



# Inspiring our future generations



[festival.ucd.ie](http://festival.ucd.ie)

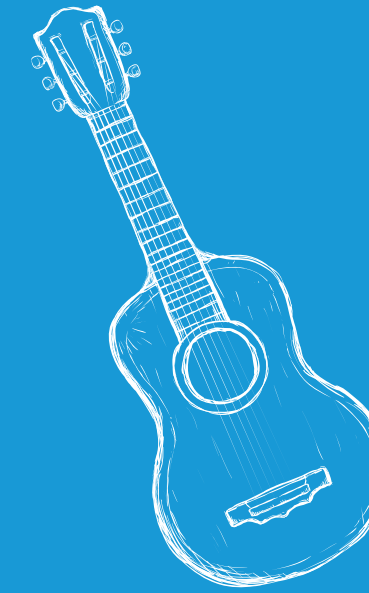
Saturday 8th of June

#ucdfestival



# What is the UCD Festival?

The UCD Festival is a unique and inclusive showcase of the innovation, creativity, research and learning that takes place at UCD. Festival goers enjoy a schmorgesbord of fun, with over 135 events to dive into, featuring everything from interactive workshops and discovery, to hands-on fun, conversations, performances and so much more.




# Highlights Video



Get Ready for UCD Festival 2024

 Share



Watch on  YouTube



# Meet the team



**Sheila Morris**

Festival Lead



**Jennie Blake**

Corporate Engagement  
& Sensory Friendly



**Lisa Kwik**

Event  
Logistics



**Katie Boyd**

Event  
Logistics



**Ria Flom**

Festival  
Volunteer Crew



**Phil Smyth**

STEM Lead



# UCD Festival Attendees

Over 21k Visitors to the 2023 UCD Festival.

Our festival audience is made up of students, graduates and families from Leinster. 85% of attendees noted a highlight being the interaction with contributors, workshop leads and speakers.



**52%**

Introduced to organizations they hadn't heard of before



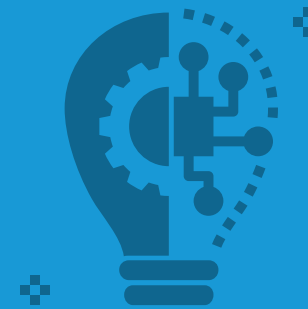
**79%**

Families with kids under the age of 15



**323%**

Visitor growth from 2016 to 2023



**48%**

Sought out Engineering, Science and Technology activities



**89%**

Would return in 2024

"This festival allows children to see how science research is applied in every day life, try something new, increase interest in learning science."

"I have never learnt so much in one day, literally widened my horizon. Well done!"

# Enjoy Brand Growth and Awareness

The UCD Festival ignites curiosity and creativity and offers a unique platform for brand growth through strong exposure on digital, social and traditional media channels.



**€3.6 MILLION**

In PR Value



**1.7 MILLION**

Estimated reach across digital and social channels



**34,635**

Unique Website Visitors in 2023



**60.4%**

Email Open Rate



**190,000**

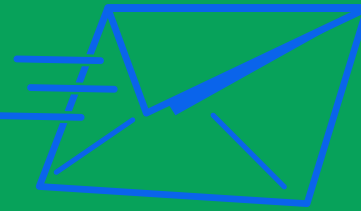
People reached by email



# Benefits For Sponsors

Partnering with UCD Festival allows you to:

- **Support the Mission of the Festival to ignite curiosity and inspire audiences.**
- **Help develop events and activities that address crucial societal challenges.**
- **Hit your CSR / and SDG objectives by supporting our research work, education and engagement activities.**
- **Showcase new sustainable practises, technologies and innovations to our highly engaged audience**
- **Join a dynamic network of educators, researchers, funders, scientists, writers, thinkers and cultural influencers.**





# Partnership Opportunities Available

Our partners can avail of a range of sponsorship packages from supporting a talk or workshop up to our Pillar Partner package which achieves maximum benefit.

Sponsorship opportunities on offer include:

- Branding and activation to showcase products or services with an engaged audience in one of our eight themed festival zones.
- Sponsoring interactive workshops to inspire young audiences to become future innovators in science, engineering, technology and the arts.
- Design and develop thought leadership talks with us, leading the debate on topics that matter to you.
- Opportunities for your staff and their families to enjoy special events at The UCD Festival.
- Extensive branding on printed materials which will feature on the day.
- Engagement with our UCD staff, alumni, academic and student community.







