

# GALWAY JUKE FEST

Sponsorship Packages and  
Opportunities





The Galway Ukulele Festival, now in its fourth year, is a three-day extravaganza of music, culture, and community spirit in the heart of Galway City. It has evolved into an international celebration of unparalleled charm. Drawing an impressive gathering of over 500 ukulele players last year, with 300 ukulele players traveling from all corners of the globe to join in the festivities. This festival has firmly established itself as a global ukulele destination.

The festival's sold-out performances in both 2022 and 2023 speak volumes about its growing popularity and the undeniable magic it brings to the stage year after year. The annual flashmob, a delightful surprise for the streets of Galway, has transcended into an online sensation. The 2023 flashmob reached millions of viewers on social media worldwide.

The festival offers a dynamic blend of paid and free events, ensuring that all who gather can partake in the joyous melodies and harmonious camaraderie that define the Galway Ukulele Festival. With each passing year, the festival has grown in size and popularity, cementing its place as one of the most anticipated events in the international ukulele calendar.

The preparations for GUF 2024 are currently in progress, marked by the sale of over 50 Early Bird Festival Tickets thus far. Our primary objective for the year 2024 is to expand our global presence by becoming an integral part of the European Ukulele Festival Network. In our pursuit of this goal, we are committed to enhancing the overall experience for festival attendees by offering local discounts, facilitating communication through WhatsApp group chats, and providing comprehensive guides. These efforts will not only benefit our attendees but also support and promote local businesses.

# About Us

# Notable 2023 Stats



**1,500 EVENT ATTENDEES**



**8,000 WEBSITE VISITORS**



**2.1 MILLION VIDEO VIEWS**



**22 EVENTS**





# A Happy Meeting Place:

The Galway Ukulele Festival is more than just a gathering of music enthusiasts; it's a happy meeting place where friendships are forged, and memories are made. In the heart of Galway City, attendees come together to experience the warmth and camaraderie that only music can inspire.

Whether you're a seasoned ukulele player or simply someone who enjoys good music and good company, our festival offers a welcoming and inclusive atmosphere where you can connect with fellow festival-goers and artists alike. It's a place where smiles are infectious, and the sound of ukuleles fills the air with pure joy.

# Best Practice Model: Community Festivals



The Galway Ukulele Festival stands as a shining example of a community celebration that thrives on collaboration and the betterment of the community. Our proud partnership with Music Generation Galway entails providing free festival tickets to both musicians and disadvantaged communities.

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Furthermore, we collaborate with national ukulele groups, extending special discounts and performance opportunities for their members at our event. In addition, through our collaboration with St. Patrick's School, we actively support budding young musical talent, exemplified through our annual concert.

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Our commitment goes far beyond the festival itself, as we host year-round workshops guided by Festival Director Gerry Savage. Out of the festival's origins, the Galway Ukers emerged, forming enduring friendships united by the enchanting melodies of their strings and harmonious music.

# The Artists

The Galway Ukulele Festival has been privileged to host an impressive lineup of talented performers, both local and international. Some of our international acts include Zoe Bestel, Ukulele Simon, Opera-lele, The League of Ukulele Gentlemen, The Sneaky Tequilas, Marc Gallagher and the Mersey Belles,

Our local artists Tracey Bruen, RUGS, St. Patrick's National School's ukulele players, Steve Bennett, and Little John Nee, have left an indelible mark on festival-goers with their magical performances. They've enriched the cultural fabric of the event, ensuring it remains a cherished and vibrant celebration of ukulele music, culture, and community.



# Our Team **Members**



**Gerry**

Festival Director



**Brendan**

Festival Director



**Jane**

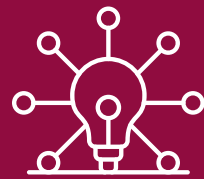
Communications



**Anna**

Volunteer Manager

# Festival Key Features



## Workshops

Workshops at the festival are highly popular among ticket holders and the Galway community. Gerry Savage's "Absolute Beginners" workshop is a consistent highlight, while past offerings covered strumming techniques, rhythm, harmonies, and broader music topics like marketing and songwriting. In 2024, we're introducing two workshop tracks: one for beginners to intermediates and another for advanced ukulele enthusiasts.



