

# Domestic Marketing

## RTE Weather Sponsorship: Multi-Year Opportunity

Authority Paper 18<sup>th</sup> May 2021

### 1. OVERVIEW

**Purpose of Paper:** To seek the approval of the Authority to commit to a three-year sponsorship of the RTE weather from Jan 2022 to Dec 2024.

**Decision required:**

The Executive recommends that the Authority approves Fáilte Ireland bidding for the sponsorship of the RTE weather for a period of three years with a maximum bid [REDACTED]. The funds will come from the domestic marketing budget and as we propose to use the sponsorship to promote Ireland as a holiday destination amongst domestic consumers.

### 2. The Sponsorship

The weather is an intrinsic part of the tourism experience where it is an outdoor activity or an indoor attraction. It can be a reason to travel or a barrier to holidaying in Ireland. This sponsorship gives us an opportunity to meet these challenges head-on and use the platform to inspire people to get away.

**The Package on Offer**

RTE TV: 110 stings each week, each 10 seconds long, in and out of:

- 1 O’Clock
- 5 O’Clock
- 6 O’Clock
- 9 O’Clock
- Weather Mid-Morning
- European Weather
- Farming Weather
- Late Weather
- World Forecast

RTE Player

- 10sec stings before all weather content

Sponsorship of RTE.ie Weather site

10sec stings on all RTE.ie/weather bulletins

Takeover across RTE News Now

**The Cost of the Sponsorship**

We are proposing a three-year commitment. [REDACTED]

Hence, our current plan is to offer [REDACTED] and have approval from the Authority to increase our bid up to a maximum of [REDACTED]

**RTE’s Process for the Weather Partnership**

5<sup>th</sup> May – We confirmed to RTE our interest in the sponsorship.

14<sup>th</sup> May – The Executive will have had a meeting with RTE to discuss our vision for the sponsorship and how it can help not just tourism but also RTE’s wider community responsibilities. In attendance from RTE is a mix from the Commercial and Editorial teams.



across all cohorts, young & old, families & unconstrained, to keep domestic trips top of mind and drive bookings.

## 5. CREATIVE COMMUNICATIONS RATIONALE

### Creative Messages

We know from research we have access to world-class creative already shot for each regional brand area and ten additional counties.

A significant barrier to penetration is that consumers don't see travel as relevant to them right now or don't know where to go.

The sponsorship gives us an excellent opportunity to communicate a strong 'go now' call to action, and flex the message on a daily basis based on the upcoming weather, the time of year and our priority events.

#### Weather

- "The sun is coming, time to head to the amazing beaches in County Clare"
- "Looks like City-break weather, perfect time to enjoy Kilkenny".

#### Time of Year

- Bank Holiday Family breaks to Wexford
- Romantic weekends away for Valentine's Day
- Christmas shopping weekends in Dublin, etc

#### Events

- Puca
- Festival of Lights
- New Year's Festival

#### Vouchers

- Perfect gift for Mother's Day / Father's Day
- Christmas

In addition, we will create dedicated weeks for different counties. Where we will use edits of the content we have shot for each county, to bring to life the breadth of experiences available to consumers if they travel now.

We estimate we will produce around 70 spots over the next three years, keeping our message fresh and relevant.

We estimate an additional cost of [REDACTED] over three years for the production of up to 70 stings covering editing, voiceover, usage, etc., all using existing Keep Discovering footage.

## THE RECOMMENDATION

The sponsorship gives us access to an attentive audience, with the opportunity to flex our message across the year to promote more counties, more experiences and more events.

The Executive recommends that the Authority agrees to bid for the sponsorship of the RTE weather for a period of three years with a maximum bid of [REDACTED]



**MINUTES OF THE MEETING OF FÁILTE IRELAND, THE  
NATIONAL TOURISM DEVELOPMENT AUTHORITY  
HELD ON 18th MAY 2021 AT 9AM BY CONFERENCE CALL**

**Attendees:** Paul Carty (Chairman), Clare Duignan, Joe Dolan, Margaret Ward, Des O'Dowd, Tom Coughlan, Tim Husbands, Alice Mansergh, Stephen Dowling

**In Attendance:** Paul Kelly, Paul Keeley, Deborah Nolan, Orla Carroll, Niall Tracey, Trish Murphy

**Apologies:** Sean Boland

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