



Lambert  
Smith  
Hampton

## Mall Commercialisation

- Short and Long Term Licences
- Product and Service Promotions
- Awareness Campaigns
- Brand Advertisements
- Vehicle Showcasing





## Reasons why MacDonagh Junction Shopping Centre is a great choice for promoting your brand:

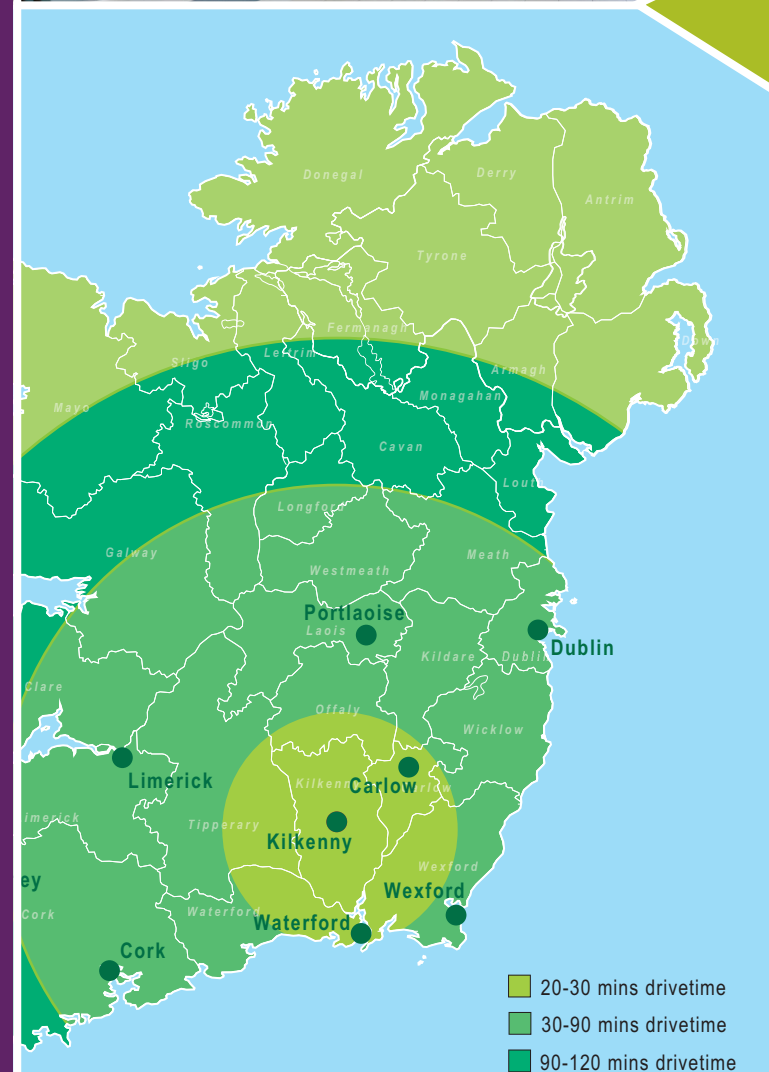
- Easily accessible from the M9 Motorway and adjacent to Kilkenny Train Station
- Over 30 leading retail brands situated in an attractive historical setting featuring the heritage buildings of the former railway and famine workhouse. Anchor stores include Next, H & M, TK Maxx, Dunnes and River Island
- 1,000 car parking spaces, parking rate of €2 for three hours
- Free children's play area and fabulous Workhouse Square Courtyard attracting over 3 million visitors annually
- Free Wifi in the Workhouse Square

## Centre Rates

Duration	Per Day
1 Day	€150 per day + vat
Over 3 Days	€125 per day + vat
Over 5 Days	€100 per day + vat
Over 21 Days	€75 per day + vat



