



ADVENT
u Puli
ADVENT
in Pula

2025

Advent in Pula 2025

November 30, 2025 – January 11, 2026

Locations: Forum Square, Giardini, Portarata Square, Ice Rink in the Arena, City of Graz Park, City Market

This is the most visited winter event in our city, gathering thousands of residents and visitors each year. Advent offers a rich and diverse programme for all generations – from concerts and entertainment to creative children's workshops and gourmet delights – creating an atmosphere of joy and togetherness throughout the festive season.



Locations

Forum Square



City of Graz Park



Locations

Portarata Square



Giardini

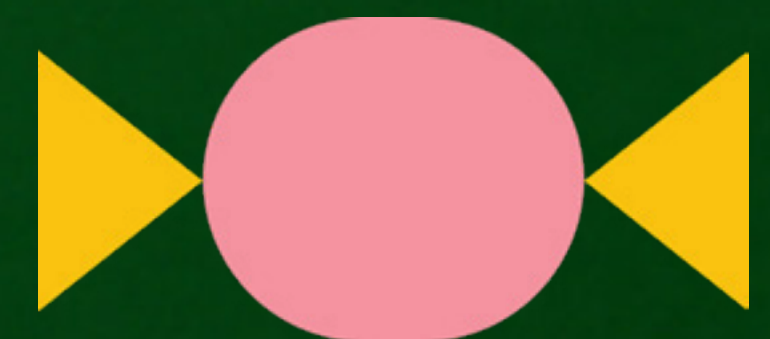


Locations

Arena



City Market



Value for Your Brand

HIGH VISIBILITY AND AUDIENCE REACH

Advent in Pula gathers thousands of visitors over several weeks:

- **Residents and the local community** – regular visitors who see Advent as part of tradition and social life.
- **Visitors and tourists** – attracted by the festive atmosphere, cultural programme, and gastronomy.
- **Culture and event enthusiasts** – attending concerts, theatre shows for children, and themed programmes.

OUTDOOR AND DIGITAL PROMOTION

- **Outdoor advertising** allows brands to stand out in public spaces. Your brand gains presence across attractive locations (Forum, Giardini, Portarata, Arena) and through media communication (social media, radio, web).
- **Photo-friendly environment:** branded pop-up houses, decorations, and Instagram spots are often shared by visitors → generating organic reach.



POSITIVE BRAND ASSOCIATION WITH THE LOCAL COMMUNITY AND HOLIDAY SPIRIT

Advent evokes warmth and emotion – your brand becomes associated with the values of togetherness, giving, and joy.

Corporate Social Responsibility (CSR):

- **Investing in the community:** your support enhances the city's cultural life and winter experience.
- **Sustainability**
- **Promoting of culture and inclusion:** making cultural events accessible to all ages and groups.
- **Sponsors** are perceived as “good neighbours” who give back to the community.

Value for Your Brand

NETWORKING AND B2B OPPORTUNITIES

- **Advent partners** include local and national companies – creating opportunities for new collaborations.
- **Media coverage:** the event is regularly followed by local, national, and international outlets.

FLEXIBLE PARTNERSHIP PACKAGES WITH CLEAR BENEFITS

- General Partner
- Sponsor
- Donor

OPPORTUNITIES FOR PRODUCT AND SERVICE PROMOTION

- Sampling and tastings
- Branded content – from themed children’s workshops to concerts and competitions
- Exclusive “powered by” zones (e.g. Ice Rink powered by [Brand])



Exclusive Opportunities for Your Brand

LOUNGE ZONE – YOUR BRAND AT THE HEART OF ADVENT

- Exclusive location: Pula Arena – a historic setting and the most photographed spot of Advent
- Branded booth with custom flooring and decoration – visually distinctive and elegant
- Cozy relaxation space for visitors designed around your brand identity
- Branded furniture and decor – tables, seating area, photogenic details
- Additional experiences: tastings, product promotions, personalized festive drinks
- Branded photo-points (#AdventInPulaBy[Brand])

THEMED AREAS

- **Concerts:** branded stage, LED screens/ banners, brand mentions in announcements
- **Children's programmes:** workshops featuring sponsor logos, gift packs, brand mascots
- **Ice Rink:** branded barriers, logo on the ice, printed tickets with your logo



Exclusive Opportunities for Your Brand

LOCATIONS AND INSTALLATIONS

- Branded houses or gastro zones
- Main entrance gates featuring your visuals
- “Powered by [Brand]” photo points – ideal for social media sharing