## Flashmobs

The annual Galway Ukulele Festival flashmobs have become a cherished tradition. Over 250 Festival-goers, armed with ukuleles, spontaneously break into music at Cross Street and High Street for one song, creating moments of surprise, joy, and unity. This delightful street performance has also turned into an online sensation, with the 2023 and 2022 flashmobs reaching millions of viewers worldwide.



## Concerts

Held on Friday and Saturday evenings, each concert features a dynamic lineup of three distinct musician categories, promising a diverse and thrilling experience. Additionally, our Saturday afternoon concert offers a family-friendly atmosphere, catering to a broader audience. In 2024, we're excited to introduce a Sunday closing concert tailored to our local ukulele community, adding a perfect note to conclude the festivities. Our headline musicians consistently represent an international standard of excellence.



## Pop Up Performances

Our pop-up performances, a festival tradition, occur at 6pm on Friday, Saturday, and Sunday. Three talented groups of international-standard musicians play three songs each at different pubs in the Latin Quarter, promoting their weekend performances and enhancing festival visibility. This year, weather permitting, we'll take the pop-ups to the streets of Galway.





### Competitions

Competitions at Galway Uke Fest add excitement and friendly rivalry for both seasoned players and newcomers. They include:

- **The Golden Uke Competition:** This dynamic open mic-style contest unites performers of all ages and backgrounds, showcasing their ukulele skills and passion. It embodies the festival's commitment to inclusivity, creating a melting pot of musical expressions.
- **The Galway Uke Fest T-Shirt Competition:** Held year-round online, Participants submit photos and videos wearing GUF merch at international ukulele events.

### Relaxed Playalongs:

From the Early Bird Hoots, Ukulele Ceilidh Strumchtime, to Pints n' Ukes, these gatherings unite up to 100 ukulele enthusiasts in harmonious strumming and singing.

Attendees access the festival songbooks online and receive print outs at the free events, perfect for mingling with fellow musicians over a refreshing pint. In 2024, we're even planning an outdoor gathering to add a natural touch to our musical community.

For the 2024 festival, based on positive feedback, we're expanding free event offerings. Introducing "Pub of the Day," a rotating venue where attendees can connect outside the official schedule, fostering a stronger sense of community and lasting connections among participants





We're delighted to announce that our Early Bird Festival tickets have now sold out. Each Early Bird ticket guarantees attendees first options on concerts and workshops of their choice, as well as access to all free events, the festival club and special festival discounts. In total we have sold over 200 event seats.

We are still providing Early Bird tickets to some festival patrons through a "secret link". Festival tickets will also be available on a flash sale for Christmas. We hope to have sold 60% event capacity through festival ticket packages by the end of 2023. We will release individual event tickets once the full programme is confirmed in early 2024.

# Attendee Feedback

As a West of Ireland native, when I discovered the ukulele I always knew that it's natural home would be Galway. I stand vindicated.



You're all Beautiful! It was magic to be part of your magic.. Thank you!



Everything was perfect, the bar is set high for other festivals in Ireland without a shadow of a doubt the BEST in Ireland bar none.



I could have even more. Why not a week long festival?



# Press Features 2023

## Television

RTE's Nationwide and TG4 Nuacht.

## Print Media

The Irish Times, Connacht Tribune, Galway Advertiser, The Weekender, Galway NOW, IMAGE magazine, UKE Magazine

## Digital Press

RTE.ie, Irish Times, Longford Leader, Galway Beo, Galway Advertiser, This is Galway, Galway Daily, UKE Magazine

## Radio

Keith Finnegan Show, Garry's Arts Show Galway Bay FM, Connemara FM

## Media Partnerships

RTE supporting the Arts & This is Galway.

# Our Audiences

## 2023 Festival Attendance

- The festival saw a total of 1,500 event attendees.
- Among these, 570 were paid tickets.
- 90 subsidised tickets through our community projects.
- The festival reached an even wider audience when considering the viewers of the flashmob and those who watched the concerts during the daily pop-up events.



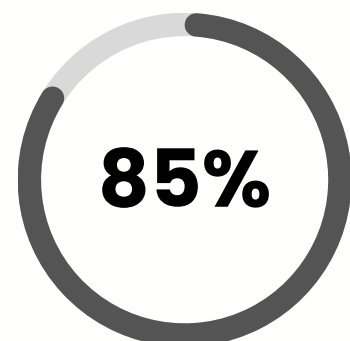
Over 8,000 visitors to [www.galwayukefest.com](http://www.galwayukefest.com) in 2023.

