



**Waterford Walls International Street Art Festival  
Event Sponsorship Packages 2018**



**WATERFORD  
WALLS**

## Waterford Walls International Street Art Festival Sponsorship Packages

### Workshop Sponsorship (1 Company) - €6000~

In 2017 – the 6 Workshops were all booked out pre-festival

We aim to have 12 Workshops over 6 days for the 2018 festival

#### **What does Workshop Street Art Sponsorship include?**

- ◆ Each of the 12 Workshops will be called eg: “‘Company Name’ Street Art Workshop” (eg: Microsoft’s Street Arts Workshops)
- ◆ 1 full page in Waterford Walls brochure with the above Sponsored name and details of all the workshops over 6 days (15,000 copies distributed locally and nationally)
- ◆ Half Page in local newspapers with above name and details of activities, as above
- ◆ Any reference to the workshops will be named as above for the festival year of 2018 (across social media platforms, press mentions, radio interviews etc) with a unique hashtag reference for all posts relating to the workshops for eg: #companynamesstreetartworkshop
- ◆ Plaque Name of Sponsor on one of the main artists plus Sponsors Name to go up on the said Wall when we start priming walls from February 2018
- ◆ Highlighted on relevant pages on website waterfordwalls.ie
- ◆ Photo ops during festival at the workshops with artists etc
- ◆ Bespoke Guided Tour of Waterford Walls with your choice of colleagues/team
- ◆ Allocated person (Sponsor liason) from Waterford Walls team to look after sponsors and guests throughout the event.

#### **Why be a Waterford Walls Festival Sponsor? \***

### Art Jam Sponsorship (1 Company) - €6000

The 6 Art Jams drew massive audiences in 2017

We aim to have 12 Art Jams running over 6 days for 2018

#### **What does Art Jam Sponsorship include?**

- ◆ Each of the 12 Art Jams will be called eg: “‘Company Name’ Art Jams” (eg: Microsoft’s Art Jams)
- ◆ 1 full page in Waterford Walls brochure with the above Sponsored name and details of all the Art Jams over 6 days (15,000 copies distributed locally and nationally)
- ◆ Half Page in local newspapers with above name and details of activities, as above
- ◆ Any reference to the workshops will be named as above for the festival year of 2018 (across social media platforms, press mentions, radio interviews etc) with a unique hashtag reference for all posts relating to the workshops for eg: #companynamesartjam
- ◆ Plaque Name of Sponsor on one of the main artists plus Sponsors Name to go up on the said Wall when we start priming walls from February 2018

- ◆ Highlighted on relevant pages on website waterfordwalls.ie
- ◆ Photo ops during festival at the workshops with artists etc
- ◆ Bespoke Guided Tour of Waterford Walls with your choice of colleagues/team
- ◆ Allocated person (Sponsor liaison) from Waterford Walls team to look after sponsors and guests throughout the event.

### ***Why be a Waterford Walls Festival Sponsor? \****

## **Guided Art Trails Sponsorship (1 Company) €6000**

In the 2017 Festival there were 6 Art Trails – all at full capacity – 50+ per trail

We are aiming to have 12 over 6 days for 2018

### ***What does Guided Art Trails Sponsorship include?***

- ◆ Each of the 12 Guided Art Trails will be called eg: “‘Company Name’ Art Trails” (eg: Microsoft’s Art Trails)
- ◆ 1 full page in Waterford Walls brochure with the above Sponsored name and details of all the Guided Art Trails over 6 days (15,000 copies distributed locally and nationally)
- ◆ Half Page in local newspapers with above name and details of activities, as above
- ◆ Any reference to the workshops will be named as above for the festival year of 2018 (across social media platforms, press mentions, radio interviews etc) with a unique hashtag reference for all posts relating to the workshops for eg: #companynamesarttrails
- ◆ Plaque Name of Sponsor on one of the main artists plus Sponsors Name to go up on the said Wall when we start priming walls from February 2018
- ◆ Highlighted on relevant pages on website waterfordwalls.ie
- ◆ Photo ops during festival at the workshops with artists etc
- ◆ Bespoke Guided Tour of Waterford Walls with your choice of colleagues/team
- ◆ Allocated person (Sponsor liaison) from Waterford Walls team to look after sponsors and guests throughout the event.

