

# SPONSORSHIP PACK PREPARED FOR



IRELAND CHINA  
ASSOCIATION



飞乐上海

Féile Shanghai

The Power of Green

Ireland Festival Shanghai 2011

A unique opportunity to market your company in  
the most affluent and influential city in China

# FÉILE SHANGHAI 2011

- Your chance to market your company directly to over 1 million people per day
- During the largest street festival in Shanghai
- Live entertainment provided by talented Irish and local dancers, singers and musicians
- From 10<sup>th</sup> to 13<sup>th</sup> March on Shanghai's best known shopping street – Nanjing Road



# OUR EVENT ASSOCIATES



CONSULATE GENERAL OF IRELAND | Shanghai



# A WELL ESTABLISHED EVENT

## The Opportunity

In 2011 Féile Shanghai (Ireland Festival Shanghai) will be take place in the premier location of Nanjing Road. With a footfall of over 1 million people per day this premier retail street can easily rival New York's Fifth Avenue and London's Oxford Street.

The organisers of the event, Le Chéile (The Irish Community Association of Shanghai), through the close support of the Irish Consulate of Shanghai, have been granted access to the street by Huangpu District Government for 4 days from Thursday 10th March to Sunday 13th March. One of the major activities, the St Patrick's Parade, will take place on Nanjing Road on Saturday 12th March.



Nanjing Road Pedestrian Street

## The Facilities

Nanjing Road is the most famous street in Shanghai running from the iconic Bund, past People's Square to Yan An Road (a major road artery). The street boasts many of Shanghai's most famous buildings including the Park Hotel and Jing An Temple.

Nanjing Road Pedestrian Street comprises a 1km section of high-end retail (including the largest Nokia store in the World) and five star hotel accommodation (Meridian and Sofitel). It is the only pedestrianised street of its kind in Shanghai and it's convenient location (served by three subway lines) and excellent shopping guarantees a huge footfall.

At the centre of the pedestrian section of Nanjing Road there is a purpose built stage and public area, Century Plaza. This area can accommodate over 2000 people and we have permission to erect tents and use the enormous video screens during the 4 day period.

The stage is available for use and will be tastefully decorated to reflect Irish Culture and Tradition. In addition to a lively performance following the parade we are planning to have evening and lunchtime entertainment over the four days, attracting many people to this public area, making it an ideal opportunity and location to market directly to consumers.



Century Plaza

## The History

The first Shanghai St Patrick's Parade took place in Xintiandi in 2007 and proved to be a very popular event. The following year, in glorious sunshine and escorted by a Chinese marching band several hundred people paraded in the streets. At the end of the parade a rousing concert of traditional Irish music entertained the participants and spectators and it was clear that a larger venue was needed

In 2009 the St Patrick's Parade moved to its current location of Yandang Road. This pedestrian street provided an excellent venue with the participants gathering in Fuxing Park and then marching to a stage in Yandang



Road. The tradition of having a Grand Marshall was started and the Irish Consul General, Conor O'Riordan took the honour.



With the largest World Expo in history soon about to open it's doors the 2010 parade had a strong Expo theme. A grand stage was constructed in Yandang Road and the large crowds were entertained by many performers.

Dr Sha Hai Lin, former Chinese ambassador to Ireland, was Grand Marshall and the success of the event was such that the organisers felt a bigger and more prestigious location was needed. After a significant amount of discussion and negotiation the Nanjing Road location was secured.