## Key Facts





## Stores

- |                         |                             |
|-------------------------|-----------------------------|
| 1. Boots                | 12. Pamela Scott            |
| 2. TK Maxx              | 13. River Island            |
| 3. Champion             | 14. Peter Mark              |
| 5. H & M                | 15/16/17. Next              |
| 6. Vacant               | 18. Easons                  |
| 8/9. Only               | 20. Holland & Barratt       |
| 10. Fields Jewellers    | 21. The Carphone Warehouse  |
| W1. O'Briens Sandwiches | 27. St Canices Credit Union |
| W2. Quigleys Bakery     | 28. Name it                 |
| W3. The Courtyard       | 29/30/31. Jack & Jones      |
| W5. Costa Coffee        | 32. Claires Accessories     |
| 1A. Boston Barber       | 33. FujiFilm Kilkenny       |
| 1B. Starbucks           | DA. Eddie Rocketts K5.      |
| 1D. Flair Beauty        | Frutas                      |
| 11. Carraig Donn        |                             |

## Opportunities

1. Workhouse Square Space: 4m x 4m H 2m
2. MacDonagh Mall Space 3mx 3m H 2m
3. St John's Mall Space 2m x 2m H 2m
4. St John's Mall Space 2m x 2m H 2m
5. St John's Mall Space 2m x 2m H 2m
6. St John's Mall Space 2m x 2m H 2m
7. Car Park Branding Options

## Booking Requirements

1. Please complete the mall promotions application form available to download from the website [www.macdonaghjunction.com](http://www.macdonaghjunction.com) specifying the exact description of the proposed activity with accurate dimensions and visuals for approval.
2. All signage, decorations and promotional material must be of a high standard and must be approved prior to the commencement of the promotion.
3. A mall license agreement must be signed by an authorised signatory.
4. Full payment must be paid no later than one week before display is scheduled to take place. Displays must not be set up if full payment has not been received.

## Mall Promotion Regulations

1. Promotional displays, set-up and stocking must take place outside of centre trading hours.
2. Promotional displays must be set-up and stock must be carried by competent staff. Centre Management will not be available to provide assistance. Supermarket trollies must not be used for this purpose.
3. Tables/chairs or other furniture required for promotion must be provided by promoter.
4. Car parking fees are not covered in the promotion fee. There are no arrangements to waive car parking costs.
5. Display stands, signage and branding must be professionally produced. Any handwritten signage in evidence will be removed.
6. Mall promotions must be insured to the requirements advised by the Centre and a specific indemnity must be in place for the centre. Without notification from the centre that your insurances are adequate the promotion must not take place.
7. Promotional staff must keep within the area of their promotional stand. It is centre policy that customers are not canvassed directly but rather given the opportunity to approach of their own volition.

8. Collection buckets/canisters containing the charity name may be placed on the promotion stand for voluntary contributions by the public.
9. Leaflets are to be placed on promotion table for customers and are not to be handed out to customers.
10. All staff must be smartly dressed.
11. Staff must not eat, drink or chew gum or sweets whilst on duty in exhibition areas.
12. Staff personal possessions, including clothing and bags, must not be left in view of customers.
13. All refuse, packaging and carrier bags must be kept out of sight of customers and must be placed in the refuse bins in the service yards throughout the day or at the end of the trading day. Mall refuse bins must not be used to place refuse.
14. Centre employees will not man any kiosk whilst promotional staff deal with matters away from the kiosk.
15. Preferred mall locations may be requested but specific locations cannot be guaranteed.
16. Promotions may be moved at the discretion of Centre Management.
17. Displays will be removed at the discretion of Centre Management if any activity carried out differs from that outlined at the time of making the booking.
18. After sales service details must be prominently displayed on the stand and on promotional literature.
19. No amplification of any description is permitted.

## Insurance Regulations

1. Public Liability limit to be €2,600,000 or more.
2. Indemnity to principal, Hurley Properties ICAV t/a MacDonagh Junction Shopping Centre must be noted on the policy for the duration of the promotion.

## Contacts:

Donna Byrne  
Centre Administrator  
[Info@macdonaghjunction.com](mailto:Info@macdonaghjunction.com)

## Opening Hours

Day	Centre	Dunnes
Monday	9am to 6pm	9am to 7pm
Tuesday	9am to 6pm	9am to 7pm
Wednesday	9am to 6pm	9am to 7pm
Thursday	9am to 9pm	9am to 9pm
Friday	9am to 9pm	9am to 9pm
Saturday	9am to 7pm	9am to 7pm
Sunday	12pm to 6pm	11am to 7pm



Photography by John Watmore, 3D Design