ACTIVATIONS AND EXPERIENCES

- On-site or online prize contests
- Free tastings or product samples
- Interactive corners (VR experience, selfie booth)
- Branded cups, ornaments, decorations
- Eco-friendly workshops for children

DIGITAL VISIBILITY

- Logo featured on official Advent posts and website
- Promotion through social media campaigns and giveaways
- Dedicated story tags: #AdventInPulaBy[Brand]



See How We Tell the Story

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reuters.com

NASLOVNICA

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SPORT

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OSTALO

Magazin

Najnovije

Najčitnije

Showbiz

TV & Film

Lifestyle

Vježbe

Pulska Arena postala je klizalište, pogledajte kal izgleda

Pisa: Matea Čekić

14:22, 04. prosinca 2024.

NAJNOVIJE

NAJČITANIJE

V

11 min

Pronašla torbicu u second njoj je bila poruka jedne tuđ

17 min

Kraljica bikinija o razvodu: tajnosti brani mi da govorim bivšem suprugu

35 min

Ivan Perišić objavio obitelji: čestitao Jaspi: "Sretan rod mamice"

World

Business

Markets

Sustainability

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More

My

Ancient Roman amphitheater in Croatia lights up as an ice rink

Pula, Croatia

and I think that this is a unique opportunity to combine the Advent atmosphere with our most famous building in the city and for the citizens of Pula to enjoy it in a unique way.

00:17 / 00:47

jutarnji.hr

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J

viesti

sport

premium

12

kultura

novao

scena

osvrtnice

preplata

NEVIDENO

Pulska Arena zasjat će u zimskom ruhu: Sprema se jedan od scenski najspektakularnijih advenata u Europi

Arena u snijegu i osvijetljenim božićnim drvima, prava čarolija očekuje se u petak

Pisa: Barbara Šan

Objavljeno: 3. prosinca 2024. 12:28

Komentari

LIFESTYLE

Hoće li ovo biti najljepše klizalište? U Puli se sprema dosad neviđena atrakcija

SRIJEDA, 13. STUDENOG 2024.

PIŠE: JOURNAL

Ovogodišnje izdanje manifestacije **Advent u Puli** donosi **novitet** koji će zasigurno oduševiti brojne posjetitelje! Naime, dio programa odvit će se u **Pulskoj areni** koja postaje veliko klizalište. Površina klizališta iznosi **600 metara kvadratnih**, a ono će za posjetitelje biti otvoreno od **6. prosinca** do **6. siječnja 2025.**

Kako bi ovaj jedinstveni lokalitet tijekom Adventa zablistao u punom sjaju, organizatori namjeravaju dodatno osvijetliti cijeli zasneženi prostor i uz pomoć scenografskih uređaja proizvesti efekt sumaglice. Postor tribina bit će ukrašen prizorom 111 osvijetljenih božićnih drvea!

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ELLE

ELLE BEAUTY AWARDSMODALJEPOTALIFESTYLEELLE STAYPDF KULTURAFODOSKOPDECORA

Arena u Puli je ovog adventa postala snježna bajka

Nevjerojatne scene klizališta iz tisućljećima starog amfiteatra će sigurno obići svijet, a Pula nam must visit listi!

ANA BURAZER // OBJAVLJENO: 09. 12. 2024.

Veliko klizalište površine 600 metara kvadratnih krasi unutrašnjost pulske arene od 6. prosinca. Neki od dodatnih atrakcija koji će krasiti ovu arenu je rimska kočija upregnuta s dva konja, snježna šuma s 111 borova na kamenim tribinama s brojnim rasvjetama te tri svjetlosna tunela iza tribina.

T&A

ADV TRAINING

DESTINATIONS -NEWSACCESSIBLE TRAVELMAGAZINECONTACTS

GO TO TRAINING



Pula **Advent** officially begins on December 1, 2024, and will last until January 6, 2025. This year, the event brings several exciting new features, including a new location.

