



# Oireachtas Rince Na Cruinne 2024

March 24th – March 31st 2024

The SEC Armadillo and the  
SEC Centre  
Exhibition Way, Glasgow, Scotland  
G3 8YW

# Sponsorship & Vendor Packages

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

PEOPLE  
MAKE  
GLASGOW

## The Event

Oireachtas Rince na Cruinne was first held in 1970 at the Coláiste Mhuire Auditorium in Dublin, and is delighted to return to Glasgow for the sixth time. This event is the most prestigious Irish dance competition in the world, attracting close to 4,000 competitors, plus their teachers, families and supporters.

Blending culture and tradition with cutting edge choreography and athletic prowess, dancers will compete for recognition in solo and team competitions across eight days for one of Irish dancing's most coveted titles.

## The Organization

An Coimisiún le Rincí Gaelacha (CLRG) is the central organisation dedicated to the worldwide development of Irish dancing. Based in Dublin, An Coimisiún has been in existence for nearly 100 years, and has approximately 2,100 teachers spread over 33 countries around the world.

More information about CLRG can be viewed at [www.clr.org.ie](http://www.clr.org.ie)

## The Benefit of Participation

Your support of Oireachtas Rince na Cruinne perpetuates a culture of traditional Irish dance, music, and language. Through the promotion of our flagship event, we encourage youth engagement in an art form that engenders self-discipline, mutual respect, personal development, sportsmanship, and a healthy, active lifestyle.

*See you at the SEC in Glasgow*

**Please note:** All required files for digital ads, print ads and sponsorships packages must be uploaded to complete purchase.

# 2024 Gradam Awards

CLRG will be acknowledging a selection of nominated individuals for their outstanding service of volunteerism and the development of Irish dance in their communities.

Below are the 2024 Gradam Award Recipients, who are being honored for their years of dedication to promoting Irish dance, Irish language and Irish culture in their respective areas.

## Scotland

Sally Flood  
Willie Stewart

## North-East England

Anne Curran-Thomas  
Ambrose Woodhouse

## North-West England

Margaret Bond  
Phil Keigher

## Midlands England & Wales

Aidan Comerford  
Carole Scanlon

## Southern England

Michael Maguire  
Kathleen Maguire

## World-Wide Recipients

Barbara Aherne (*North-West England*)  
James McCutcheon (*Scotland*)  
Margaret McGrath (*Scotland*)  
Richard Griffin (*Southern England*)  
Karen Petri (*Mid Atlantic Region, USA*)

Interested in congratulating this year's Gradam recipients in the Program Book, Main Stage Screens and Social Media Channels? Advertising and sponsorship options are available in the CLRG Online Store at [clrgoireachtas.com/store](https://clrgoireachtas.com/store)

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**GRADAM**

**€ 300**

## Main Stage Screen

One ad

## Programme book

Full page , full colour

## Social Media

One post | *static or video*

**Purchase your sponsorship at [clrgoireachtas.com](https://clrgoireachtas.com)**

# Sponsorship Packages



**PLATINUM**  
€ 3000

**Main Stage Screen**  
Three ads

**Programme book**  
Back cover, full colour

**Social Media**  
One post | *static or video*

**Competition Sponsor**  
Three competitions  
*including presentation and acknowledgment at ceremony*



**GOLD**  
€ 2000

**Main Stage Screen**  
Two ads

**Programme book**  
Inside front cover,  
full colour

**Social Media**  
One post | *static or video*

**Competition Sponsor**  
One competition  
*including presentation and acknowledgment at ceremony*



**SILVER**  
€ 1250

**Main Stage Screen**  
One ad

**Programme book**  
Inside back cover,  
full colour

**Social Media**  
One post | *static or video*

**Please note:**  
All required files for digital ads, print ads and sponsorships packages must be uploaded to complete purchase.

# Individual Sponsorships



**PROGRAMME  
BOOK**

**Full page, colour**

**€250**  
commercial

**€125**  
non-commercial

**Full page, B&W**

**€170**  
commercial

**€85**  
non-commercial

**MAIN STAGE  
SCREEN**

**Static Advert**

**€300**  
commercial

**€150**  
non-commercial

**SOCIAL MEDIA**

**Facebook & Instagram  
post (static / video)**

**€200**  
commercial

**€100**  
non-commercial

**POP-UP  
BANNER**

**Pop-up banner**  
*\*\*provided by sponsor*

**€225**

\*Non-commercial advertising rate available to Dance Schools, Regional Councils and Affiliated Organizations, in addition to Charitable and Educational Institutions.

**Please note:** All required files for digital ads, print ads and sponsorships packages must be uploaded to complete purchase.

