

Make emotional connections this summer

Brand partnerships



21st – June 23rd June 2024, Glendalough Estate, Co Wicklow

A photograph of a forest path at dusk or dawn. A large banner made of red fabric letters spelling 'WELCOME' is strung across the path. Several hikers with large blue and green backpacks are walking away from the camera. Warm string lights are visible in the trees on the right side of the path. A large red curved shape is overlaid on the left side of the image, containing white text.

Transform your brand experience

Beyond the Pale Festival returns to the stunning surrounds of **Glendalough Estate**, Co Wicklow for 3 days of **music, art, food** and more from the 21st - 23rd June.

With over 400 artists and performers, headliners include **Jungle, Jessie Ware, Soulwax** and **Romy**.

2024 promises to have the same **unique vibe** and **cultural variety** that has won the hearts of so many festival-goers over the last two years.

Let our beautiful surroundings be your canvas

Launched in 2021, **Beyond The Pale** has established itself as one of Ireland's leading boutique **music** and **arts** festivals.

Glendalough Estate is one of the most **beautiful** and best-known sites in Ireland, as well as being of archaeological and historical interest, it is rich in flora and fauna. We **take great care** to ensure this natural beauty remains unspoilt.

We are seeking brand partners looking to connect with **communities** and **culture**, to create authentic experiences that resonate with our audience by bringing together **shared vision and values**.

Partners can engage broad and diverse audiences across **Music, Arts, Beauty, Wellness, Food & Drink and Sustainability initiatives**.



BEYOND THE PALE

**JUNGLE · JESSIE WARE · SOULWAX · ROMY · MARC REBILLET
RICHIE HAWTIN · THIEVERY CORPORATION · 2MANYDJS^{UK}
ALVVAYS · COURTNEY BARNETT · FOLAMOUR · GILLA BAND
HELENA HAUFF · JOHN FRANCIS FLYNN · KELLY LEE OWENS
NOVO AMOR · OBONGJAYAR · ^{THE} SUGARHILL GANG
^{THE} SCRATCH · TOURIST · 49TH & MAIN · 808 STATE
AILBHE REDDY · ANNA MIEKE · CATCHING FLIES · DAITHI
DAVID HOLMES · FEJKA · HANG MASSIVE · HOLLY WALKER
IRVINE WELSH · ELAINE MAI & MAYKAY · KID FRANCESCO LI
JAMES HEATHER · JAMES HOLDEN · KRUDER & DORFMEISTER^{UK}
LA PRIEST · PARRA FOR CUVA · RACHAEL LAVELLE
^{THE} REDNECK MANIFESTO · RIVAL CONSOLES
SHE WANTS REVENGE · TROJAN SOUNDSYSTEM
& MANY MANY MORE TO BE ANNOUNCED**

21ST-23RD JUNE 2024 | GLENDALOUGH ESTATE, WICKLOW

MUSIC | ARTS | FOOD | DRINK | WELLNESS

Tickets & Info From: ItsBeyondThePale.ie





BTP audience

15,000 people are expected at BTP 2024

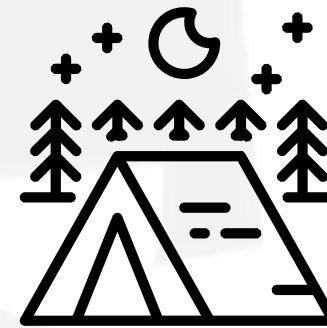
In previous years, more than two-thirds were aged 25-44



52% 48%
Male Female



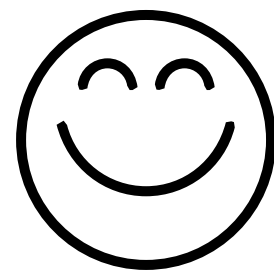
66%
Aged 25 - 44



80%
Stay on site



58 %
repeat Attendees



74%
of attendees very satisfied with experience



84%
Would return in 2024



70%
Consider Beyond the Pale a highly sustainable event



72.3
NPS Score

Awareness and media coverage

Beyond the Pale attracts excellent coverage across national and regional TV, press, online and radio

40 MILLION IMPRESSIONS



THE IRISH TIMES

Irish Independent 

 Irish Examiner

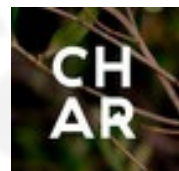


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BEYOND THE PALE



Daily Mail 



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THE GLOSS
MAGAZINE



RADIO NOVA
100FM

Extra.ie
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Partner benefits

This year's arts, food and wellness programme will take place over 10 stages and areas, responding to both the extraordinary land and landscape of the Wicklow Mountain National Park, and a passionate belief in the transformative and transgressive power of gathering.

