



Cork^{International} Choral Festival

2023 Sponsorship & Partnership Opportunities

*Bringing Cork to life with song
since 1954!*

www.corkchoral.ie



Why partner with the Cork International Choral Festival?



The Cork International Choral Festival is Ireland's largest choral music Festival. It utilises our amazing city as its stage and draws on Cork's unique and varied culture for its inspiration. Programming world class choral events and competitions across a variety of platforms, to a broad audience demographic.

Established in 1954, the Cork International Choral Festival has **a stellar reputation as the premier cultural event of its type, both nationally and internationally.**

Since its inception, the hospitality sector in Cork City have enjoyed a symbiotic relationship with the Festival which has proven to be very lucrative. The Cork International Choral Festival is not only the longest established festival in the region – **it also attracts more multiple bed nights than ANY other festival.**

Measurable metrics

The Cork International Choral Festival constantly collects and processes performance data and audience surveys for in-house evaluations, and to meet its KPI obligations to the festival's statutory funding organisations.



The choristers that attend the Cork International Choral Festival hail from every part of the globe. International participants and attendees descend on Cork annually from over **15 different countries** including:

Canada, Belgium, Czech Republic, Estonia, Finland, Germany, Italy, Lithuania, Norway, Portugal, Puerto Rico, Slovenia, Sweden, United Kingdom and United States.

Over 50,000 visitors travel to Cork for the 5 days of the Cork International Choral Festival annually, and over 36,000 people attend over 100 programmed Cork International Choral Festival events!

An impressive **47%** of our international visitors stay in Cork city centre hotels every year, generating over **4,000 direct bed-nights**.

The average stay is for at least **4 days** out of the 5 of the festival, and the **average spend is €577** - resulting in an annual economic boom worth approximately **€8 million to Cork City**.

Partnerships & Engagements

The Cork International Choral Festival enjoys a significant national media profile through its strategic partnerships with **96FM, The Irish Examiner and The Evening Echo.**

In 2023, the Cork International Choral Festival will partner with over **60 venues** in Cork City and County including Cork City Hall, St Fin Barre's Cathedral, The Triskel, Nano Nagle Place, The Freemasons Hall, and MTU School of Music - in addition to a huge range of hotels, bars, and restaurants all of whom work together to cross promote the Festival in the run up to and during the event, extending the festival's already considerable reach.

This longstanding commercial relationship with all the main hotels, bars and restaurants in Cork, has proven year-on-year to be more and more lucrative for those that engage with us.

79% overall satisfaction rate of visitors; our festival ranks in the **top five of all festivals** in Ireland.



Title sponsorship

Some of the events that we partner with include:

Fleischmann International Trophy Competition

Each year some of the finest amateur international choirs are selected to compete for the prestigious Fleischmann International Trophy.



Opening & Closing Gala Concerts

The Festival presents a wide-ranging, world-class programme of Gala Concerts featuring outstanding performing groups and soloists.



National School Competitions

This popular feature event is a platform for Irish School Choirs to perform and take part in interactive choral workshops.



Workplace Choir of the Year Competition

The Festival highlights the best of the workplace choirs in Ireland in conjunction with but not exclusively for our Choirworks initiative.



Advertising opportunities

Following on from the huge success of last year's Cork International Choral Festival **Accommodation Guide**, **Programme** and **Get Around Guide** we have once again released a very limited amount of advertising spaces, which also includes entry on the Cork International Choral Festival Eat-Sleep-Drink Choral Trail, and inclusion in our dynamic digital marketing campaign.

Our market research reveals that the influence of festival literature and promotional materials is very significant with over **72%** of attendees admitting to being **“strongly influenced”** by it.

Festival Accommodation Guide

€300*

Online listing to include up to 100 words of text, logo and up to three images (duration: 12 months starting from 1st Dec)

[Click to view last year's guide.](#)

Festival Programme & Get Around Guide

€300*

Half page (170mm wide x 120mm high)

€500*

Full page (170mm wide x 240mm high)

[Click to view last year's programme.](#)

Discount for advertisements in both guides

€550* (€50 discount)

Listing in Accommodation Guide + Half page

€700* (€100 discount)

Listing in Accommodation Guide + Full page

Social Media Post on Facebook, Instagram & Twitter

Options available starting from

€300*

Total Facebook reach during 2022 festival week: **197,073**

Choral Performance at your premises

Options available starting from

€250*

POS Booth at weekend key events

Please enquire about availability, stand sizes, and rates.

**As the Cork International Choral Festival is a registered Charity, these rates do not attract VAT.*



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CorkChoral
International Festival