## The Possibilities

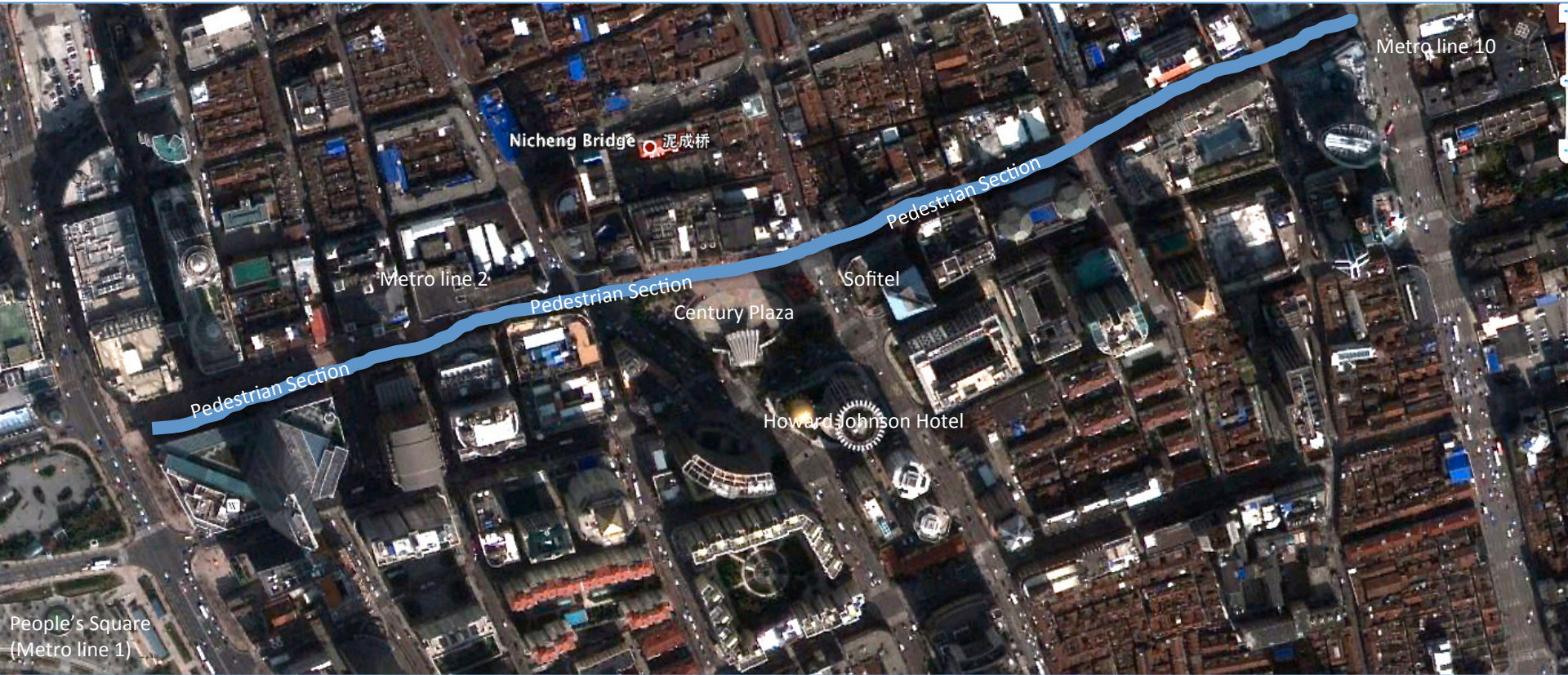
Féile Shanghai in Nanjing Road puts Ireland on centre stage in China's financial and business powerhouse, Shanghai. This mega-city has a population of 25 million people and is home to over 300 of the Fortune 500 Companies operating in China. It recently hosted the biggest and arguably most successful World Expo and has set itself the target of overtaking Hong Kong as the Asian regional financial capital by 2020.

Despite the great success of the Ireland Pavilion at Expo and other marketing campaigns, awareness of Ireland in China is low. Recent media coverage of Ireland has been negative, focusing on the financial issues that the country faces. Féile Shanghai provides the opportunity of focusing resources and creating an emotional and impactful experience for the many thousands of Chinese people who will visit Century Plaza over the four days of the festival.

High quality tents are available to companies and organisations that wish to market their products or services and state of the art multi-media equipment is available. In addition the expertise in media management that has been built up over the last 4 years will ensure that both Chinese and International media cover the event widely.



# NOW MOVING TO SHANGHAI'S PREMIER STREET – NANJING ROAD



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Fête Shanghai  
The Power of Green

# WITH 4 DAYS OF ACTIVITIES AT CENTURY PLAZA

Century Plaza has a commanding position at the mid point of Nanjing Road pedestrian section



General view of Century Plaza



View of Sofitel from Century Plaza



View of Howard Johnson Hotel from Century Plaza



# LIMITED SPONSORSHIP OPPORTUNITIES ARE AVAILABLE

## Four Levels of sponsorship

1. Féile Partner - our premium sponsorship level
2. Féile Friend – shared facilities for four days
3. Parade Partner – visibility on the big day
4. Parade Friend – join the parade



# Féile Partner - our premium sponsorship level

- This is the premium sponsorship level and is essentially a package that will be tailored to the needs of the sponsor. There will be **a maximum of 3** Féile Partners.
- Our Féile Partners will have their own liveried tent at Century Plaza for the full 4 days of the event. They will have the opportunity to have exclusive access to the stage and multi-media facilities for one afternoon or evening by agreement. This will enable them to have a specific event tailored to their needs such as customer entertainment, supplier/partner conference, employee engagement. During that event they will have exclusive access to the VIP entertainment tent and full use of our media management facilities. We will also make our entertainers (dancers, singers and traditional musicians) available for the event and they can supplement this entertainment as necessary.
- They will have the right to use the Féile Shanghai logo on their website and on any publicity material that they produce in connection with the event (subject to committee approval of copy).
- Within their tent they will be able to provide product sampling and subject to Huangpu District Government approval (which we are confident of getting) they will be able to retail items related to the festival and/or to Ireland.
- Féile Partner's logos will be prominently displayed throughout the venue and on all publicity material. They will be integrated into our social media marketing campaign. They will be specifically mentioned in all press releases and will also be mentioned at and invited to attend the International Press Conference which is scheduled for the morning of Saturday 12th March.
- They will be allowed to invite up to 4 VIP's to the Parade and these VIP's will be invited to walk in the lead group. They will have a customised section in the parade which will be specifically designed to meet their needs.



