



**CowParade Northern Ireland 2012
Presenting sponsors proposal to
Belfast City Council and Derry City Council**

Background:

Asitis Consulting has secured the license to bring the world's largest public art exhibition to Northern Ireland in 2012.

- ❖ The largest and most successful public art event in the world
- ❖ Over 10 years, over 50 cities with global audience
- ❖ Raising over £25 million for charity partners in the process
- ❖ Alongside a £5+ million contribution to arts communities
- ❖ Tried and tested, the original moodel...beware of cheap imitations!



CowParade Northern Ireland 2012: it's a quirky, creative, carnivaly, cross-cowmunity kind of thing!

- ❖ Looking to achieve 270+ cows across the region
- ❖ The first in the world to take place in a post-conflict region
- ❖ The first in the world to spread throughout an entire region
- ❖ Aiming to be biggest in Europe to date, and one of the largest worldwide



What's so moovelous about painted cows?

- ❖ Increase tourism visitation – estimating 200,000 unique visitors throughout Northern Ireland
- ❖ With increased visitors comes increased expenditure – spread throughout the region
- ❖ Edinburgh attributed 28% revenue increase to hosting CowParade
- ❖ Margaret River Australia, a small event with huge impact – 65,000 trail maps sold first weekend
- ❖ Enhance cultural tourism experience that already draws visitors to Northern Ireland
- ❖ Bring communities together for an all-inclusive fun experience
- ❖ Gain international media exposure through existing CowParade network
- ❖ Highlight strength of both arts and agriculture throughout the region



What are the timings?

- ❖ Early September 2011 – official announcement that CowParade is coming to Northern Ireland with Presenting Partners, Charity Partners and unveiling of mascot cow
- ❖ Autumn 2011 – continued sponsorship sales programme
- ❖ Autumn 2011 – call to artists
- ❖ March 2012 – blank cows arrive for painting
- ❖ May 2012 – official launch of CowParade Northern Ireland at The Balmoral Show 2012
- ❖ June, July, August – CowParade out on location throughout Northern Ireland
- ❖ September – Charity Auction



IT'S A CROSS-COWMUNITY
KIND OF THING



Cow Rancher Partner – £35k each

We are limiting this top level of partnership to three – proposed Belfast City Council, Derry City Council + one corporate sponsor.

So, what do you get for your MOOler?

Cows:

- 10 cows uniquely designed by local artist[s] of your choice or chosen from designs collected in “open call” to Northern Ireland artists (all designs must be approved by CowParade Northern Ireland 2012)
- 4 cows from your organisation’s herd to keep (specific cows subject to CowParade approval)
- 4 Mini Moos* for the “Cows in schools” art programme donated in your organisation’s name to Northern Ireland schools for school children to design
- 2 Micro Moos* donated in your organisation’s name to Northern Ireland children’s organisations for them to design
- Herd location designated by sponsor (subject to City/Region and CowParade availability and approval)
- Cow plaque commemorating patron’s, artist’s and cow’s name permanently affixed to each sponsored cow

Marketing:

- Logo/name representation on event materials including official map & guide, auction gala invitation and catalog, official event website and other event materials, i.e., “CowParade Northern Ireland presented by (Presenting Partner(s)) in association with (Associate Partner)”
- Marketing rights to CowParade Northern Ireland and use of your cow designs in all marketing and promotional efforts, including the website, social media outreach, grassroots outreach and thank you letter to all partners and additional sponsors
- Media recognition in advertising and promotions with CowParade Northern Ireland 2012 media partners; logo representation where appropriate and authorised
- Exclusive CowParade news release to announce presenting sponsorship
- Name listing in all CowParade Northern Ireland news releases
- A one-page letter and two additional pages in the official CowParade Northern Ireland Book to commemorate the sponsor’s commitment to CowParade Northern Ireland 2012
- CowParade website hyperlink to sponsor’s site in addition to sponsor’s logo and name listing
- PR and Marketing through event management channels (Asitis Consulting)

Events:

- 10 tickets to the preview event
- 10 tickets to the auction gala
- Exclusive speaking opportunities at all events, including the kick-off, preview party and gala
- Logo on all event marketing materials, including invitations, on-site signage, posters and other promotional materials

Community Relations:

- Opportunity to have your organisation associated with an event that promotes art in public places, arts education, local artists and directly benefits the chosen charities of choice – Barnardo's and DePaul Ireland - while demonstrating your organisation's corporate goodwill
- 4 Mini Moos* for the "Cows in Schools" Art programme donated in your organisation's name to Northern Ireland schools for school children to design
- 2 Micro Moos* donated in your organisation's name to Northern Ireland children's organisations for them to design.

Payment Terms:

- 50% invoiced on agreement, terms strictly 30 days. Final 50% invoiced 01 December 2011, terms strictly 30 days.

IT'S A QUIRKY KIND OF THING

