

# **(Your Club) Ladies Gaelic Football Sponsorship Proposal**

**Date:**

**YOUR  
CREST**

**COYLES  
PHARMACY**

## We can link you to..

**National TV Viewing Figures:**  
1.1 million cumulative viewers in 2008

**National Membership Figures:**  
Approx 132,000 members

# COYLES PHARMACY

**Listeners to Local  
Radios:**  
*Insert radio figures here*

**Target Audience**

**Readers of local  
papers**  
*Insert no of papers and  
potential readership*

## Team sponsorship



By investing in one of our Provincial/county /club teams the opportunities for enhanced growth of your company can be achieved through the:

- Appearance of your company logo on all team jerseys and the subsequent exposure through photographs appearing on papers and websites.
- Appearance of your company logo on all team leisure wear eg. tracksuit, bag, tee shirts and the subsequent exposure of your company as this clothing is worn on an everyday basis by the majority of team members.
- Acknowledgement of your partnership with the team through all forms of promotion in the media.

## Banner/hoarding

Insert banner /hoarding-



By investing in our **Hoarding/Banner advertising package** your potential for growth is created by:

- Exclusive strategically placed hoarding
- Access to our quarter, semi finals and our finals competition
- Potentially your hoarding could be viewed by (insert figures) future customers.
- Excellent viewing capabilities in prime locations
- No maintenance fees
- No Risk factors

## Website Sponsorship



» Home

» News

» Submit news

» Match reports

» Post Primary Schools

» Connacht Club League Results

*Sponsored by*  
**COYLES  
PHARMACY**

PHOTO GALLERY



Click to view details

CALENDAR

By proudly sponsoring our website you will be increasing the investment possibilities of your business because:

- Our website currently has **(INSERT FIGURES)** of hits per, day, week, month, year.
- Your logo will be a dominant feature on the website
- We can offer a direct link to your webpage
- Visual effects can be incorporated to attract the customer to your logo
- We have a High target market which is easily accessible
- There is no maintenance and no fuss to this form of sponsorship.



## Workshops and Seminars-

Each year (insert club/county/province here) holds seminars and workshops for coaches, players and officials.



Your company could become a sponsor for these events and in return your logo would be marketed in the following ways:

- Publicity through the Launch of the event in the media (See Appendix 1 for readership and listenership figures of local media)
- Display of company logo and products at the event- similar to the pop up banner and display shown above.
- Banner rights during promotion of the event
- Appearance of the company Logo on all correspondence relating to the event
- Opportunity to address attendance at the opening of each event.

## **Hospitality/events**

Each year (insert club/county/province here) holds numerous meetings and events that require the use of meeting rooms with facilities for Power Point and seating for small or large numbers of people.

### **For Counties/Provinces**

One county board meeting is held each month where delegates from all over the county attend.

Through the provision of your facility for these meetings you can avail of the following benefits:

- Business from those who attend the meetings on a regular basis
- Generate revenue from refreshments, finger food or meals provided. Cater for launches, promotions etc.
- The inter county teams will use your facility for post training and match meals where possible during the year and so the facility will receive additional business as a result
- In addition any further seminars and workshops that take place throughout the year in your locality will be held in your facility when the requirements can be met.

## Match Programme

By taking an advertising slot in our programme you have the potential to reach **insert attendance figures here**.

All players receive a programme which means that as well as the supporters who will read the programme you can attract the attention of the players and their families. All players are encouraged to support sponsors of our games.

This can create the following benefits for your company:

- Additional business opportunities to promote your brand name
- Your brand name will be associated with an organization that promotes the importance of healthy active lifestyle choices for females of all ages.

**Full page advert inside programme:**

# COYLES PHARMACY

*Main St. Ireland*

*For all your*

*Health & Beauty needs.*

*Stockists of all leading tanning and make-up ranges.*

*Tel: 01 7777788*

*Proud Sponsors of Ladies Gaelic Football*



## Competition/Blitzes Sponsorship

By sponsoring one of our competitions/ club blitzes the benefits to your company are as follows:

- The sponsorship deal will be launched at a prestigious venue with national and local press coverage.
- Competition to be named after your business eg **Insert business name here** Ulster Senior Club Championship.
- Pitch side advertising throughout competition.
- All banner rights ie the sponsor name being used in all media correspondence connected with the competitions including National and Local Press and Aertel. There will also be comprehensive coverage of all competition games on the Ulster and National websites **amend as appropriate**. See appendix for press and media statistics.
- A complimentary full page advert in any programmes connected with the competitions and recognition on the front page of all programmes, similar to that shown on the next page.
- A representative will be invited to present competition trophies/player of the match awards etc. with the company name included on the Player of the match award
- Corporate hospitality- an opportunity for you to invite your clients to the Provincial final and demonstrate how your company contributes to the local community through your involvement with Ladies Gaelic football.



Dublin Ladies  
Senior & Intermediate  
Football Championship  
Finals 2008

Intermediate Final

**Foxrock Cabinteely v Garda**

Referee - Keith Tighe (St Annes)

Throw In :7pm

Senior Final

**Ballyboden St Enda v Na Fianna**

Referee - Joe Murray (Castleknock)

Throw In :8:30pm

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**COYLES  
PHARMACY**

## **Donations**

By making a donation to our Province/county/club you/your company can benefit through

- Acknowledgement if requested at provincial/county board/club meetings
- Receipt of complimentary match tickets to the key games in the province/county or those involving the club. Eg Connacht Senior Ladies final, County Senior club finals.
- Acknowledgement if desired on the “friends/kind sponsors of /Eire Og” board to be displayed in the club (in the case of club sponsorship)

