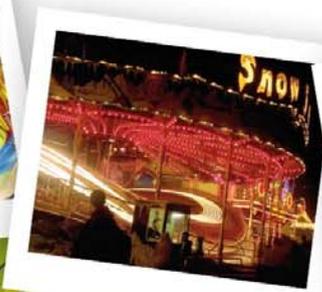
Festival opens Wed 15th March.

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BENEFITS ASSOCIATED WITH FESTIVAL EVENTS

- Brand association with some of Ireland's most popular free family event
- Access to large captive audiences
- Exposure through national advertising and publicity
- Extensive exposure through event media partnerships
- Onsite branding and sampling opportunities
- Tickets to VIP events
- Tailored packages and professional account management
- Brand communication in a celebratory environment



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ADVERTISING AND PUBLICITY

Nationwide advertising and publicity campaign in February and March.

Sponsors are acknowledged through print branding and text acknowledgements.

In addition to this, specific events are promoted through media partnerships.

Print

200,000 A4 programmes distributed as a free supplement with The Irish Independent
250,000 brochures distributed through a nationwide network

Press Advertising

Display advertisements in national press

Outdoor Advertising

Outdoor campaign in Greater Dublin area –
billboards, Bus, Dart and new on street signs.

Website – www.stpatricksfestival.ie

Website advertising for sponsors

Traffic: average of 1.2 million page impressions

Publicity

A five week publicity campaign is run by a PR agency targeting national and regional media



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AUDIENCE PROFILE

Satisfaction rating

93% of people surveyed rated festival events as excellent

94% said they would attend again

Attitudes to sponsorship

72% recalled sponsor branding

87% felt that commercial sponsorship added significant value to the festival

Origin

75% Irish (of which 75% from Dublin)

25% tourists

Age

25% aged between 15-24 years

33% aged between 25-34 years

26% aged between 35-44 years

(Children are not surveyed)

Social Class

68% ABC

Composition

Family groups 58%

Groups of friends 42%



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Conclusions & Observations

- The need for a better dialogue between tourism & arts
- Dispel some of the myths about both industries
- Tax incentives (BES schemes) should be allowed for the creation of new CT products
- More initiative needed on both sides
- Everybody can benefit from this partnership.



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