Brand partners can reach & engage a broad and diverse audience across **Music, Arts, Wellness, Beauty, Food & Drink** and **sustainability initiatives**, integrate organically to the festival experience, deliver memorable experiences and build relationships, from **brand awareness** through to **affinity**.



A line up like no other

For both **Jungle** and **Jessie Ware**, this will be their only live show in Ireland this summer.

A heady and hearty mix of the **biggest, most popular** and most enduring acts for **music lovers** of all kinds; our outstanding line-up is always rooted in art, technology and joy.

Basically: from top to bottom, Friday to Sunday, it will be another stacked, **endlessly inviting line-up** across the weekend.

Music programming by Dec Forde
(**Selective Memory / Cupola**)



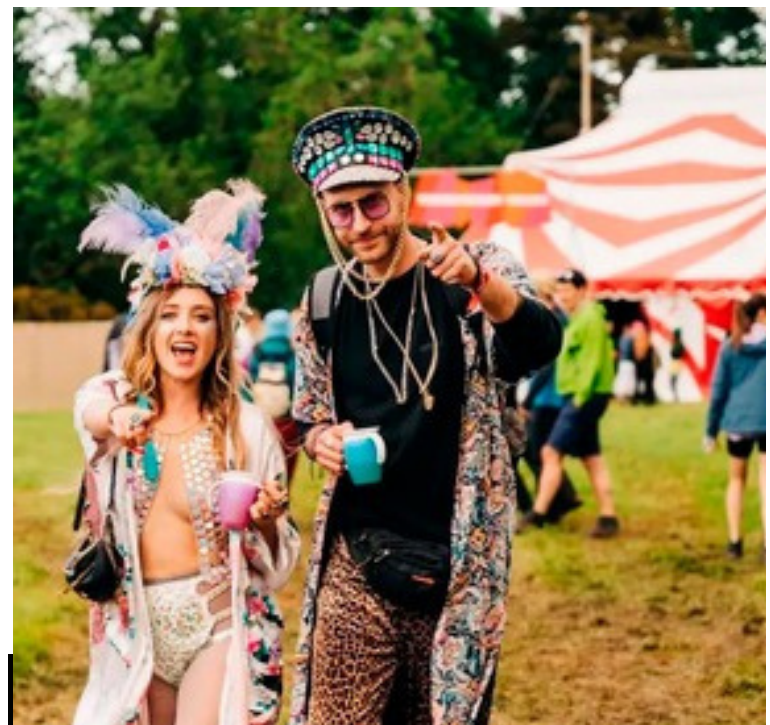
Dec, is a pioneer of **music & arts** festivals in three continents; the main music programmer of the first 7-8 years of **Electric Picnic**, **Body & Soul** and **Forbidden Fruit** festivals amongst others, as well as numerous music and arts festivals in Australia and Asia, founder and Director of Irish concert promoter Selective Memory.



The beating heart of the festival

With more than **400 performers** spanning over 10 stages ranging from cabaret to workshops to late night mayhem.

Our **arts programme** features performance legends, artist residencies, utopian dream spaces, new work commissions, and a whole load of outrageous, bawdy, foot-stamping, jaw-dropping, honest-to-jaysus fun.



Jennifer Jennings, The Arts Programme Director has created festivals and hit shows such as **Riot** and **Wake** with game-changing Irish theatre company Thisispopbaby, as well as in Singapore and Australia.

Beyond the Plate

For foodies, **Beyond the Plate** welcomes some of the best and most interesting names in food and drink in Ireland for talks, tastings and craic across the weekend.

