



Commercial & Sponsorship



Introduction

- **GAA's Sponsorship & Commercial Department – here to help**
- Peter McKenna - Stadium & Commercial Director
- Diarmaid Murphy – Commercial Manager
- Dónal Marah – Sales & Sponsorship
- Gavin Ó Broin – Sponsorship Account Manager
- Eimear Doherty – Sponsorship & Licensing
- **Contact: sponsorship@gaa.ie**



Agenda

1. Sponsorship

- Sponsorship v Fundraising

2. Obtaining a Sponsor

- Structure
- Your Story
- What You Can Offer
- Value
- Identify Potential Sponsors
- Go To Market

• Q & A

3. Retaining a Sponsor

- Building a Rapport
- Commitment to Partnership
- Review and Planning

• Q & A

4. Other Commercial Opportunities

- Protecting Your Rights
- GAA Kit Suppliers

• Q & A



GAA National Sponsorship Portfolio





Sponsorship



Sponsorship V Fundraising

- **Sponsorship** – A sponsor usually want a return on investment. Benefits can be seen on both sides.
- **Donation** – Can be viewed as a sponsorship but regularly no return on investment expected. Local businessman buys jerseys as daughter plays on the team.
- **Fundraising** – An event or campaign whose primary purpose is to raise money for a club. GAA Clubs are amongst the best fundraisers in the country





Obtaining Sponsors



A Structured Approach

- Develop your Sponsorship Opportunities
- Put a Value on the Opportunity
- Identify a Range of Potential Partners
- Go to Market



Structure

- What opportunities do you have available?
- What rights have you already sold?
- Exclusivities?
- What is sponsorable and what is not sponsorable?
- Know your portfolio



Example of Portfolio

- Overall club sponsor
- Front/Back of jersey
- Training gear
- Pitch side signs
- Score board
- Advertising inside/outside club house
- Tuck shop / Coffee Shop
- Floodlights
- Fundraiser sponsor
- Contra deal – building works etc.



Tell Your Story

- **Every Club has a GAA Story**
 - No. of GAA members in Club
 - On field/off field success
 - Kellogg Cúl Camp/ Summer camp success
- **GAA = Community**
 - Affinity Transfer from GAA to the Sponsor's Brand
 - Local companies want to speak to your members / supporters



GAA Mission & Values

“The GAA is a community-based volunteer organisation promoting Gaelic Games, culture and lifelong participation.”

Irish

Community

Amateur Ethos

Inclusiveness

Respect

Teamwork



GAA within the community

COVID- 19 Response

The GAA has recently received plaudits for our community response to COVID-19

“Over 80 per cent of clubs in some way have responded to the community call and are helping out in their community in a million different ways, I just want to extend my profound thanks on behalf of the Government and on behalf of the Irish people for everything that the GAA community has done.” - Leo Varadkar, Taoiseach – May 2020

“The GAA has such a reach into every town, every village, every parish across the country. It can do what we can't do. The fact that the GAA has stepped up in that regard makes me very proud to be Irish” - Simon Harris, Minister for Health – June 2020