# Festival Zones



**Science &  
Innovation  
Zone**



**Engineering &  
Tehnology  
Zone**



**Family Fun  
Zone**



**Mind & Body  
Zone**



**Festival  
Hub**



**Sensory Friendly  
Strand**



**Discovery  
Zone**



**Culture  
Zone**



**Sports  
Zone**

# Partnership Opportunities



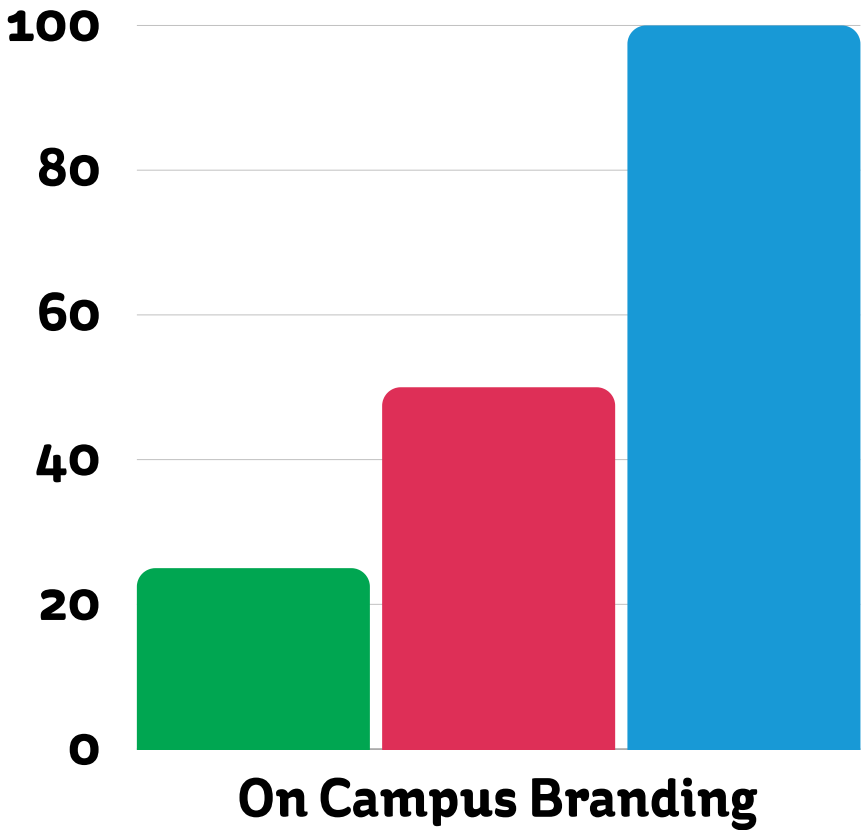
**Experience**  
**€10,000**



**Zone**  
**€20,000**



**Pillar**  
**€30,000**



### Meet Your People

- Join the shindig as our Event sponsor!
- Branding on select event materials and online platforms.
- Meet your target audience in your designated area.
- Post-event recognition in our highlights video.
- Recognition in our Festival Programme.

### Own Your Zone

- Enjoy the Festival vibes as a Zone sponsor!
- Branding front and center on all Festival communications.
- Located in the hottest festival zone with significant branding.
- Seize the stage with branded content and sponsored sessions.
- Post-event recognition in our highlights video.
- Exclusive access for select representatives.

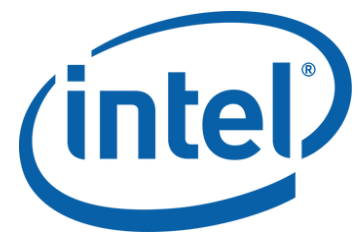
### Star of the Show

- All of the previous benefits and more!
- Shine bright with prominent logo placement and key festival real estate.
- Join the pre-festival buzz with partner announcements and press release.
- Exclusive sponsored sessions and unforgettable activations.
- Branded volunteer T-Shirts.
- Exclusive Access to high profile events.



# Previous Sponsors

We have been proud to work with many of Ireland's top brands, organisations, and leading stakeholders .



Medtronic



RTE



Bleeper





# Lets Work Together

Contact us to learn more about our strategic partnership and sponsorship opportunities:

Jennie Blake  
[jennie.blake@ucd.ie](mailto:jennie.blake@ucd.ie)  
086 048 3722

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Phil Smyth  
[philsmyth@ucdfoundation.ie](mailto:philsmyth@ucdfoundation.ie)



**Saturday, 8 June 2024**  
**from**  
**12pm-6pm**