# Féile Friend – shared facilities for 4 days

- This is the only other sponsorship level that allows access to the full 4 days of the festival. There will be a **maximum of 16** Féile Friends.
- Féile Friends will have their own booth within a tent on Century Plaza. We are finalising the size of the tents but it is likely that there will be 4 to 6 booths per tent. Apart from the 2 to 3 slots when our Féile Partners have exclusive access, the VIP tent will be available for Féile Friends to entertain guests and there will be regular stage events during the 4 days. We will work to ensure that the timing and entertainment provided enables these companies and organisations to maximise their impact.
- Within their booth they will be able to provide product sampling and subject to Huangpu District Government approval (which we are confident of getting) they will be able to retail items related to the festival and/or to Ireland. Access to the tents will be available throughout the 4 days (i.e. including the times when Féile Partners are having their exclusive access events).
- They will have the right to use the Féile Shanghai logo on their website and on any publicity material that they produce in connection with the event (subject to committee approval of copy).
- Féile Friends logos will be displayed throughout the venue and on our website. They will be invited to attend the International Press Conference which is scheduled for the morning of Saturday 12th March.
- They will be allowed to invite up to 2 VIP's to the Parade and these VIP's will be invited to walk in the lead group. They will be entitled to have a section in the parade with a liveried banner that will be provided by the organisers.



# Parade Partner – visibility on the big day

- The parade will take place on Saturday 12th March and Parade Partners will be provided with a small booth in a shared tent on the day of the parade. They will be entitled to have a section in the parade with a liveried banner that will be provided by the organisers. In addition their logo's will be prominently displayed on the day of the parade.
- They will be invited to attend the International Press Conference which is scheduled for the morning of Saturday 12th March.
- They will have the right to use the Féile Shanghai logo on their website and on any publicity material that they produce in connection with the event (subject to committee approval of copy). Parade Partner's logos will be displayed on our website.



# Parade Friend – join the parade

- The parade will take place on Saturday 12th March and Parade Friends will be entitled to have a section in the parade with a liveried banner that will be provided by the organisers. In addition their logo's will be displayed on the day of the parade.
- They will have the right to use the Féile Shanghai logo on their website and on any publicity material that they produce in connection with the event (subject to committee approval of copy). Parade Friend's logos will be displayed on our website.



# Sponsorship level comparison

	Customised Sponsorship Package	Liveried Tent for 4 days of Festival	Exclusive Access to Stage and Multi Media for one afternoon/evening	Full access to our Social Media Marketing Campaign	Logos Prominently Displayed Throughout Venue for 4 days	Logos Displayed at Venue for 4 days	Logos Displayed at Venue on day of parade	VIP Invites to Parade	Customised Parade Section	Parade Section	International Press Conference	Specific Mention in All Press Releases	Booth in shared tent for 4 days of Festival	Booth in shared tent on day of parade	Product Sampling and retail of items related to festival and/or Ireland *	Right to use Féile Shanghai logo	Logo prominently displayed on Féile Shanghai Website
<b>Féile Partner</b>	✓	✓	✓	✓	✓			4	✓		Intr odu ced	✓			✓	✓	✓
<b>Féile Friend</b>						✓		2		✓	Atte nd		✓		✓	✓	✓
<b>Parade Partner</b>							✓			✓	Atte nd			✓	✓	✓	✓
<b>Parade Friend</b>							✓			✓						✓	✓



\* Subject to Huang Pu District Government Agreement

# All Sponsors get special attention

- We will endeavour to provide as much pre-event and on-the-ground support as possible. We have partnered with the Irish Business Forum here in Shanghai and we are working very closely with the Irish Consulate, Enterprise Ireland, Tourism Ireland and the IDA. In addition our event management partner Gibcom are probably the most capable organisation in this field in Shanghai (they were responsible for the very successful EU Pavilion at Expo and have 20 years of event management experience in Shanghai). This means we will be able to facilitate the effective marketing of those organisations that wish to sponsor Féile Shanghai.
- There are three 5 star hotels within sight of the Féile Shanghai venue (two of them overlook it) and provided we have enough notice we can make arrangements for appropriate facilities to be available for peripheral meetings and events. Our desire is to start working with sponsors as early as possible so that we can fully understand their needs and expectations.



# Costs

- Last year we held this event on Yandang Road, a small pedestrian street adjacent to Huaihai Road. The event was over one day. There were two levels of sponsorship, premium and standard. Premium sponsorship was 100,000RMB and we had one premium sponsor, Ireland Expo Pavilion. Our standard sponsorship was 25,000RMB and we had several organisations at this level including PepsiCo, Tourism Ireland, Bord Bia and Murphy's Irish Stout.
- This year the opportunity for marketing is on a completely different scale both in terms of the number of potential consumers (a footfall of over 1M per day) and the sophistication and duration of the event. The sponsorship schedule below is still being discussed so this is for guidance only.
- Féile Partner: 120,000RMB (note: we are already in discussion with 2 potential Féile Partners)
- Féile Friend: 70,000RMB
- Parade Partner: 30,000RMB
- Parade Friend: 10,000RMB