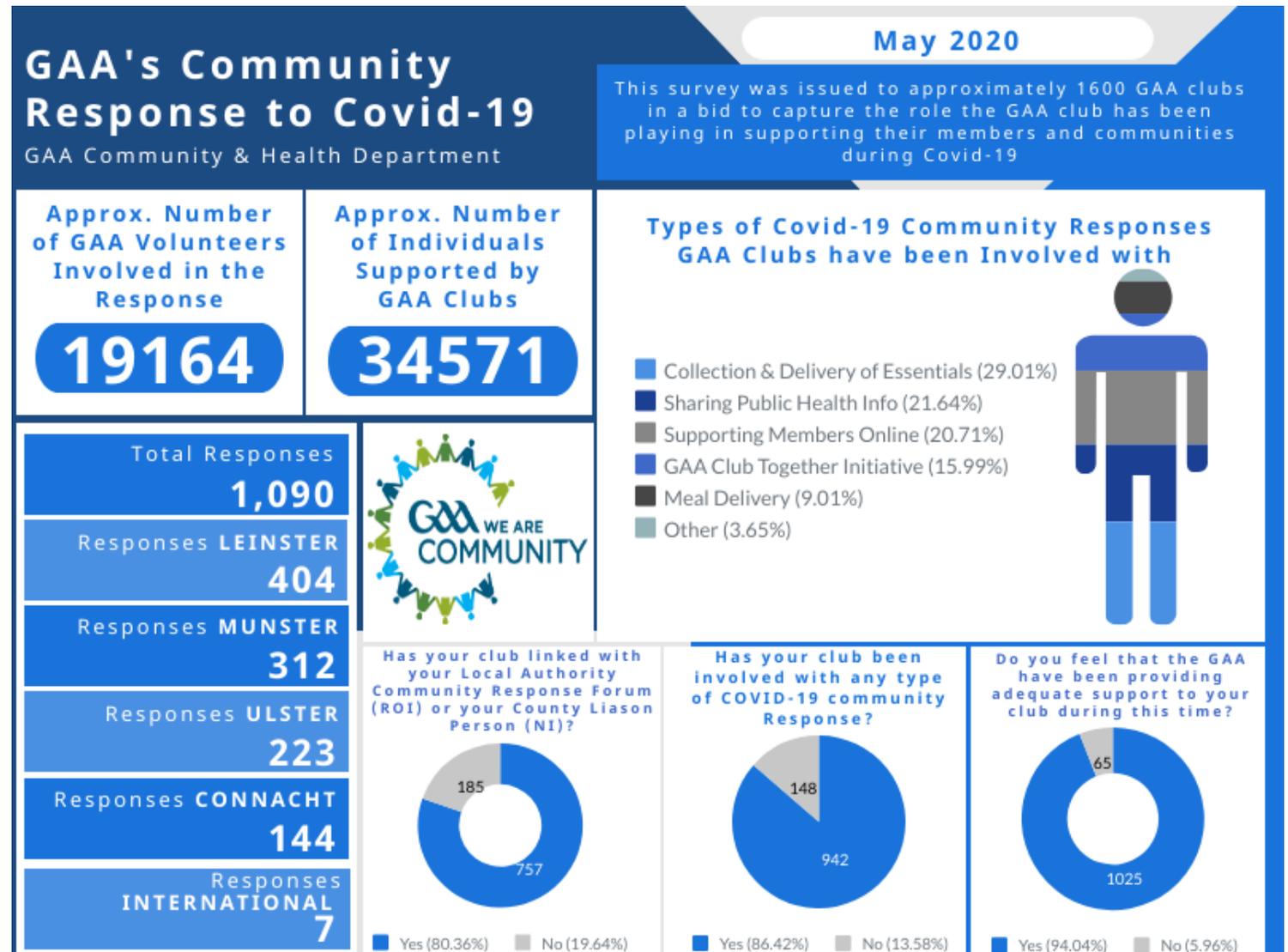


GAA within the community

COVID-19 Response

“I think they have done a terrific job, it is a terrific organisation, the way they have approached all of this, I couldn’t speak highly enough about them.”

Dr. Tony Holohan, Chief Medical Officer– June 2020, speaking about the GAA



The GAA Supporter (Reach)



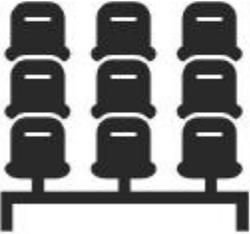
INTEREST IN SPORT



INTEREST IN GAA



SPORT 825,000



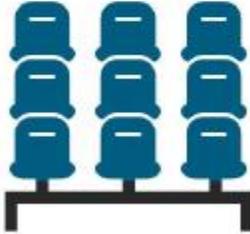
PAID TO WATCH A SPORT LIVE IN LAST 12 MONTHS



REGULARLY WATCH GAA ON TV



GAA 567,000



PAID TO WATCH A GAA MATCH LIVE IN LAST 12 MONTHS



Source: TGI Research, Age 15+, ROI

What can you offer a sponsor?

