

# GALWAY UNITED 2024

# COMMERCIAL

# BROCHURE



LEAGUE OF  
IRELAND  
MEN'S PREMIER DIVISION



LEAGUE OF  
IRELAND  
WOMEN'S PREMIER DIVISION



COMER  
GROUP  
IRELAND



Comhairle Cathrach na Gaillimhe  
Galway City Council



# CONTENTS PAGE

Opening Message	2
About United	3
The Stats	4
Match Partner	6
Matchball Partner	8
Programme Adverts	10
Pitchside Signage	12
Additonal Signage	13
Mascot Packages	15
Player Sponsors	17
Academy Sponsors	18
Miscellaneous	19



MESSAGE FROM COMMERCIAL MANAGER

**SAM O'NEILL**



On behalf of everyone at Galway United Football Club, I'd like to extend my thanks to you for considering to sponsor our club. It's an extremely exciting time for the club from underage level right the way through to our Senior Men's & Women's team.

The 2023 season was a historic one with a monumental amount of success both on and off the field. From the introduction of a Women's team for the first time ever, to being crowned All-Island Champions in their debut season. The Men meanwhile broke records on their way to the First Division title with only two losses all season long.

We're now preparing for life in the Premier Division for the Men's side and the continual growth of our Women's teams. With that, we need your help! We have a wide variety of sponsorship and branding options for you to choose from. Our loyal supporters are growing in number week by week with crowds have increased 180% in the last four years aswell with multiple sell outs in the 2023 season. and our social media showing significant growth across all platforms.

There's never been a better time to get involved with the club,

Thank you for your support



# ABOUT UNITED

Galway United are a professional football club, who have teams in the SSE Airtricity Men's and Women's Premier Divisions. We play in a stadium called Eamonn Deacy Park, located on the Dyke Road in Galway City.

Galway United F.C. was founded as Galway Rovers in the Claddagh district of Galway in 1937 and has developed a lot since, particularly in the last few years the club has come on leaps and bounds on and off the pitch. Galway United won two national trophies in 2023, with the Senior Women's Side winning the All-Island Cup and the Senior Men's earning promotion to the Men's Premier Division by winning the First Division emphatically.

Crowds the past few years have increased 180% in the last four years aswell with success on the pitch, with multiple sell outs in the 2023 season.

The club has developed substantially all while sticking to our core values of being a local community football club that has it's foundations built on the hard work of it's players, families, volunteers, loyal supporters and partnerships with our highly valued sponsors. There's no better time to get involved!





# THE STATS

So why choose Galway United? Galway United are a community enriched club, we portray these values through our actions. We also put partners and sponsors to the forefront as we want to give back support to those who support us. Check out some statistics below on the audience that your business could reach when you collaborate with us.



**150K+**

Total followers



**16 MILLION+**

Impressions in 2023



**40K+**

Fans attended  
EDP in 2023

**GALWAY, IRELAND, UK AND UNITED STATES DEMOGRAPHICS**

**65% MALE - 35% FEMALE**





# YOUR OPTIONS





# MATCHDAY PARTNER



**MENS: €750 | WOMENS: €250**

Our Matchday partner package is better than ever, offering you better value for money for your business. Check out the details of what you can get below.

Your business logo on all social media posts promoting the game, equal to 300K+ impressions.

Business logo featured on our LED Scoreboard

Full page Advert in our Matchday programme

6 tickets to the game and match programme for all guests

Option for official Commemorative Group Photograph taken on the pitch at half time by professional photographer (Digital Copy)

Option to set up a Marketing stand at the Stadium  
Ts & Cs apply.

PA Announcements before the game and at half time

Blog post on our website highlighting the partnership and your business, also shared across social media

Player of the Match post to be 'chosen by our Sponsor'

Featured on our worldwide stream on LOITV

Logo on LOITV live broadcast

Matchday Partner graphic created for your company social media



# MATCHDAY PARTNER




**CAREERS DAY**

**ZIMMER BIOMET**  
Moving You Forward.™

Visit [www.CareerWise.ie](http://www.CareerWise.ie)

**REGISTER NOW**

**FRIDAY 6TH OCTOBER**  
**1PM – 5PM IN ORANMORE**

A WORLD-CLASS MANUFACTURING EXPERIENCE AWAITS

We can offer design work for you free of charge with the package, to make things as seamless for you as a partner. We design using a mix of our own recognisable branding so it resonates with fans.

To the left you'll see an example of the scoreboard in action in Eamonn Deacy Park and also a poster we made for Zimmer Biomet to promote their open day.

We can send any graphics to you for sign off to make sure you are happy with it and it gets across the message you and your business wants.



