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NOVEMBER 2013

DROGHEDA UNITED

SPONSORSHIP PROPOSAL

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ABOUT US

Drogheda United FC is one of the oldest clubs in the League of Ireland with a history extending back to 1918.

The club is a members-owned entity and is run by an experienced board of management drawn from a range of sectors including accountancy, financial services, sales, information technology and public service. The board is supported by consultants in law, public relations, marketing and politics.

CLUB HONOURS: *Find yourself*

- FAI Cup winners 2005
- All-Ireland Setanta cup champions 2006 & 2007
- UEFA Cup 2nd qualifying round 2006/7 & 2007/8
- League champions 2007
- Champions League 2nd qualifying round 2008/9
- EA Sports Cup & League runners-up 2012
- Qualification for Europa League 2013
- Finalists Setanta Sports Cup, EA Sports Cup & FAI Ford Cup 2013



CURRENT STATUS

The past two seasons have been among the most exciting in the club's history. 2012 involved building on the strong foundations laid by the board of management the previous season. In 2012 Drogheda United won the EA Sports Cup, finished as runners-up in the Airtricity League and qualified for the Europa League.

2013 has been Drogheda United's cup year. The team has reached the final of the three major domestic cup competitions in the past six months – the Setanta Sports Cup, the EA Sports Cup and competed in the most prestigious of all, the FAI Ford Cup final in the Aviva Stadium in November 2013.



DROGHEDA UNITED YOUR PART IN OUR FUTURE

Drogheda United has always enjoyed the support of high profile sponsors such as mobile phone company O2, Ireland's leading crinkle crisp supplier Hunky Dorys and one of Ireland's leading shopping Centres Scotch Hall, among others. At the beginning of 2013 the club signed a deal with global sportswear leader Nike who will supply the 1st team kit, training kit and replica merchandise to the club for three years.



BENEFITS

Brand
exposure
opportunities

TELEVISION

Monday Night Soccer on RTE 2 television

Regular televised games live on RTE 2 & Setanta

LOCAL AND NATIONAL PRINT MEDIA

National newspaper coverage each week – match reports, features etc.

Prominent local newspaper coverage weekly (three full pages guaranteed).

WEB & SOCIAL MEDIA

DUFC website www.droghedaunited.ie

Social media pages (Drogheda United official Facebook page has a reach of 750,000 fans & club Twitter account has 5,000 followers).

Various soccer blogs, fan forums and soccer websites.

OTHER

Radio advertising on LMFM radio (highest listenership in North East after RTE radio).

Fundraising events, stadium announcements etc.



PROPOSAL

We believe that a three-year deal brings the maximum benefit to all parties. This enables the Sponsor to properly build brand association in the Irish marketplace. It also gives the club the required stability and confidence to pursue its three-year plan in a strategic manner.

STADIUM NAMING RIGHTS

PRICE ON APPLICATION

Stadium name to be changed to Sponsor Name Park or similar. Sponsor advertisement to be affixed to every seat in Drogheda United's stadium. Sponsor signage to be placed at all entry points to the stadium,

MAIN JERSEY SPONSORSHIP

PRICE ON APPLICATION

1st team jersey and replica jerseys to carry Sponsor logo.



The following are included as part of either the Stadium naming rights or Main Jersey sponsorship package:

- 6 TV facing grounds boards
- Sponsor name to be included in radio ads on LMFM during week of all home games
- Inclusion of logo and brand name on www.droghedaunited.ie website
- Every match programme to include full page Sponsor ad and the front cover to include the Sponsor logo and tagline
- All newspaper ads, event ads, posters, tickets and other club material to include Sponsor logo and tagline.

The main sponsorship options above are those that have proved to be most popular with previous sponsors. They can be adapted or tailored to suit specific requirements.

UNITED IN BUSINESS PACKAGE

Become a United in Business sponsor. This package is designed specifically for the corporate sector and forges allegiances between the sporting community and the business community.

Benefits include:

- 16ft x 4ft perimeter advertising board at United Park for the duration of 2014
- Link on the www.droghedaunited.ie website.
- Full Match Sponsorship package including a full page Matchday Programme advert 2014
- Company logo listed in every Matchday Programme as part of the 'United in Business' initiative

€2,250



GROUND BOARD ADVERTISING

16ft x 4ft

Benefits include:

- Exposure to local audience attending all matches in home ground
- Exposure to local and national press, website coverage and a national audience for televised matches

Renewals (existing board) €650

New advertisers (includes manufacture) €750

MATCH SPONSORSHIP

Treat your friends, staff or clients to a wonderful 'Friday night is United night' experience.

Benefits include:

- Hospitality for 8 sponsor guests (includes finger food)
- Complimentary matchday programme for each member of your party
- Framed team photograph
- Matchnight photocall
- Pre - and post matchday publicity in local media
- Public address sponsor announcement
- Nominate a team mascot for your game

Category A (v Dundalk, St. Patrick's Athletic, Sligo Rovers & Shamrock Rovers) €700

Category B (v all others) €500

MATCHBALL SPONSORSHIP

Benefits include:

- Pre-match hospitality for 3 sponsor guests (includes tea/coffee and finger food)
- Complimentary matchday programme for each member of your party
- Complimentary matchball
- Pre and post matchday publicity in local media
- Matchnight photocall
- Public address sponsor announcement

€300



PROGRAMME ADVERTISING

Options include:

- Full page or half page season long ad.

Full page €1,200

Half page €700

(for entire season - minimum of 17 league editions plus additional cup works)

WEBSITE ADVERTISING

Benefits include:

- Permanent banner advert on homepage

Permanent banner €750

Scrolling bar ad €375

MASCOT SPONSORSHIP

Benefits include:

- Includes replica jersey and team meet and greet

..... €200

PLAYER/TEAM MANAGEMENT SPONSORSHIP

Benefits include:

- Signed jersey at the season end
- Sponsor name beneath player/manager photo in each match programme & on website squad page
- Photo promotion in one match programme or website promotional piece

Manager €500

Players €300

Others (assistant manager, coaches etc) €200

CONTACT

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