National Ploughing Championships 2018
ABOUT
The National 2018 Ploughing Championships will be held in Screggan, Tullamore, Co. Offaly from 18th - 20th September. This is the third year in a row the event has been held in the Tullamore location. As always, RTÉ will be there to take part and broadcast all the action including musical performances, live weather bulletins and exclusive events.

2017 TALENT INCLUDED:
Marty Whelan, Ray D’Arcy, Sean O’Rourke, Joe Duffy, Tracy Clifford, Áine Lawlor, Marty Morrissey, Brenda Donohue and more of the RTÉ team will be working on site over the three days at Ploughing
2017 HIGHLIGHTS
The 2017 Championships were undoubtedly a success in the eyes of farmers, organisers, performers and visitors alike.

Just watch the beautiful video montage by cinematographer Peter Martin below to get a glimpse of what we got up to at last year’s Championships.
THE SPONSORSHIP PACKAGE

Package Overview

- TELEVISION
- RADIO
- RTÉ.ie
- RTÉ GUIDE
- ON SITE

TOTAL COST
€106,000
Gross
## THE SPONSORSHIP PACKAGE

### Package Details

### AV ELEMENTS

<table>
<thead>
<tr>
<th>Description</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsorship of RTÉ Live from The Ploughing</td>
<td></td>
</tr>
<tr>
<td>Live broadcast show on RTÉ One 19.00-19.30 (18th -20th September)</td>
<td></td>
</tr>
<tr>
<td>2 x 10” &amp; 2 x 7” stings per show</td>
<td></td>
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<tr>
<td>12 Sponsor stings in total</td>
<td></td>
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<tr>
<td>Repeated on RTÉ One +1 an hour later</td>
<td></td>
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<tr>
<td>10” sting on RTÉ Player for catch-up</td>
<td></td>
</tr>
<tr>
<td>Sponsor logo included on any pre-promotion of the show</td>
<td></td>
</tr>
</tbody>
</table>

RTÉ Media Sales
## THE SPONSORSHIP PACKAGE

### Package Details

<table>
<thead>
<tr>
<th>RADIO ELEMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsorship of 3 days of RTÉ at the Ploughing on RTÉ Radio</td>
</tr>
<tr>
<td>3 days of broadcasting from the RTÉ Tent on RTÉ Radio 1, RTÉ 2FM and RTÉ lyric fm – shows TBC</td>
</tr>
<tr>
<td>45 sponsor-credited promos across RTÉ Radio – 15 per station (18th - 20th Sep)</td>
</tr>
<tr>
<td>60 sponsor-credited pre-promos across RTÉ Radio – 20 per station (In the lead up to Ploughing)</td>
</tr>
<tr>
<td>Live mentions throughout live broadcasting (show dependent – news and current affairs excluded)</td>
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</tbody>
</table>
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### Package Details

**RTÉ GUIDE**

- 65,000 maps will be slotted into the issue on sale 10th September and will get a cover plug saying 'get your free Ploughing map inside' with an image on the cover.
- 10,000 maps will be included in the RTÉ Guide's on sale 17th September at the event.
- 5,000 maps will be supplied to the sponsor for their own use at the event.
- Outside Back cover of 10th September and 17th September issue.
- Editorial support in the issue on sale 17th September (product shot plus 200 words).
THE SPONSORSHIP PACKAGE
Package Details

RTE.ie
Responsive Home Page Takeovers (HPTO) on 18th, 19th and 20th September

ON SITE
Sponsor logo in rotation on screen within RTÉ tent
Opportunities for giveaways in the RTÉ Tent
Thank you!

For more information please contact:

commercial.solutions@rte.ie
01 208 3430
www.rte.ie/mediasales