# MATCHBALL PARTNER



**MENS: €200 | WOMENS: €100**

Feature post on our social media

Half page Advert in our Matchday programme

2 tickets to the game and match programme for all guests

PA Announcements before the game and at half time

Logo on LOITV live broadcast

Matchday Partner graphic created for your company social media





# MATCHBALL PARTNER





# PROGRAMME ADVERT

## CHAMPIONS LIMITED EDITION PROGRAMME



**GET YOURS ON FRIDAY**

Get your match ticket at [GalwayUnitedFC.ie](http://GalwayUnitedFC.ie)

COMER  
GROUP  
IRELAND  
GALWAY TRUCK  
& VAN CENTRE  
[www.galwaytruckcentre.ie](http://www.galwaytruckcentre.ie)

## FULL PAGE: €1,000 | HALF PAGE: €500

Our Match Programme is sold in their thousands over the course of the season, and you have the opportunity to market and showcase your business in it to our fans with a full or half page advert

Advert in every Matchday Edition (print and digital)

18 home league games alongside cup games also included

Circa 10K impressions direct to consumers

# PROGRAMME ADVERT



To the left you'll see an example programme advert from the 2023 season which we designed for the client.

You can provide artwork or we can mock up internally using our professional graphic design team which can then be signed off by you before use!

We try to make things as seamless as we can for partners in many ways and this is one of them.

You also have flexibility to change or update at any time throughout the season!

**“We got fantastic coverage from it. We got an enormous amount of positive feedback from our customers. It was well thought out and we're delighted with it. The Galway United team were also very creative in their ad – it was a masterstroke!...”**

**John Walsh - Walsh Coal**



# PITCHSIDE SIGNAGE



**ZIMMER BIOMET**  
Moving You Forward.™

## FULL SEASON COST: €700

Stadium advertising is an extremely cost-effective way of promoting your brand to both local and national audiences. In 2024 we are expecting several games on TV and approximately 100+ matches that take place in the stadium throughout the year. It can be one of the best ways to connect directly in the community for your business.

Full-colour pitch perimeter sign in Eamonn Deacy Park (3m x 75cm)

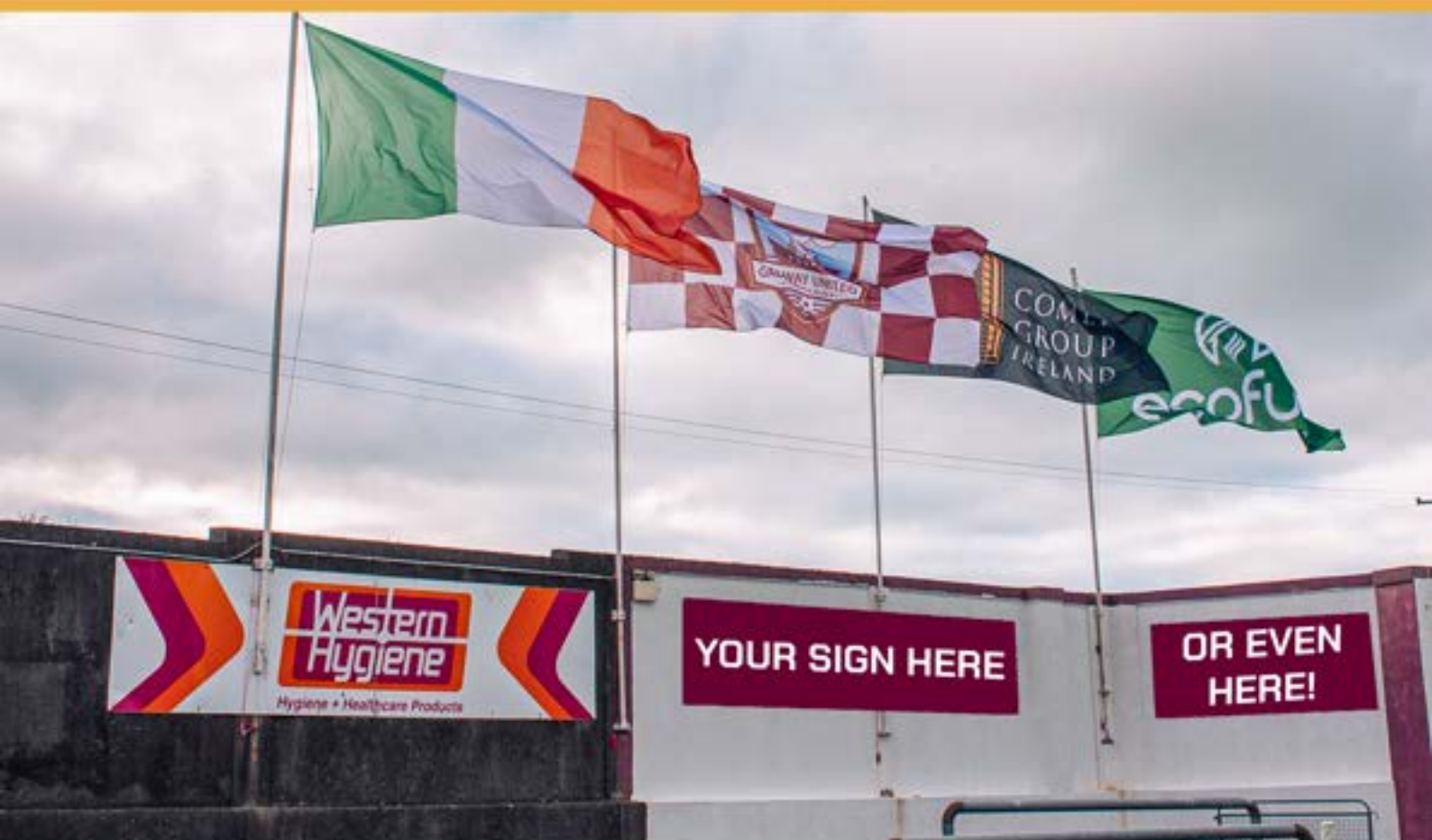
100+ games played in Eamonn Deacy Park every year