Beyond The Plate is a celebration of all things food & drink. Festival-goers can feast from some of the best Irish street food vendors across the weekend. The **Beyond The Plate** area will be celebrating all that is great about when music, food & drink come together, *deep* in the *gorgeous* surrounds of the *Wicklow mountains*.

Highlights from previous years include, foraging walks with Cúán Greene food chats with Kevin Thornton, Caitlin Ruth, Jordan Bailey, Majken Bech, Kevin Burke, Audrey Cahatol, Keith Coleman, Dee Laffan, Sham Hanifa, Kate Ryan, Graham Herterich, Holly Dalton and the Gastro Gays.



Curated and hosted by food writer **Ali Dunworth**, **Beyond the Plate** will welcome some of the best and most interesting names in food and drink for talks, tastings, demos and lots of craic over the weekend. The theme across the weekend is on food folklore, feasting and festivals.

Indulge your senses

Wellness offerings including the much-loved Bosca Beatha (Box of Life) mobile sauna and bountiful programme of yoga meditation and massage from the space between.

Move & breathe, listen & stargaze, go deep into your central nervous system over tonics & elixirs by indulging in our wellness programme. Be guided by the magic of sound, the cosmos, the call of the human voice and the collision of tech and nature in the stunning surrounds of Glendalough Estate.



A little haven of peace and tranquillity

Elysian Fields is a reimagined approach for all of your festival makeup, hair and beauty needs in a unique setting with a touch of luxury.

A little haven of peace and tranquillity amidst the fun. All of your **make up, hair and beauty** needs will be available inside a unique luxurious space with nothing but the best chilled out vibes. Festivalgoers will have the opportunity to relax or unleash their creative side, a range of beauty services are available to book in advance from **makeup, brows, lashes, neon eyes** to all out **glitter - hairstyling** and **mini pamper options** from 10-minute **Cryo De-Puffing** eye treatment, mini facials and hand and feet pampering.



A weekend for the Family

Camp Badger will be a separate area for **families** attending Beyond The Pale.

With plenty of entertainment for all the family, including a Tailteann Tournaments games area, theatre and circus performances **My First Holy Covid**, **Ballet Poulet** and **Hi Pony!** Workshops about Hip-Hop producing, hula hooping and Sean-nos, dancing with **Poorhouse Ceile** and **Disco-Bike**, an antique funfair, and very special events Future Ancestors (followed by a bird-watching walk) A Gamelan Orchestra Workshop and Wind down with kids yoga in **The Space Beyond**, **Face painting**, **magical storytelling** and much more.



Festival reviews



“Brilliant festival, superbly run, cannot wait for next year!!”

“Great festival that's just the right size and nice laid back vibes”

**“Amazing festival, great lineup, amazing venue easy accessible & super crowd.
Can't wait for 2024”**

“The best festival in Ireland right now, great crowd, great lineup, amazing venue”

“This is the best festival in Ireland! Not to be missed. Roll on '24”

“Really good set up, easy to get to. Great variety of sounds. People were cool. Proper party”

“Great experience had at Beyond the Pale, most enjoyable weekend had for a while way better than the picnic!”

“Amazing festival - by far the best run festival in Ireland 2023”

A large crowd of people is gathered at an outdoor festival. In the background, there are lush green trees and a white building with a gabled roof. The scene is bright and festive, with many people standing and talking. Some people are wearing colorful clothing, and there are some structures or tents visible in the distance.

***“GLORIOUSLY FUN, BEYOND THE PALE IS SET TO BE A NEW
SUMMER STAPLE ON THE IRISH FESTIVAL SCENE”***

HOT PRESS

“ONE OF THE BEST FESTIVALS WE’VE EVER PLAYED.”

ORBITAL

“BEYOND THE PALE WAS ABSOLUTE MAGIC”

LISA HANNIGAN

BEYOND THE PALE

**Make lasting impressions
this summer**

**Get in touch to learn more about brand partnerships
and sponsorship opportunities**

eavan.finucane@pearlanddean.ie

21st – 23rd June 2024, Glendalough, Co Wicklow www.itsbeyondthepale.ie