



Shamrock Rovers F.C.

Sponsorship Brochure 2017

Contact

Brendan Murray

Tel: 086 391 9634

brendanmurray@shamrockrovers.ie





Reach

- 55k Facebook likes
- 20k Twitter followers
- 1.4m website views per annum and 175k unique users per annum
- Partnering with Shamrock Rovers F.C. through sponsorship and advertising offers you a way of communicating your brand or service to audiences of millions through National and International TV, Press & Digital media and locally to our massive fanbase.
- We can deliver pitchside signage, matchday sponsorship packages, matchday programme advertising, website advertising, social media placement and much more with something to appeal to all budgets. We are here to make your advertising and promotional budget work even harder for you and achieve results in 2016.
- With over 100,000 people through our turnstiles in 2015, we have a large audience base to connect with on the ground on a regular basis in addition to TV, Digital and Print media which deliver our sponsors' branding to audiences of millions.
- Weekly TV coverage on RTÉ2 Soccer Republic is amplified by live match broadcasts from Tallaght on RTÉ, Setanta Sports and TG4. We enter the 2016 season with high expectations of challenging for all senior domestic football competitions and we enter the UEFA Europa League qualifiers in June.



Sponsorship Opportunities – Tallaght Stadium

- Branding First Team Kit
- Branding in backdrop during media events, the bar, corporate hospitality and entrance to stadium
- Branding on matchday tickets
- Branding on all club correspondence including press releases, stationary and posters
- Commercial opportunity on match night (flyers / half time competition)
- Pitchside Advertising
- Advertising in Match Programmes
- Website Banner ads
- Social media posts (55k facebook, 20k Twitter)
- Logo on inTallaght magazine
- Access to Shamrock Rovers Season Ticket holders data base
- Match day sponsorship
- Player Sponsorship
- Match Ball Sponsorship
- Access to players for promotional events

Matchday Corporate Hospitality – Tallaght Stadium

- Shamrock Rovers FC provides unrivalled corporate hospitality catering for up to 250 people in the Corporate Hospitality area at Tallaght Stadium.
- This includes pre-match meal, full bar facilities from an hour before kick-off until and hour after kick-off, interviews with the management team and ex-players and various other entertainment throughout the year.
- This is the perfect way to entertainment clients, staff and friends in a friendly and relaxed environment.

The Shamrock Rovers FC Youth Academy

Vision

The SRFC Academy is a joint initiative between Shamrock Rovers FC and Roadstone Sports and Social Club and will deliver an environment that promotes excellence, nurtures the best young Irish talent and produces professional players capable of playing for the SRFC first team and beyond. The SRFC Academy will develop rounded, well educated people, fully equipped for life as a professional footballer or otherwise.

The SRFC Academy is the first professional youth academy in the history of Ireland with nearly 300 elite players between the age of 5 and 19. The Academy project involves the building of a full size 4G all weather pitch due to complete in February 2017 and improvements to the existing facilities at Roadstone Sports and Social Club to bring the facility to the same standard as Category 1 professional academies in the UK.

Grass Roots Football in Ireland

In Ireland, elite schoolboy clubs do not offer direct access to professional football for elite young players. Therefore, our best young talent is generally poached by UK clubs at an early age. The stats show that 97% of young Irish players who move to clubs in the UK do not get offered a second contract. This can negatively impact young players;

- Educational development;
- Career prospects;
- Confidence;
- Mental Health; and
- Social life

The FAI agree that the only way to improve Irish football for future generations is to develop and support grass roots football in Ireland through professional academy structures. The SRFC Academy will give the best young players in Ireland a chance to reach their potential **without leaving the country** and provide direct access to professional football for our best young players. This means that our elite young players are more mature when the opportunity arises to play abroad giving a much higher chance of success in life as a professional footballer or otherwise.

Grass Roots Football in Ireland (cont'd)

Shamrock Rovers have been working in conjunction with the FAI to develop an elite youth academy of a similar standard to premier league clubs which will be transformational for Shamrock Rovers and youth football in Ireland.

Selection of our Coaches



Damien Duff



Stephen McPhail



Shane Robinson



Stephen Bradley



Graham Gartland

Shamrock Rovers FC in the Community

Shamrock Rovers FC launched an ambitious Community Programme in early 2015 with the primary aim to promote universal sports engagement for young people in the Tallaght area and beyond.

Shamrock Rovers FC has the ability to bring young people together and reach individuals in a very powerful way and the Community Programme aims to motivate and encourage young people through sport and to use sport as a springboard to training and employment.

This is done through local schools, youth clubs and football clubs often using the power of football to engage young people. A key element is to deter young people away from criminal behaviour and negative decision-making.

The Community programme delivers weekly sessions which include modules such as;

- Football Coaching;
- Healthy Goals;
- Mental Health Awareness;

We also organise;

- Summer Camps; and
- Super 5's Tournaments for over 150 kids.

We currently work with ten schools in west Dublin, three youth clubs and have strong links with five local football clubs. We reach over 13,000 young people per annum. With support from our corporate partners, we plan to significantly increase our reach to 20,000 young people by 2018.

The Shamrock Rovers FC Community Programme is lead by our full time Community Officer and ex Shamrock Rovers player, Graham Gartland and with significant support from our Academy coaches such as Damien Duff and Stephen McPhail.

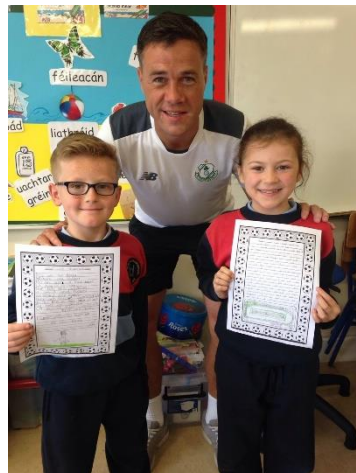
Shamrock Rovers FC Community Video

<https://youtu.be/A7g5vZEIq0I>

Our Team



The Community Programme





Sponsorship Opportunities – SRFC Academy at Roadstone Sports Club

- Branding on Training Kit
- Branding in backdrop during media events, the bar, corporate hospitality and entrance to stadium
- Commercial opportunity at the Academy (flyers / half time competition)
- Pitchside Advertising
- Access to Shamrock Rovers Academy data base
- Access to players for promotional events
- Branding on Community Officers training kit