- 🇮🇪 Ireland (63.3%)
- 🇬🇧 United Kingdom (13.4%)
- 🇺🇸 United States (9.41%)
- 🇩🇪 Germany (3.15%)
- 🇫🇷 France (1.70%)
- 🇪🇸 Spain (1.35%)

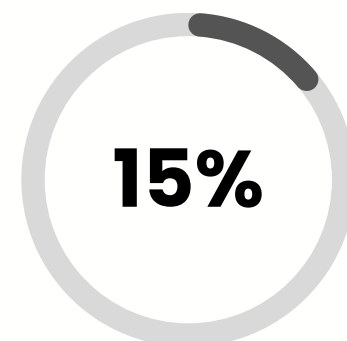
# Social Media

The Galway Ukulele Festival was a tremendous online success, with videos of our festival events generating more than 1.5 million views on The Latin Quarter's social media pages in 2023. Businesses located within the Latin Quarter have experienced a notable boost in their online presence in previous festival years, notably Tigh Neachtains 2023 video of local players at 550k+ views following the success of their 2022 Flashmob video, which has now garnered over 655k+ views. The Galway Uke Fest received over 250k in video views in 2023 across Facebook, Instagram and TikTok.

**Sponsor Social  
Media Impact**



**Festival's Social  
Media Visibility**



## Popular Online Content

- Flashmobs
- Live broadcast  
of playalongs
- The Golden Uke  
Performances
- Workshop  
Attendee Photos
- Pop up  
Performance  
videos

# SPONSORSHIP BENEFITS & PRICING

What your chosen sponsorship package gets you

PLAN OPTIONS	WORKSHOPS	FREE TICKETS	LOGO VISIBILITY	FESTIVAL BROCHURE	DISCOUNTS	GIFTS
Platinum Sponsor €5,000	100 Students	10	All Digital & Physical	✓	10% Custom Discount	✓
Gold Supporter €2,500	20 Students	8	All Digital & Physical	✓	10% Custom Discount	✓
Silver Sponsor €1,000	10 Workshop Tickets	4	Digital, Some Physical	✓	✗	✓
Bronze Sponsor €500	5 Workshop Tickets	2	Digital, Some Physical	✓	✗	✓
Festival Friend €250	✗	2	Digital, Some Physical	✓	✗	✓



# Platinum Sponsor

**€5,000**

We invite you to become a valued corporate sponsor of the Galway Ukulele Festival at our highest tier of sponsorship for €5000. With this generous contribution, you will have a fabulous opportunity to sponsor 100 Ukuleles, contributing to the musical vibrancy of our festival.

Festival Director Gerry Savage will conduct up to 5 exclusive workshops, accommodating a maximum of 20 participants in each class, either at your corporate offices or within Galway City. These engaging workshops are tailored for absolute beginners, providing an hour of immersive learning. By the end of the session, your employees will not only be able to play a simple song on the ukulele but also read chords for future practice, fostering teamwork and creativity within your organisation. We'll provide ukuleles for each class, ensuring a hassle-free experience. In addition to these extraordinary workshops, corporate sponsors will enjoy a range of benefits including:

- **Priority booking**
- **10 complimentary tickets to a selected Festival show**
- **Prominent logo placement on our website**
- **Logo featured on brochure and print materials**
- **Custom Patron Friend 10% discount festival tickets for your employees**
- **Complimentary framed festival poster**
- **Your sponsorship acknowledged in our social media posts, further enhancing your presence and connection with our festival community**

# Gold Sponsor

**€2,500**

We are delighted to offer you the prestigious Gold sponsorship tier for the Galway Ukulele Festival at a cost of €2,500. As a Gold sponsor, you will have the unique opportunity to host one exclusive workshop led by Festival Director Gerry Savage, with the capacity to accommodate up to 20 participants. This workshop can take place either at your corporate offices or within the charming Galway City.

Our engaging workshop is tailored for beginners, providing a one-hour immersive experience in the world of the ukulele. By the end of the session, your employees will not only be able to play a simple tune on this delightful instrument but also gain the skills to read chords, fostering teamwork and creativity within your organization.