# Specifications

## PRINT & DIGITAL ADVERTISING

Sizing and Specifications

### PRINT ADVERTS

**Full page ad** 210 × 297 mm | A4 page size

**Resolution** 300 dpi

**File type** PDF or JPG

### DIGITAL ADVERTS

**Screen Ad** **16:9 Aspect Ratio** (landscape only)

**Resolution** 300 dpi

**File Type** PNG

#### Social Media

**Instagram** **1:1 aspect ratio**

**Grid Graphic** 1200 × 1200 px (square)

**Instagram** **9:16 aspect ratio**

**Video** 1080 × 1920 px (vertical)

**File Types** PNG, or MP4 (video)

# Guidelines

## PRINT & DIGITAL ADVERTISING

**In the interest of fair play and protection of vulnerable persons, all submissions must adhere to the following guidelines**

- Irish Dance schools may include the city or area of their classes but not the address or directions
- Advertisers must obtain written permission from the parent or guardian of any minors depicted
- No inappropriate photos
- All content is subject to approval by CLRG

### **Social Media & Print Guidelines**

- In print advertisements, no last names of dancers are permitted.

*Please note Screen and Social Media content may be visible to Adjudicators, therefore stricter guidelines will apply.*

- No identifiable photos of currently competitive dancers
- No photos of dancers in class costume in conjunction with the school name
- No names of dancers (regardless of status)
- No photos of dancers wearing or holding any type of award



210 mm

# Program Book Advertising

**Full page ad** 210 × 297 mm | A4 page size

**Resolution** 300 dpi

**File type** PDF or JNG

297 mm





# Be a Vendor!

We value your continued support and participation in CLRG events, continuing a tradition of mutually beneficial business partnerships within the Irish dance community.

**The Vendor Village will be in the Forth Room on the ground floor of the SEC Armadillo** (formally known as the Clyde Auditorium). Daily admission sales, dancer registration, and access to the main competition hall (where the awards will be each evening) will be on the second floor of this building, making this **the optimum area for the highest possible daily traffic!**



## STANDARD VENDOR

€2500 for the full week

**A vendor area of 12' x 12'**

**2 chairs & 4-5 Six-foot tables**

in a U shape. Additional tables & and chairs are available at no extra cost

**Prime Daily Access**

From one hour prior to the start of competitions until the end of results.

**A banner ad** on the CLRG Event website and **a listing in the vendors directory** on the website with an optional link to your website/social media for pre-orders etc.



## JUNIOR VENDOR\*

**Service area**

For service businesses doing hair and makeup appointments (no product sales)

**Limited Daily Access**

Operating hours restricted to mornings.

**A listing in the service vendors**

**directory** on the website with an optional link to your website/social media for pre-orders etc.

*\*CLRG needs a commitment from several businesses, so before this option can be offered, CLRG needs an expression of interest to assess the viability of this option. Please email Owen Joe McAuley at [owenmcauley@hotmail.com](mailto:owenmcauley@hotmail.com) for further information and if you are interested.*

Contact Owen Joe McAuley [owenmcauley@hotmail.com](mailto:owenmcauley@hotmail.com)

## ADDITIONAL VENDOR INFORMATION

All vendors are required to provide CLRG with proof of insurance; proof of vetting (a background clearance check to work with the Vulnerable Sector for all staff and associates; a staff list for all employees who will be working on-site; a categorical list of the main products/services you will be trading; a completed registration form; payment in full. Contact the CLRG Vetting Officer, Bill Maple, for more info at [vetting@clrg.ie](mailto:vetting@clrg.ie)

**Standard Vendor packages will be awarded on a first-come-first-serve basis.** Stalls will be assigned based on space availability and the chronological order of when fees and completed contracts are received. If your application cannot be fulfilled due to space constraints, a full refund will be offered.

Standard Vendor packages include the approximate size of 12' x 12' - *the actual size is determined by limitations set out by the venue.* Tables can be configured to individual specifications within the allotted footprint, so long as the configuration does not impede public walkways or another vendor's allocated space. *Tables will not include tablecloths.* Please bring your table coverings and/or extra coverage for storage. One electrical point and Wi-Fi will be supplied to each vendor.

No oversized backdrops or stands higher than 6' will be permitted, to ensure that all vendors have good visibility within the space. Boundaries for each booth will be outlined and all signage, display materials, and infrastructure must fit inside the lines.

Advertising placed outside of your booth area may be available at an additional cost. Any other unauthorized signage will be removed.

Delivery, storage, access times and vendor layout will be forwarded upon confirmation of all vendors.

Vendors are cautioned to staff their booths for the duration of the seven day event.

Contact Owen Joe McAuley [owenmcauley@hotmail.com](mailto:owenmcauley@hotmail.com)