You need a schedule of rights – all opportunities should have their own schedule, so sponsor and club knows what to expect

- Use of CLUB GAA Crest
- Designation “Official Partner of CLUB GAA”
- Official launch of partnership
- Link to sponsor webpage from CLUB GAA homepage
- Free advertising at club events
- Access to audience – money off for registered members, goodie bags
- Jersey for display in store



What can you offer a sponsor?

- Build packages based on value – for example

Sam Maguire Package

Front of jersey sponsor senior footballers

1 x replica jersey for display

Senior Football gear bag sponsor

Prominent pitch side sign

1 x advert in any fundraising programme

1 x Club Membership

All members get a 10% discount voucher for business

€ POA



How to Value a Sponsorship

- **Tangible Benefits** (Benefits a sponsor can measure)
- **Intangible Benefits** (“money can’t buy” aspects)
- **Access to members** (be wary of GDPR)
- **Cost to Service Contract** (Can’t cost €4k to service a €5k sponsorship)
- **Market value** (other local clubs prices – are you offering more?)



Identify Range of Potential Sponsor Targets

- Difference between a **sponsor** and an **advertiser/donator**
- Compile a list of **target companies** by industry sector
- Any brands / industries **local** to the club should be a priority
- Try and **expand the horizons** – same companies in areas always asked



Identify Range of Potential Sponsor Targets

- **Research** the target companies objectives / marketing activity / previous sponsorships
- Who can **open the doors** into these companies? Who do members work for.
- Any **local businesspeople** who have succeeded nationally/ internationally?
- Who do your **players/members** work for?



Go to Market

- Interrogate the potential client
- Tailor the pitch to suit the target
- Stress the elements of the package that would particularly **attract that sponsor**– CSR, local investment
- Focus on how this sponsorship can achieve their **key sponsor objectives**.



Go to Market

- Contact and **follow up on leads**
- Establish **diary** – call when you say you will call
- **NEVER over promise**
- **Weekly updates** on progress and lead status

