



Fleadh Cheoil na hÉireann
31st July to 7th August 2022
Mullingar

This is Big

Fleadh Cheoil na hÉireann is the biggest annual event to take place in Ireland.

It is THE premier cultural event in Ireland, and the largest festival in the world devoted to Irish Culture.

And it's coming to Mullingar this year.



Overview of Fleadh Cheoil na hÉireann

€50m

Estimated Value to Local Economy based on Fáilte Ireland data

500,000

Expected visitors over 10 days, based on previous years data

25%

Visitors from overseas





Destination Mullingar

This will be a major international event, supported by Westmeath County Council and Fáilte Ireland, and the first time since 1963 that it will have been held in Mullingar.

Fleadh Cheoil na hÉireann will be the **single biggest event** to take place in Mullingar in our lifetime.

Due to take place in Mullingar in August 2020, Fleadh Cheoil na hÉireann unfortunately had to be postponed as a result of Covid.

We look forward to hosting an even bigger and better event in August 2022.

The Fleadh will be organised by a voluntary committee.

The Homecoming

Mullingar holds a special place in the hearts of Fleadh-goers, being the place where Comhaltas was founded in 1951, and the venue for the first ever Fleadh Cheoil na hÉireann the same year.

Like so many, we were all disappointed that due to Covid 19 in early 2020, we were compelled to postpone Fleadh Cheoil na hÉireann which we were ready to host in August 2020.

Likewise the prevailing pandemic meant our hopes for 2021, were likewise dashed, and so now like the people of Ireland we are hoping that with an improving situation from the pandemic perspective, and applying preventative measures and necessary precautions, we will have the opportunity to host 'the fleadh' in 2022 – commencing on Sunday 31st July and continuing to the 7th August, and no doubt beyond!

Because of the historical importance of this event locally here in Mullingar, not to mention its national and indeed international significance, we are committed to make 'the homecoming' of the Fleadh – only the third time to be hosted in Mullingar – previously in 1951, and the seminal 1963 event – the largest event and the greatest Fleadh yet. Everyone can play a part, in the provision of accommodation for the many thousands who will make Mullingar and the surrounding areas in Westmeath their home in the first week of August 2022. Can you help by providing sponsorship towards the running costs of the Fleadh? Can you help in a volunteering capacity to assist in stewarding, or in many other ways. Like the whole community at home and abroad we are looking forward to getting back to some degree of normality – Let this fleadh, the largest cultural festival in the world, devoted to Irish culture, be the event that lifts the gloom of the past two years, as we enjoy the craic, ceol and cainte in the heart of the Midlands, here in Mullingar, the capital of the Lake County of Ireland.

Fleadh Cheoil na hÉireann will have a hugely positive impact on businesses and the wider Community, in Mullingar, throughout County Westmeath and further afield.

A Community Event

1,500

Volunteers participating in the Fleadh, assisting with everything from carparking, street clean-ups and event stewarding

30+

Large venues in Mullingar will open their doors to 182 Competitions, also Céilís, and Concerts

6,000+

Participants in competition, competing at the highest level, the pinnacle of achievement

800+

Attendees at Scoil Éigse, a week-long International Summer School taking place in the Fleadh Village





A National Platform

Coverage of Fleadh Cheoil na hÉireann will be featured on:

Fleadh TV, one of TG4's flagship programmes of the year, watched by over 700,000 people over 4 nights;

"Fleadh Cheoil" 6 x 30min television programmes by RTÉ, showcasing prominent performers at the Fleadh, and the town itself;

Various slots on RTÉ (TV and Radio), TG4, Radió na Gaeltachta and national print Media;

Massive Social Media following across all key platforms including Facebook, Twitter, Instagram, FB Live, YouTube;

Established website www.fleadhcheoil.ie used by many fleadh-goers;

Be Part of it

We are looking forward to all local businesses actively participating and coming on board with us, to be part of this major international event taking place in Mullingar.

By lending your support, you are making a statement that you:

- Proactively support your local community;
- Acknowledge the importance of the voluntary commitment of Comhaltas and our partner organisations in the running of the Fleadh, including the GAA;
- Realise the historical importance of the major event to Mullingar;
- See the value of this event for future tourism and general 'good will' towards Mullingar and the wider community;





Costs

€1.4 - €1.5m

Total Annual Cost to run
Fleadh Cheoil na hÉireann

We outline below some typical costs for the various elements that make up Fleadh Cheoil na hÉireann:

- General Marketing & Public Relations
- Accommodation for Adjudicators, Tutors, etc.
- Food and other supplies for Competition Venues
- Hospitality and Paid Events
- Sound Equipment Rental and Sound Engineering Services
- Advertising on Local and National Media
- Covid related measures and protections



Supporter Package Details

Please play your part by committing to one of our packages



You can help us make this a great success, by your financial support!