At traditional Advent locations such as the Golden Gate Square, the Pula Gardens, the Pula Market, and Graz City Park, visitors will be able to enjoy never-before-seen scenery and unique scenographic elements, handcrafted exclusively for the new location: the Pula Arena (pictured above by Pula Film Festival TZ Pula). The view of 1,200 m² of snow-covered stone steps, adorned with 111 illuminated Christmas trees, is spectacular. From December 6, 2024,

dnevno.hr

DNEVNO

VijestiSportMagazinGospodarstvoPlanet-XDom i zdravljeVjeraDomovina

VijestiMAGAZINPlanet-XVjeraZdravljeDOMOVINAGospodarstvoMAGAZINPlanet-XVjeraGospodarstvoDOMOVINAVijestiMAGAZINPlanet-XVjeraZdravljeDOMOVINAGospodarstvoMAGAZINPlanet-XVjeraGospodarstvoDOMOVINA

Advent u pulskoj Areni: Pogledajte zbog čega će biti jedinstven

Autor: **7dnevno** Ponedjeljak, 11. studenoga 2024. u 11:36

Odbrojavanje do početka blagdansnog vremena i adventa je počelo, a s njime stižu vijesti i o onome što brojne zaljubljenike u najljepši dio godine očekuje u pojedinim

lavoce.hr

135 la Voce

del popolo

Quotidiano italiano dell'Istria e del Quarnaro

NOXIGRAD

Fes 28

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Pola, Avvento 2024: pista di ghiaccio in Arena

Pola, Avvento 2024: pista di ghiaccio in Arena

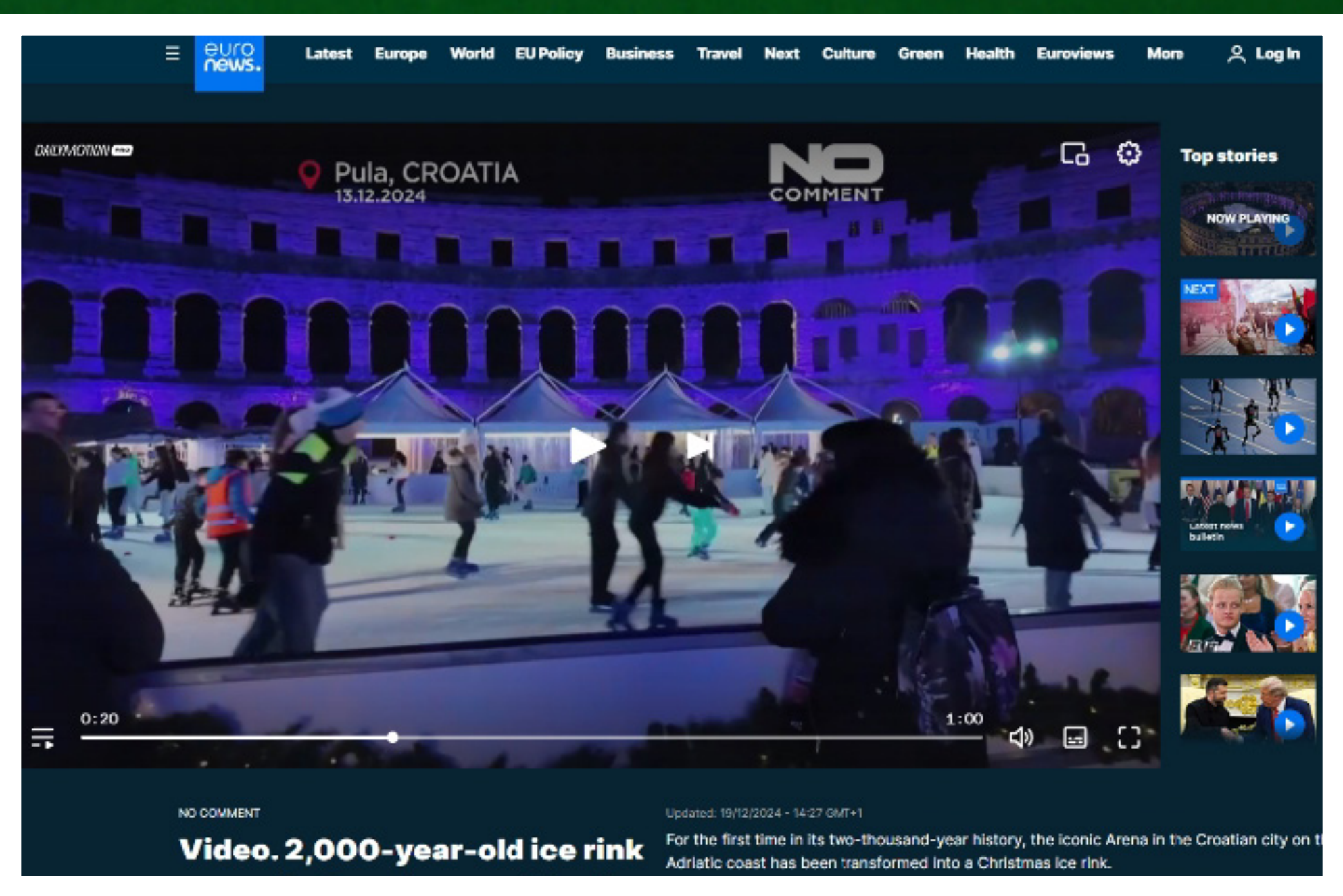
Annunciato ieri il programma delle manifestazioni che inizieranno il primo giorno di dicembre e che proseguiranno fin dopo Capodanno. L'Arena diventa uno dei punti nevralgici in quale farà da spettacolare cornice alla pista di ghiaccio. Per il veglione, concerto di Petar Grašo in piazza Foro