### ***Why be a Waterford Walls Festival Sponsor? \****

## **Exhibition Sponsorship (1 Company) €6000**

In the 2017 Festival we held 1 exhibition in No 5, Georges Street (Waterford Walls HQ)

We will be holding 2 exhibitions over 6 days for 2018, both in Garter Lane

### ***What does Exhibition Sponsorship include?***

- ◆ Both of the Exhibitions will be called eg: “‘Company Name’ WW Exhibition” (eg: Microsoft’s WW Exhibition)

- ◆ 1 full page in Waterford Walls brochure with the above Sponsored name and details of the exhibitions (15,000 copies distributed locally and nationally)
- ◆ Half Page in local newspapers with above name and details of activities, as above
- ◆ Any reference to the workshops will be named as above for the festival year of 2018 (across social media platforms, press mentions, radio interviews etc) with a unique hashtag reference for all posts relating to the workshops for eg: #companynameswwexhibition
- ◆ Plaque Name of Sponsor on one of the main artists plus Sponsors Name to go up on the said Wall when we start priming walls from February 2018
- ◆ Highlighted on relevant pages on website waterfordwalls.ie
- ◆ Photo ops during festival at the workshops with artists etc
- ◆ Bespoke Guided Tour of Waterford Walls with your choice of colleagues/team
- ◆ Allocated person (Sponsor liason) from Waterford Walls team to look after sponsors and guests throughout the event.

### ***Why be a Waterford Walls Festival Sponsor? \****

## **Expert Panel Talk Sponsorship (1 Company) €4000**

Last year the guest speaker was Tom from Cartoon Saloon and reached full capacity ie: 200+

In 2018 Waterford Walls will welcome 2 experts for their panel talk – panellists to be confirmed

### ***What does Expert Panel Talk Sponsorship include?***

- ◆ The Panel Talk will be called eg: “‘Company Name’ Panel Tak” (eg: Microsoft’s Expert Panel Talk)
- ◆ 1 full page in Waterford Walls brochure with the above Sponsored name and details of the when the Panel Talk will be held with information about each panellist area of expertise (15,000 copies distributed locally and nationally)
- ◆ Half Page in local newspapers with above name and details of activities, as above
- ◆ Any reference to the workshops will be named as above for the festival year of 2018 (across social media platforms, press mentions, radio interviews etc) with a unique hashtag reference for all posts relating to the workshops for eg: #companynamesexpertpaneltalk
- ◆ Plaque Name of Sponsor on one of the main artists plus Sponsors Name to go up on the said Wall when we start priming walls from February 2018
- ◆ Highlighted on relevant pages on website waterfordwalls.ie
- ◆ Photo ops during festival at the workshops with artists etc
- ◆ Bespoke Guided Tour of Waterford Walls with your choice of colleagues/team
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## \* *Why be a Waterford Walls Festival Sponsor?*

### **PR Reach:**

- ◆ 2017 PR and Media coverage was valued at €5million+ (AVE worth) by Powerhouse PR.
- ◆ 2018 Ambassador - High profile ambassador to be announced for 2018 – she/he will endorse the project and all the publicity that comes with it. (Dermot Bannon was Waterford Walls Ambassador for 2017 and Brent Pope in 2016)
- ◆ TED Talk on Waterford Walls on 1<sup>st</sup> December 2017 (over 1 million people per day watch or listen to Ted x Talks)
- ◆ Late Late Toy Show Collaboration, aired on 1<sup>st</sup> December 2017 (2016 viewership: 1.5 million people tuning in while it was viewed in 102 countries worldwide. 77% of nation tuned in)
- ◆ International recognition via press, art blogs and tourism promoters such as Lonely Planet, New York Times et al – Artists globally request to be a part of the festival – Attracting Art tourists globally – 100,000 followers +
- ◆ In talks with RTE at present re: produce a documentary following street artists and how Waterford Walls international festival rejuvenates the city.

### Press mentions:

- Aerlingus
- RTE Supporting The Arts
- National News 261,803 views – mentioned on RTE 6 & 9 o'clock TV News each year (3 years)
- journal.ie 126,000 views
- REDDIT USA Blog 250,000 hits
- National/International print press including Irish Independent, Irish Times, Irish Examiner; Featured in UK Daily Telegraph
- Joe Caslin ArdRi piece – generated 8 global Street Art blogs & reviewed in New York Times & Huffington Post
- Lonely Planet - Go to Street Art Destination Ireland – 100,000+ followers

### **Legacy**

- 98% of 600 surveyed said Waterford Walls enhanced their experience in the City
- Regeneration effect – transforming run down areas with beautiful artwork
- Raise Awareness: Environmental Care
- Raise Awareness: Mental Health
- New Found Pride in Waterford and South East
- Economic growth
- Attracts Tourism
- Ethical & Refugee Arts Educations Workshops
- Primary & Secondary School Programmes
- Raising profile of the Street Artists and attracting global commissions

~T&Cs apply for payment of sponsorship and will be provided on further enquiry