Standard Supporter Package

Rate: €1,000.00

- **Shop Window Sticker “Cara/Supporter of Fleadh Cheoil na hÉireann”**
- **Recognition on Social Media as a Supporter of the Fleadh**
- **Tickets to a selection of Events at Fleadh Cheoil na hÉireann**

Silver Supporter Package

Rate: €2,500.00

- Full Page Advert in Official Souvenir Programme (10,000+ copies)
- Large Shop Window Sticker “Silver Supporter/Cara - Fleadh Cheoil na hÉireann”
- Recognition on Social Media as a Supporter of the Fleadh
- Tickets to a selection of Events at Fleadh Cheoil na hÉireann
- Framed Appreciation Display Certificate

Gold Supporter Package

Rate: €5,000.00

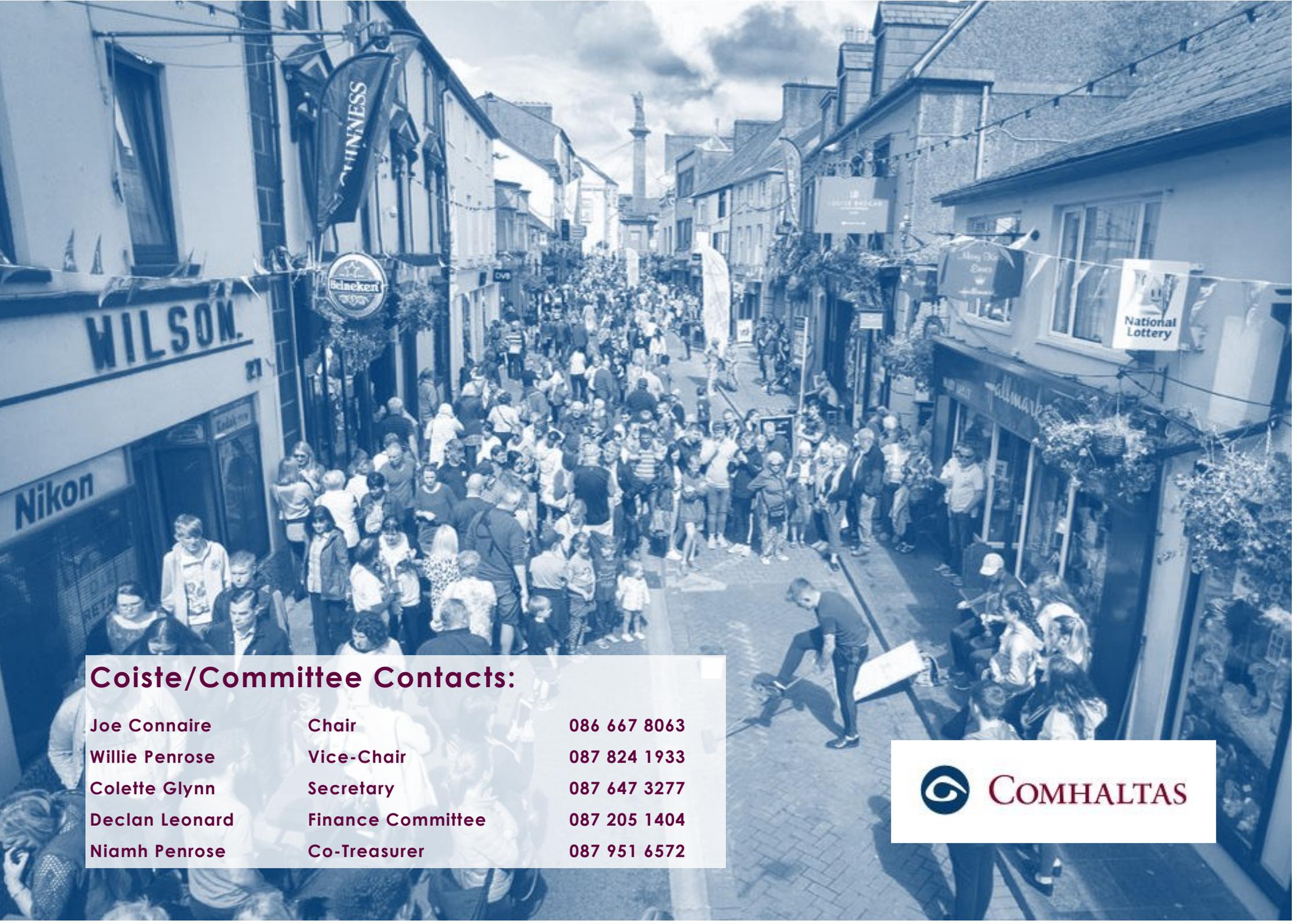
- **Branding in National Print Media Special Pull-Out Supplement (400,000+ copies)**
- **Full Page Advert in Official Souvenir Programme (10,000+ copies)**
- **Large Shop Window Sticker “Gold Supporter/Cara - Fleadh Cheoil na hÉireann”**
- **Recognition on Social Media as a Gold Supporter of the Fleadh**
- **Tickets to a selection of Events at Fleadh Cheoil na hÉireann**
- **Framed Appreciation Display Certificate**



Bígí Linn

Together, let us

Welcome the World to Westmeath



Coiste/Committee Contacts:

Joe Connaire	Chair	086 667 8063
Willie Penrose	Vice-Chair	087 824 1933
Colette Glynn	Secretary	087 647 3277
Declan Leonard	Finance Committee	087 205 1404
Niamh Penrose	Co-Treasurer	087 951 6572



COMHALTAS

**It doesn't get
any bigger
than this.**