See How We Tell the Story

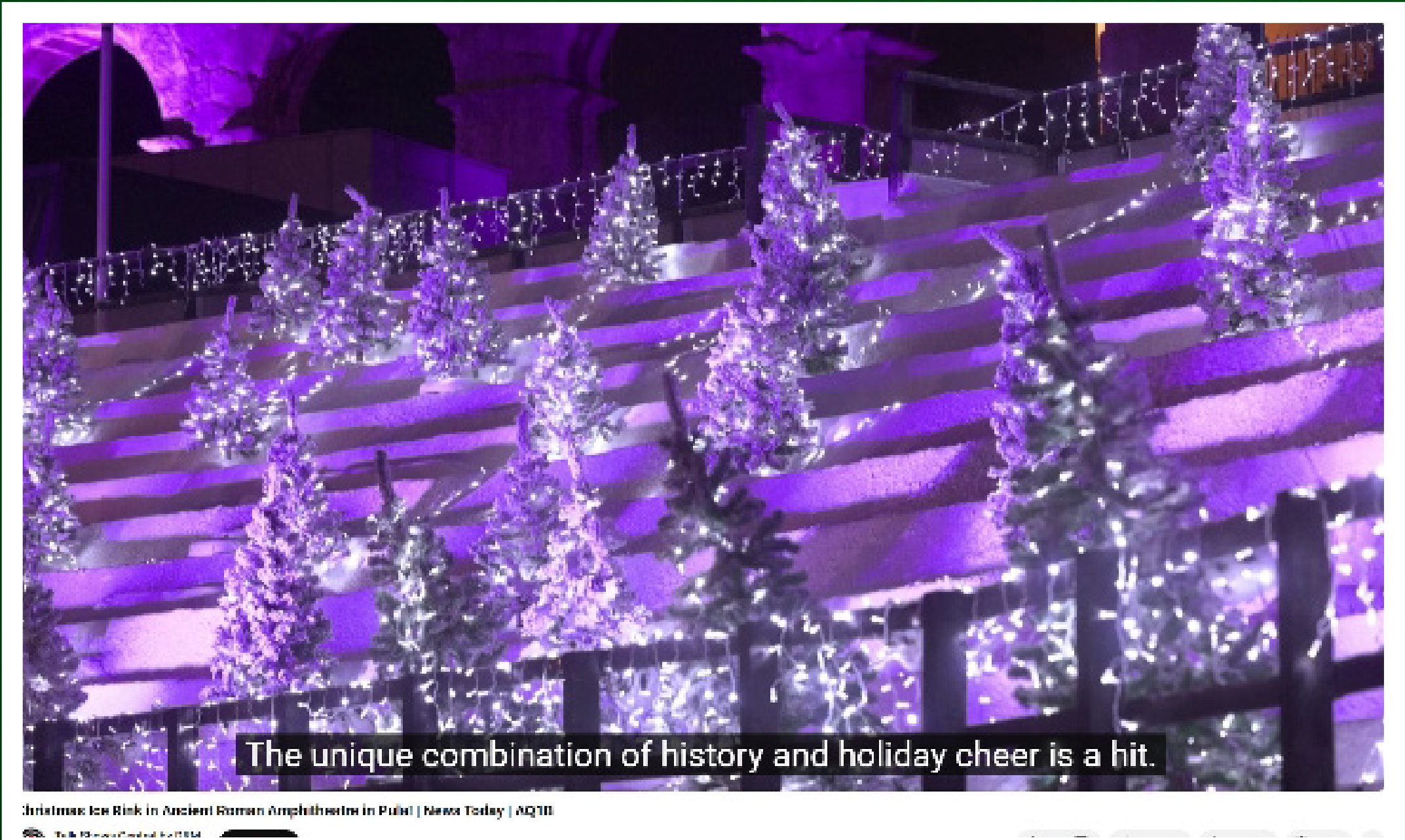
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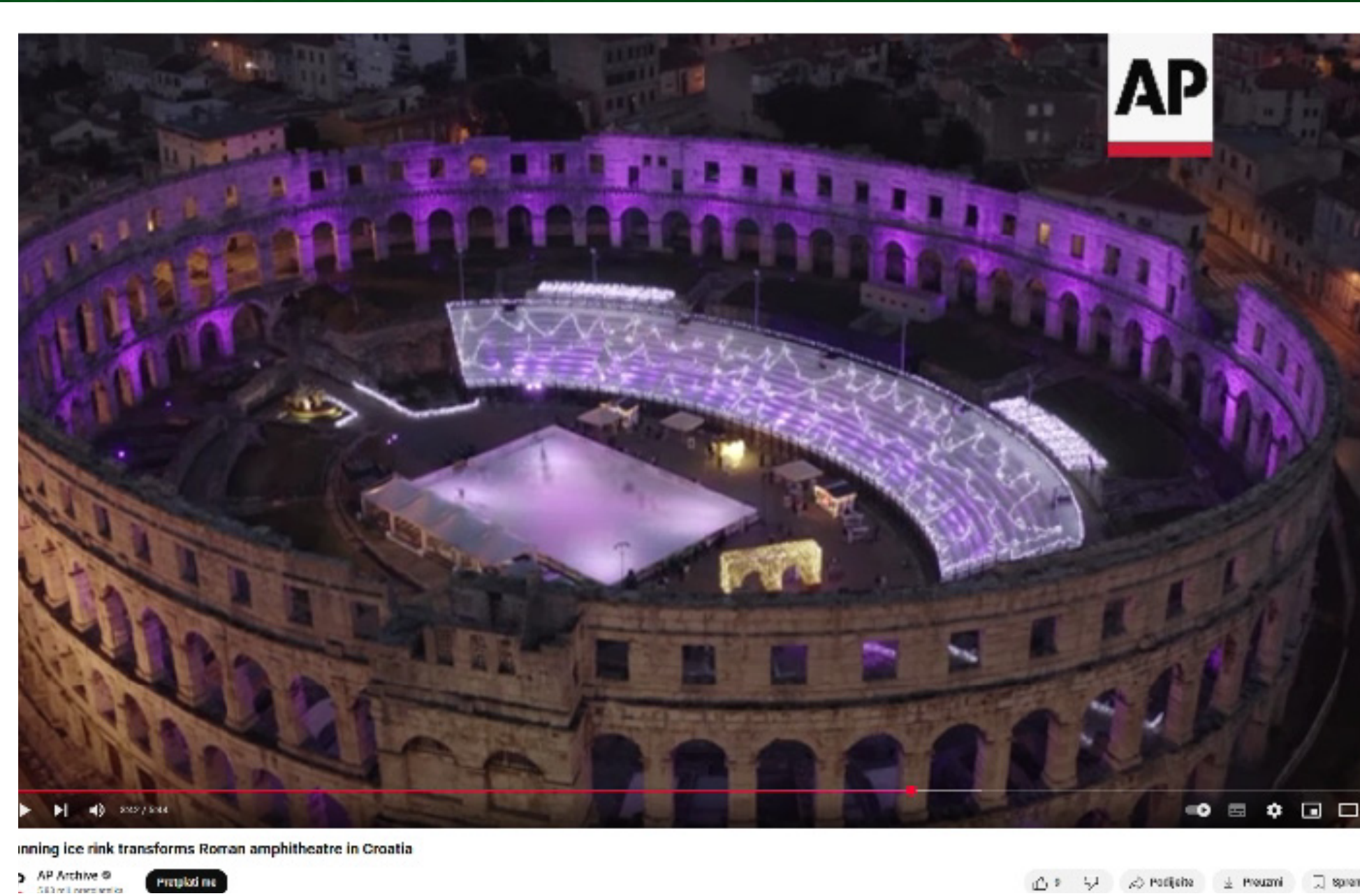
euronews.com



youtube.com/watch



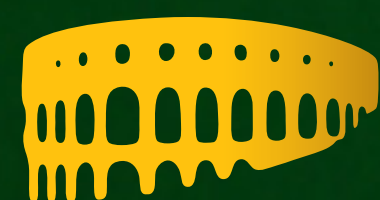
youtube.com/watch



Your Advent adventure starts here!

Contact us and reserve your sponsorship opportunity!

ADVENT u Puli ADVENT in Pula



Pula Film Festival

Marina Majetić, Sponsorship Manager

Contact: +385 99 607 84 65 / marina@pulafilmfestival.hr

Advent in Pula Web site: www.adventupuli.hr