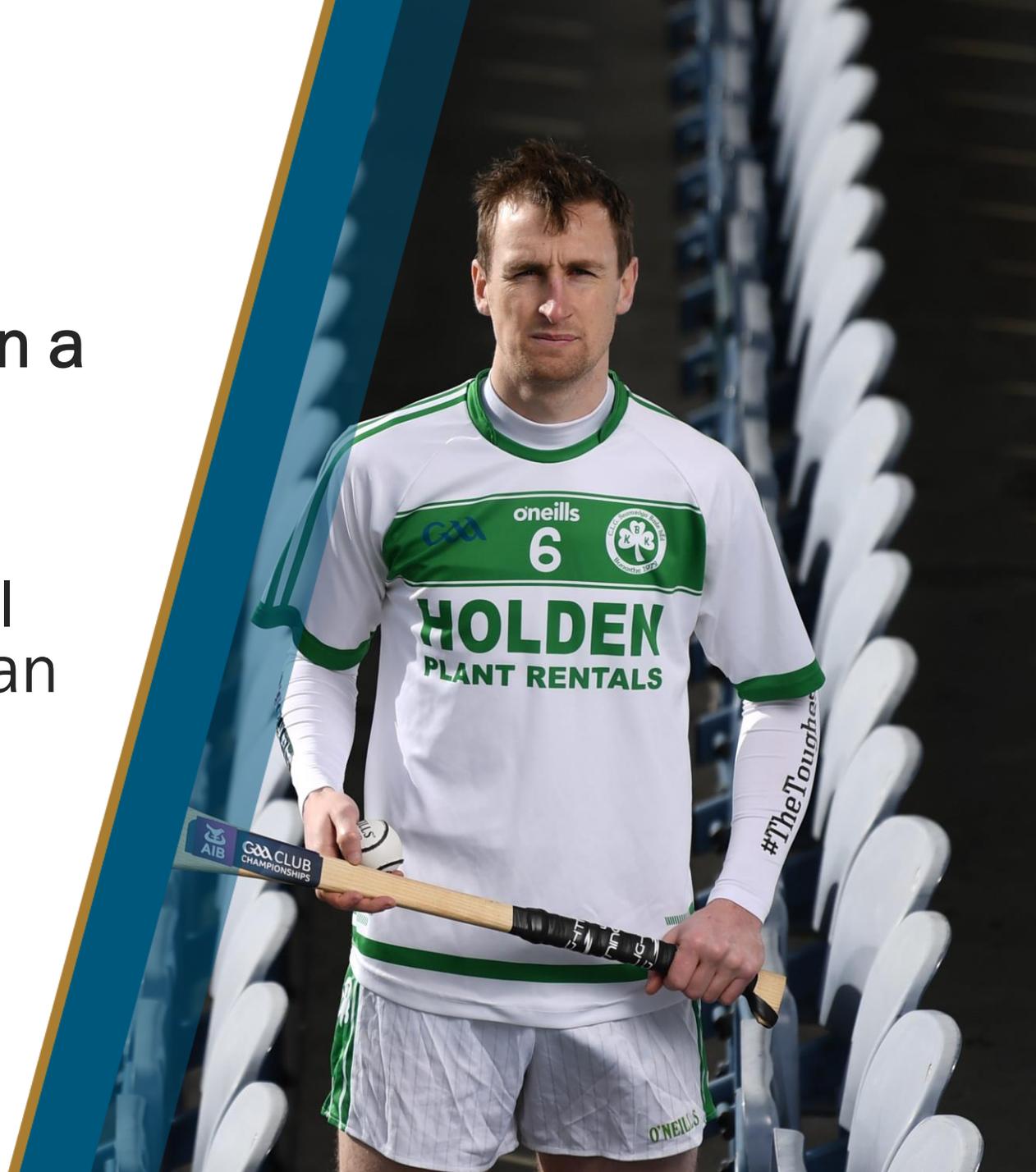
- Broker a Deal!
- **Sign the Agreement!**



Overall Club Sponsor

Businesses taking all teams in a club

- Close control on your side
- Long Term Contract
- Clearly state what additional sponsors (if any) the club can take on
- Legacy sponsors – handle with care
- Tread carefully



Watch - Outs

- Not everything is sponsorable
- Always sign a contract
- Be careful on the rights asked & offered – *if sponsorship money is going to hire a coach the sponsor should have NO say in who is hired etc.*
- Cost to Service Contract (€4k to service a €5k sponsorship)
- GAA Rulebook – No gambling or bookmakers and restrictions on alcohol sponsorship



Questions & Answers





Retaining Sponsors



Donations

- GAA Club Tax Incentive Scheme
- Open to all GAA Club who are recognised by the Revenue Commissioners as an "Approved Sports Body"
- Ensure all donors and sponsors are aware
- More information shared in appendix also please see the Treasurers module



Building a Rapport

- Be approachable
- Interrogation
- Knowledge of their brand
- Keep them informed
- Make them feel part of club
- Clarity
- Enthusiasm
- Challenge each other



