

# **St Patrick's Day Toolkit for Industry Partners**



**Tourism Ireland**

## Introduction to our St Patrick's Day Toolkit

The story of St Patrick, the patron saint of Ireland, has fascinated the world for centuries and you can still see his legacy all around the island of Ireland. Tourism Ireland is proud to celebrate St Patrick's Day and we have produced themed content to use in your own marketing activities for the celebrations on March 17<sup>th</sup>.

## St Patrick's Day Traditions in Ireland

St Patrick was named Maewyn Succat and was thought to have originally come from either Wales or Scotland, where he was abducted at the age of 16 by Irish pirates and brought to Northern Ireland as a slave. Once here, he was sent to Slemish Mountain in County Antrim to herd sheep. But on his escape, he had a vision and returned to Ireland to spread the word of Christianity to Ireland. It was on this island that he remained for the rest of his life, preaching, baptising and building churches until his death in 461 in County Down.

Short, long, silly or serious, you'll find every manner of St. Patrick's Day parade all over Ireland, from the biggest in Dublin to the earliest in Dingle, County Kerry, where it kicks off at 6am. There's a week-long festival in Armagh and a carnival parade and concert in Belfast.

It is said that when St Patrick returned to Ireland, he chose a shamrock as a tool to teach the pagan Irish about the Holy Trinity. As he spread the word about Christianity, Patrick used the three leaves of the plant to represent the Father, the Son and the Holy Spirit and the shamrock has been associated with the saint ever since. You'll see them everywhere around St Patrick's Day – even in the White House as we present a bowl of shamrock each year to the US President.



## How to use this Toolkit

You can click on any of the links in this PDF to access each folder on the **Tourism Ireland content pool**, then you can either download the contents of the folder, or you can preview each asset and decide if you want to download. You will be able to return to download further content as often as you wish. We know that time is of the essence so if you don't have time right now to look through all the content, we have an easy Top 5 quick pick folder where you can quickly and easily download key assets.

Don't forget to use **#HappyStPatricksDay** to join the global conversation.



### Quick Picks

We know that time is of the essence, so if you don't have time right now to look through all the content, we've made a small selection of assets that you can quickly download from [this folder](#).

<p><b>Ecards</b></p> <p>Use our St Patrick's Day Ecards <a href="#">here</a></p>	<p><b>Imagery</b></p> <p>Download our stunning imagery <a href="#">here</a></p>
<p><b>Videos</b></p> <p>Download our engaging video content <a href="#">here</a> View our St Patrick's Day YouTube video <a href="#">here</a></p>	<p><b>Online Meeting Backgrounds</b></p> <p>Download our online meeting backgrounds <a href="#">here</a></p>

### Imagery

Download St Patrick's Day campaign images to use across your social channels, website, or marketing materials.



### Videos

Use our St Patrick's themed videos across your social media channels to share engaging content with your customers.



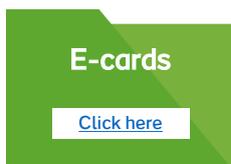
### Online Meeting Backgrounds

Use our St Patrick's Day-themed backgrounds to promote your business and Ireland in every online meeting.



### Ecards

Wish your customers, visitors, or partners a Happy St Patrick's Day with our branded e-cards.





Videos

## Terms & conditions of use

By using the assets from this toolkit, you are agreeing to our terms and conditions of use. You must be a tourism business to use these assets and you must use them in accordance with the guidance we outline. The assets in this toolkit may be used in print and digital marketing materials, provided they are used in the way we have outlined in this toolkit. The assets must not be used in signage, vehicular branding, packaging or merchandising of any kind without prior permission. Tourism Ireland retains ownership of these assets and reserves the right to withdraw the use of the assets from any ineligible business or business that is using the assets in an inappropriate manner.

