

Partners for Business Scheme

The Irish Self Catering Federation (ISCF) is the national body recognised by Fáilte Ireland to promote and develop the interests of the self catering sector in Ireland. The Federation was founded on its commitment to quality and high standards in self-catering and is a leading voice in the Irish tourism industry. The Irish Self Catering Federation supports members by lobbying for change which supports the positive development of the self catering accommodation sector in Ireland, and through cost saving benefits, marketing and PR initiatives, training and information. With a growing membership and over 3,180 properties represented and listed on the visitor facing website LetsGoSelfCatering.com, the ISCF represents the leading players in Irish self-catering.

The Irish Self Catering Federation would like to offer you the opportunity to become a Partner for Business. The Partners for Business Scheme aims to secure a collaborative relationship with the ISCF, making sure that Partners get the most out of their membership and in turn contribute to the work of the ISCF and the support of its members. It will offer your business the opportunity to engage directly with the members of the ISCF, increasing brand awareness and positioning your organisation at the forefront of the self-catering audience.

In return for your support, we will guarantee your organisation increased advertising exposure and the endorsement by the only trade association working exclusively for self-catering in Ireland.

General benefits of becoming a Partner for Business with the ISCF include:

- Endorsement from the official Federation representing self-catering in Ireland
- Exposure to 100 ISCF members, representing over 3,180 properties
- Marketing via blogs and social media
- Opportunities to exhibit at, or sponsor the conference in order to increase exposure
- Regular updates on industry news
- Networking
- Industry engagement
- Being part of the official Federation
- Opportunities for a route to open dialogue with politicians regarding regulations
- B2B and B2C networking

- Exposure to competitors
- Opportunities to create partner relationships with trade suppliers
- Opportunities to be involved in developing industry working practices and standards through sharing
- Ideas and creating common standards and standard operating procedures

As a partner, your business will enjoy the following specific benefits:

- Complimentary Trade Membership of the ISCF
- Endorsement by the ISCF, including a logo that you can use to show our endorsement
- Your company logo will appear on the ISCF website (with a link to your website) and on all our communications both with members and with the wider business community
- Recognition on the Partners page of the ISCF member's website
- Enhanced listing in the supplier's directory within the ISCF member's website
- 2 features / articles per year in ISCF publications and communications including the blog/ newsletter that is sent regularly to a database of members and industry figures and decision makers throughout Ireland.
- Promotion over our social media channels.
- Platinum level sponsorship of the annual ISCF conference, which includes;
 - 4 delegate tickets to attend the annual conference
 - Recognition in the Chairman's opening or closing remarks
 - Exhibitor stand at the conference supplied by the Partner, worth €500
 - Pre-event mailing sent out to all members
- The ISCF will seek to identify any potential opportunities to include your company in events, training or meetings with decision makers, key contacts etc.

Cost:

The Partner for Business Scheme asks for a contribution of **€2500 per annum**. We would ask for a minimum contract of three years.

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For further information please contact info@iscf.ie or phone +353 (47) 32042