Commitment to Sponsorship

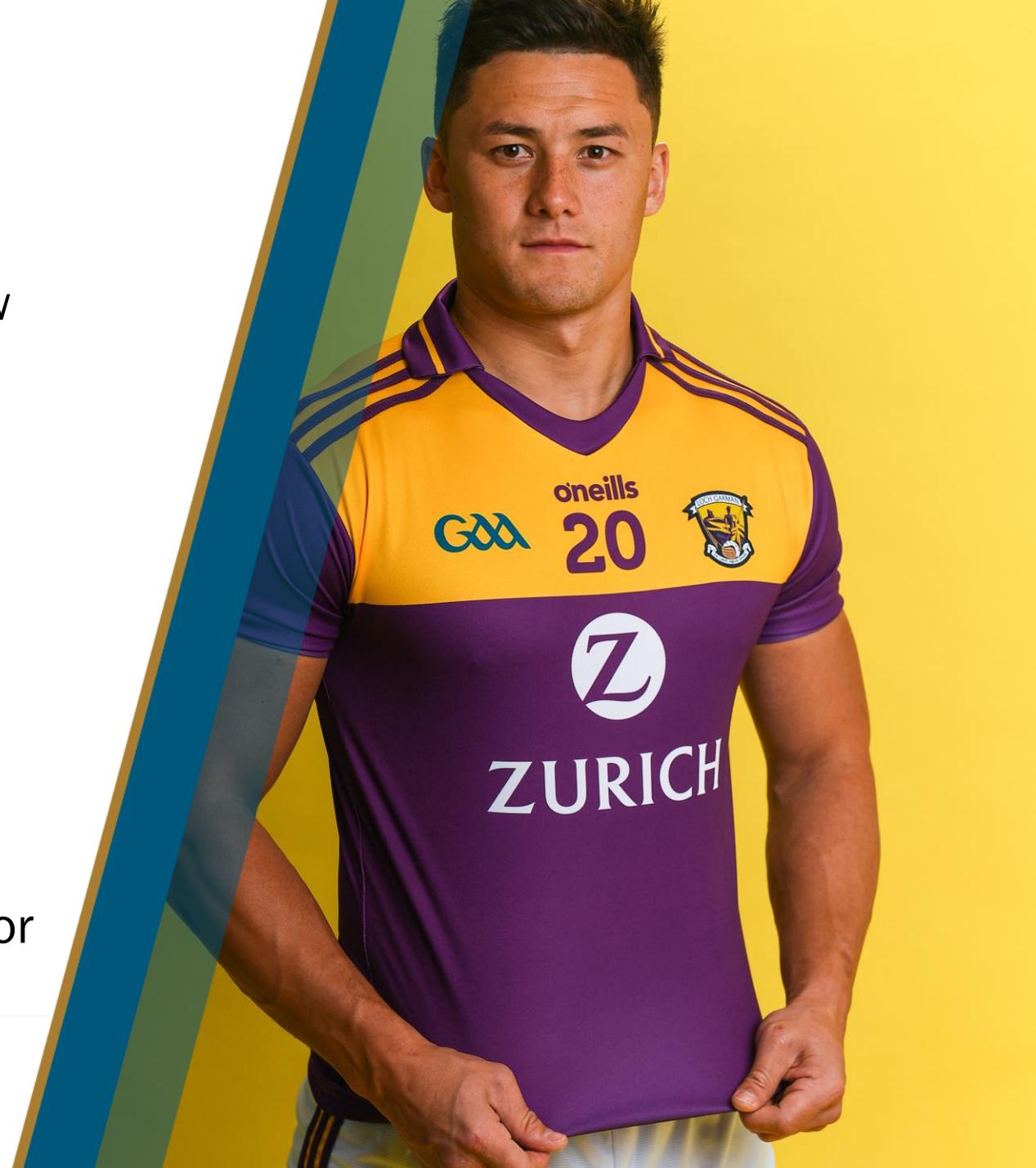
“Don’t go for small commitments on big things, but aim for big commitments on small things”

- Deliver on all of the contractual obligations
- Manage expectations
- Do sweat the small stuff!



Planning

- **Map out** the GAA clubs season and how sponsor can interact
- **Identify key dates** and opportunities for activations
- Family Days
- Events **Diary** / Social Media Calendars
- Lay **your plans** out to sponsor – dates for fundraisers etc.



