



National Greener Ireland Sponsorship Information:

What do you the sponsor get in return for your investment?

Part sponsor - €25k investment

- Direct advertising in both the Irish Times and Independent supplements; to the value of: €10k
- Branding on our media campaign (minimum media spend of €200k)
- Website banner on the Greener Ireland website and link to your home page
- Presence at the show – exhibitor stand; 3mx3m area
- Direct contact with thousands of your target audience
- Promoting your brand and what you are doing for the environment

Major Sponsorship - €100k investment

- Direct advertising in both the Irish Times and Independent supplements; to the value of €50k (includes editorial coverage)
- Branding on our media campaign and branding at the event (minimum spend of €200k)
- Website banner on the Greener Ireland website home page and link to your site
- Major presence at the show – exhibitor stand; 4mx6m and promotional opportunities
- Direct contact with thousands of your target audience
- Promoting your brand and what you are doing for the environment

Primary Sponsor - €100k + optional extras (POA) investment

The ultimate package – includes:

- Logo on all promotional material, including supplements, handouts, press advertising, signage etc. (minimum media spend of €200k)
- Direct advertising in both the Irish Times and Independent supplements; to the value of €50k (includes editorial coverage)
- Website banner on the Greener Ireland website home page and link to your site
- Billing as 'Primary Sponsor' on all material
- Major presence at the show – exhibitor stand; 4mx6m and promotional opportunities
- Banner advertisement on event organiser's website
- Direct contact with thousands of your target audience
- Promoting your brand and what you are doing for the environment



Optional extra branding:

Ticketed Area

All visitors, exhibitors, VIPs and press are required to pass through the ticket/registration area. This is also the information point throughout the whole event. Branding of the registration area is available within sponsorship and is a very cost effective method of increasing your brand recognition to all visitors to the event. In the past the following items that have also been branded in the registration area include; pens, mouse mats, mugs, signage and even a corkscrew!

Visitor & Exhibitor Bags

Your logo will be displayed prominently on the event bags that carry promotional material; these are given to all visitors. The quality paper bags are practical, they offer high visibility and will likely be used again by attendees after the event.

Bag Inserts

Branded inserts/gifts will be offered to a limited number of companies. Your company literature will reach all the visitors and exhibitors.

greenerireland.ie

The website is a popular information channel for visitors. The attendees are driven to the website through advertising in National and Local Press to plan their visit and access information such as exhibitor lists etc. The opportunity exists to be an overall sponsor of the www.greenerireland.ie, the generic landing page for the event in 2008. On this site we would include a banner advert on the frame to appear on every page, hyperlinked to your company website. Other website opportunities including sponsorship scrolling bars, leader boards, skyscraper and buttons are on offer.

Banner Advertising

Additionally by adding your banner/logo advert to the website will allow visitors and exhibitors to click through to your website and increase your company presence at the event. There are various locations to choose from within the website.

Directional Signage and Floor plan

This unique opportunity will allow one organisation to sponsor the exhibition floor plan and all the directional signage, which will be strategically placed throughout the hall. This is your chance to highlight your company name to all visitors and other exhibitors.



Floor Tiles

The opportunity exists to overprint your logo onto carpet tiles. These will be placed within your exhibition stand, or in specified locations around the Hall, and will further enhance your company image with the exhibition visitors and conference delegates.

Visitor Gifts

A variety of gifts can be sponsored – for example; umbrellas, lanyards, pens, mouse mats and mugs etc.

Our Proposed Marketing Campaign

- Ad campaign in national press 2 weeks prior to the event
- National radio campaign the week prior to the event
- Banner and poster campaign
- Advertising on alternative websites
- Dedicated website for greenerireland.ie
- Extensive PR campaign on all media outlets; TV, Radio and Press

The primary sponsor will be branded on all press and printed material.

All our Packages are versatile and flexible and can be bespoke to reflect your own objectives at the Greener Ireland expo but all packages will include both web and print branding

Please call **01 413 1028** for further details on prices and advice on building a package using these ideas!

“We understand that our sponsor companies will need to see a good return on their investment and we are more than capable of delivering this.” Emma Kennedy Managing Director Dec 2007