To make this experience as seamless as possible, we will provide ukuleles for each workshop, ensuring a hassle-free and enjoyable learning experience for all participants. As a Gold sponsor, you will also gain access to a range of exclusive benefits, including:

- **Priority booking**
- **8 complimentary tickets to a selected Festival show**
- **Prominent logo placement on our website**
- **Logo featured on brochure and print materials**
- **Custom Patron Friend 10% discount festival tickets for your employees**
- **A commemorative festival poster**
- **Your sponsorship acknowledged in our social media posts, further enhancing your presence and connection with our festival community.**

# Silver Sponsor

**€1,000**

Our Silver sponsorship tier, priced at €1,000, offers unique benefits tailored to your support. While Silver sponsors won't receive an in-house workshop, they will gain access to a special beginners' workshop located in the heart of Galway City Centre. This workshop, led by the esteemed festival director Gerry Savage, provides an exclusive learning experience for up to 10 of your employees.

Participating in this workshop will allow your team members to embark on an exciting ukulele learning journey, immersing themselves in the world of music. While they won't have the in-house advantage, this Galway City Centre workshop offers a fantastic opportunity for team bonding and skill development. Your employees will learn to play the ukulele and acquire the basics of chord reading under the guidance of a skilled instructor.

As Silver sponsors, you will also receive additional benefits:

- **Priority booking**
- **4 complimentary tickets to a selected Festival show**
- **Prominent logo placement on our website**
- **Logo featured on brochure and print materials**
- **A commemorative festival poster**
- **Your sponsorship acknowledged in our social media posts, further enhancing your presence and connection with our festival community.**

# Bronze Sponsor

**€500**

Introducing the Bronze Sponsor package, available at just €500, a wonderful way to demonstrate your support for the Galway Ukulele Festival while enjoying an exclusive set of advantages.

Enjoy the opportunity for up to 5 of your employees to attend a beginners' workshop in Galway City Centre, led by festival director Gerry Savage. This workshop offers a fantastic and complimentary learning experience that your team members will appreciate.

- **Priority booking**
- **2 complimentary tickets to a selected Festival show**
- **Prominent logo placement on our website**
- **Logo featured on some print materials**
- **A commemorative festival poster**
- **Your sponsorship acknowledged in our social media posts, further enhancing your presence and connection with our festival community.**

# Festival Friend

**€250**

Welcome to the Festival Friend tier, an exclusive opportunity that not only allows you to support the Galway Ukulele Festival but also grants you a range of enticing benefits. As a Festival Friend, you'll receive:

- **Priority booking**
- **2 complimentary tickets to a selected Festival show**
- **Logo placement on our website**
- **Logo featured on some print materials**
- **A commemorative festival poster**
- **Your sponsorship acknowledged in our social media posts, further enhancing your presence and connection with our festival community.**

# Alternative Sponsorships

## IN KIND/DISCOUNTS

The Galway Ukulele Festival is not just a celebration of music; it's a vibrant community event that thrives on the support of businesses like yours. As we gear up for another exciting year of strumming, singing, and dancing, we are reaching out to our local partners and supporters for additional assistance. In particular, we are seeking in-kind contributions that could include vouchers or products, as we're in need of raffle prizes and prizes for the Golden Ukulele competition.

Your generosity in this regard would not only add excitement to our festival but also help us create memorable experiences for our attendees. In a humble request, we wonder if it might be conceivable to extend a modest 10% discount to festival wristband holders during the festival weekend. This potential collaboration could not only showcase your commitment to our community but also modestly enhance your business's visibility among our cherished festival attendees.