Review

- Look for **areas to improve**
- Were **objectives achieved** by both parties?
- Look for **new opportunities** for next year / season





Questions & Answers





Other Commercial Opportunities

 CANTEBURY
OF NEW ZEALAND

Protecting Your Rights - Crests

GAA clubs should protect their own IP:

- Copyright Crest
- Opportunities to commercialise
- Gives the club ownership
- Stops companies using the club crest without authorisation

Steps:

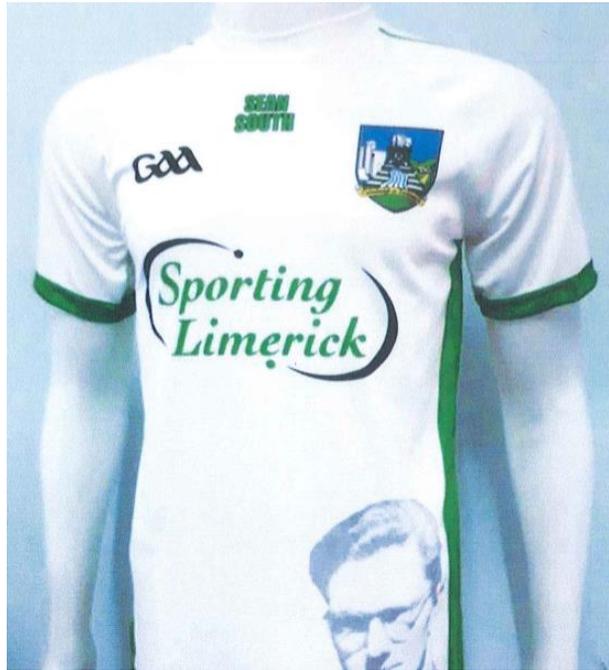
- i) Confirm who designed the crest
- ii) Assign Copyright to club
- iii) Work with a solicitor who is also a Trademark Agent
- iv) Advice would be to register the trademark in the following classes - 9, 14, 16, 18, 21, 24, 25, 28 & 41

More information provided in Appendix



Protecting Your Rights

Samples of infringements:



GAA Kit Suppliers

Gear is one of the most expensive outlays by a club

Rule 1.18 of Official GAA Guide – Guidelines on GAA Gear

Other advice:

Always get and keep record of three quotes – good governance

Negotiate with the supplier

Order as much club gear together – discount in bulk

Don't let sponsors design gear

Follow club design – e.g. one design for whole club

Online store – can you tie in with supplier? Is there a return for the club on items sold?

GAA Official Licensed Partners

Official GAA Kit Suppliers – The only suppliers who can supply playing gear as per Rule 1.18 (b)

- **Clubs, Schools and Colleges:**

- **Azzurri** – Inter County & Club playing gear & leisurewear - azzurri.ie
- **Gaelic Armour** - Inter County & Club playing gear & leisurewear - gaelicarmour.com
- **Intosport** - Club playing gear & leisurewear - intosport.ie
- **KC Leisure** - Club playing gear & leisurewear - kcsports.ie
- **Masita** - Club playing gear & leisurewear - masita.ie
- **McKeever Sports** - Inter County & Club playing gear & leisurewear - mckeeversports.com
- **O'Neill's** - Inter County & Club playing gear & leisurewear - oneills.com

Other Non-Exclusive GAA Official Licensed Partners

Introsport - gaagear.com/

Official GAA Products: Scarves, beanies, peaked caps, keychains, pins, novelty pens, water bottles, supporter footballs and general GAA supporters merchandise items

Team Car Flag Ireland - teamcarflagireland.com/

Official GAA Products: Flags, car flags, pennants, bunting, balloons and playing cards.

Cúl Heroes - culheroes.ie/

Official GAA Product: GAA Trading cards.

Ganzee - ganzee.ie/

Official GAA Products: Official GAA (Off Pitch) Supporters apparel and GAA wall art

DBA Publications - dbapublishing.ie/

Official GAA Products: Official GAA annual, Trivia book, Supporters Guide & Fixture wallchart.

Sportsfile - sportsfile.com/

Official GAA Products: Season of Sundays book, calendars, postcards, posters & prints





Questions & Answers



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Go Raibh Maith Agat