Our team can design your sign for you (included in price)

Games streamed on LOITV worldwide and on occasion shown live on TG4, Virgin Media or RTE.



# ADDITIONAL SIGNAGE



## ENQUIRE FOR COSTS

We also offer opportunities for additional signage outside of the pitchside signs. We would highly recommend as it can be another brilliant way to get in the eye line of consumers. Costs vary per case, feel free to email us at [marketing@galwayunitedfc.ie](mailto:marketing@galwayunitedfc.ie) and we can also arrange a visit to the stadium with us to see what opportunities are available.



# MASCOT PACKAGE



## **COST PER GAME: €200**

Has your child ever dreamed of walking out under the bright lights of Eamon Deacy Park? Now is their chance! We're delighted to let you know about one of the most memorable Galway United experiences ever – becoming a mascot for a home game for either the Men's OR Women's Senior Team.

**Meet the players before Kick-Off**

**Walk with the team out through the tunnel and onto the pitch before the action begins**

**Match tickets for 2 Adults & 2 Kids**

**Pre-Match PA Announcement**

**Professional picture with favourite player, which can be shared from our social media**

**Jersey of choice**

**Meet Terry the Tiger if available that game**

# PITCHSIDE SIGNAGE



To the left you will find an example of pitch signage in the stadium and some designs we made for clients.

Our designers have years experience in dealing with this sector and know what performs well in these environments.



Along with offering design services, the package also includes the printing and installing of the sign.



So the only thing you have to do is pay the fee and we can sort everything for you and allow you to get the brilliant exposure of a pitch sign!



# MASCOT PACKAGE

Excited? You should be! Don't just take our word for it, Ian Griffiths recently booked this package with us as his son celebrated his birthday. Morgan Griffiths, a HUGE Galway United fan had a great time. His Dad said this about the experience:



**“Thank you very much for the photos, they will take “centre stage” on Morgan’s wall. Morgan and his brother Samuel had a great time as mascots, we all had a very special day and Morgan was over the moon, your support team and the players did the club a great service, so please pass on our thanks to everyone...”**

# PLAYER SPONSOR



## PRICE AVAILABLE ON ENQUIRY

Sponsoring a senior player is a brilliant way to get your brand out there, it allows you the opportunity to use the player as a brand ambassador and get your business out there to our vast online audience as content featuring them will feature your brand too!

Your company logo included in social media posts regarding your sponsored player

Your company logo included on our website

One Adult season ticket (Value €240)

Signed players match worn jersey at the end of season

Your company logo featured in our Matchday Programme





# ACADEMY SPONSOR



## **COST PER PLAYER: €600**

You can sponsor players from any of our academy teams such as Men's U14, U15, U17, U19 Women's U17, U19. Sponsoring an academy player makes a huge difference particularly as you are not just promoting your business but also helping the player as it contributes to their registration costs too, it's a win win opportunity.

**Contributes to the players registration and gear costs for the season**

**Your company logo included on our website**

**One adult season ticket (value €240)**

**Your company logo and social media (or website)**

**included in a minimum of one post on our social media accounts  
thanking all of our Academy Player Sponsors**

# OTHER OPTIONS

If you would like to support United but don't see an option that suits you or just want to support your local community we offer various packages and are open to your ideas too!

We can accommodate almost any business with various partnerships so why not drop us an email and see where it could lead!

Email us for enquiries at

**[Marketing@GalwayUnitedFC.ie](mailto:Marketing@GalwayUnitedFC.ie)**





# THANK YOU

Thanks for taking your time to read our 2024 Commercial Brochure

If you would like to get in touch please email us at:

**[marketing@galwayunitedfc.ie](mailto:marketing@galwayunitedfc.ie)**

Sam O'Neill, Commercial manager

**085 821 5029**







# **GALWAY UNITED 2024 COMMERCIAL BROCHURE**

**EMAIL US NOW**

Email [Marketing@galwayunitedfc.ie](mailto:Marketing@galwayunitedfc.ie) for enquiries



COMER  
GROUP  
IRELAND