# Hospitality Friend

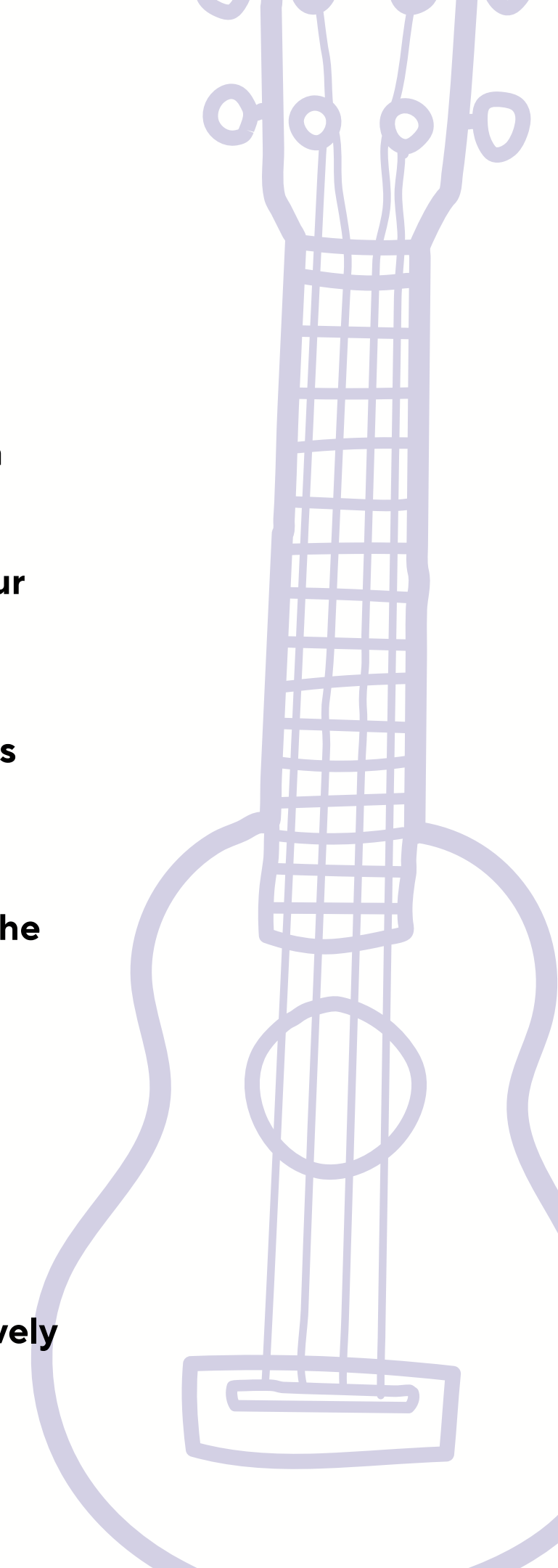
**€250 - €500 OR VALUE IN KIND**

As a valued Hospitality Friend, your support is crucial to the success of the Galway Ukulele Festival. In appreciation of your contribution, we're pleased to offer you the following benefits:

- **A featured advertisement in the digital festival brochure, ensuring your brand gets prominent visibility (€500 donation only).**
- **2 complimentary tickets to a selected Festival show**
- **Inclusion of your logo in the attendees' festival guide, which will be distributed via email and WhatsApp daily for widespread recognition.**
- **Your organisation prominently listed in our festival recommendations section within the festival brochure, drawing attention to your support.**
- **Your sponsorship acknowledged in our social media posts, further enhancing your presence and connection with our festival community.**

# Larger Conversations

- **Festival Club Sponsorship:** An opportunity to be part of the heart and soul of the festival, providing a warm and welcoming atmosphere for festival-goers in any way you can.
- **Festival Transportation Sponsorship:** Join hands with a reputable transportation company to offer our attendees discounted travel rates, making their journey to the festival as seamless as a harmonious melody.
- **Local Accommodation Sponsorship:** Forge a partnership with local hotels, granting festival musicians exclusive discounted rates, or opt for a featured placement within our festival accommodation recommendations, ensuring you're in the spotlight for festival-goers in need of a place to rest.
- **Golden Ukulele Competition Sponsorship:** This tier opens the doors for both prize sponsorship and the potential to become an official event sponsor, gaining significant exposure and making a lasting impression in the hearts of our festival audience.
- **Festival Flash Mob Sponsorship:** Unleash the power of possibility with the potential for your sponsorship to go viral, captivating online audiences and bringing an extra note of delight to our festival's vibrant activities.
- **Pub of the Day Sponsorship:** Step into the limelight as the gracious host of up to 100 ukulele players each day. It's an opportunity to share your establishment's unique ambiance and hospitality with a lively and appreciative crowd.





# GET IN TOUCH WITH US!

We hope to hear from you soon to discuss how your valued support can make the Galway Ukulele Festival an even more extraordinary event. Together, we can create harmonious memories that resonate for years to come.

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 [www.galwayukefest.com](http://www.galwayukefest.com)



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