Promotional/Sampling Activity

**Promotional/Sampling Activity**

The Events Section processes requests from commercial companies and charities seeking to use public spaces for on-street activations aimed at promotional or charitable purposes.

**What qualifies as an activation?**

Activations may include:

* Branded props and infrastructure
* Flags and signage
* Games and interactive experiences
* Opportunities to win or receive a product

**Brand-to-Hand Activities**

These involve direct engagement with the public, such as distributing drinks, snacks, or other promotional items.

**Application Criteria**

* Applications **must include brand-to-hand or sampling activity** to be considered.
* Exceptions apply for:
  + **King Street South**
  + **Smithfield Square**
  + Other locations at the **discretion of Dublin City Council**

All inquiries relating to sampling and brand to hand activity in the public domain within the administrative area of Dublin City Council must be sent to **Litter Management Office** -  [LMO@dublincity.ie](mailto:LMO@dublincity.ie).

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| --- | --- |
| Type of Activity | Permission Required |
| Charity (e.g. raising awareness) | Events Section only – [events@dublincity.ie](mailto:events@dublincity.ie) |
| Brand to hand | Litter Management Office only – [LMO@dublincity.ie](mailto:LMO@dublincity.ie) |
| Brand activation (game/experience) | Permission from Events **and** Litter Management Office |

If you are unsure which category your activity falls under, please contact: [events@dublincity.ie](mailto:events@dublincity.ie)

* ***Events and Filming Team Price List 2025 (attachment) English + Irish***
* ***Activations Marketing Sampling promotional events application form 2025 (attachment)***

***English + Irish***