

GALWAY UNITED F.C.

COMMERCIAL PARTNERSHIP OPPORTUNITIES 2025





COMMERCIAL MANAGER

On behalf of everyone at Galway United Football Club, I want to thank you for considering a sponsorship opportunity with us. The 2024 season has been an incredibly exciting time for our club, spanning from our underage teams right through to our Senior Men's and Women's teams.

We experienced significant achievements this past year, including the continued success of our Women's team, which has become a formidable force in the league, and our Men's team, which made a remarkable impact in the Premier Division. Our loyal supporter base continues to grow, with attendance numbers reaching almost 70,000 over the last year and several sell-out games in that time.

We are thrilled to offer a wide variety of sponsorship and branding options, allowing you to connect with our passionate community. Our social media presence is also thriving, showing substantial growth across all platforms. There has never been a better time to get involved with Galway United. Your support can make a real difference as we aim for new heights in 2025.

Thank you for your continued support!

SAM O'NEILL



2024 - THE STATS

120% GROWTH ON 2023 SEASON



190K+
FOLLOWERS



20 MILLION+
IMPRESSIONS IN 2024



70K+ FANS
AT DEACY PARK



LIVE GAMES ON
TV AND WORLDWIDE
STREAMING

WORLDWIDE SUPPORT, WITH MAIN CORES IN GALWAY,
IRELAND, UK AND UNITED STATES DEMOGRAPHICS

66% MALE - 34% FEMALE



YOUR OPTIONS

We have more options than ever before. If you want to support your club and your community, all while promoting your business, we have you sorted, no matter what budget you have. There will be something for you here.

We have had over 200 businesses in all shapes and sizes collaborate with us in 2024, so make sure to check out the offers!

**CHECK
THEM OUT
BELOW!**





MATCH PARTNERS

OUR MATCHDAY PARTNER PACKAGE IS BETTER THAN EVER, OFFERING YOU MORE VALUE FOR MONEY FOR YOUR BUSINESS. CHECK OUT THE DETAILS OF WHAT YOU CAN GET BELOW:

- You get **10 FREE Match Tickets** to the game
- Logo on cover of match programme and full page advert. You will be supplied **10 FREE Programmes**.
- Your business logo on all social media posts promoting the game, equal to **750K+ impressions** on match week.
- **PA Announcements** to the crowd before the game and at half time.
- **Bespoke blog post** shared to thousands on our website highlighting the partnership and your business, also shared across our social media and via email to supporters.
- Featured on our **Worldwide** stream on **LOITV**.
- Option for **official Commemorative Photograph** taken on the pitch at half time by professional photographer (Digital Copy)
- Business logo featured on our **LED Scoreboard** in the stadium.
- **Car Parking space reserved** at Eamonn Deacy Park for the game.





MATCH PARTNERS

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

To the right, you'll see an example of a poster our design team made for The Cellar Bar for our programme earlier in 2024.

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 want.

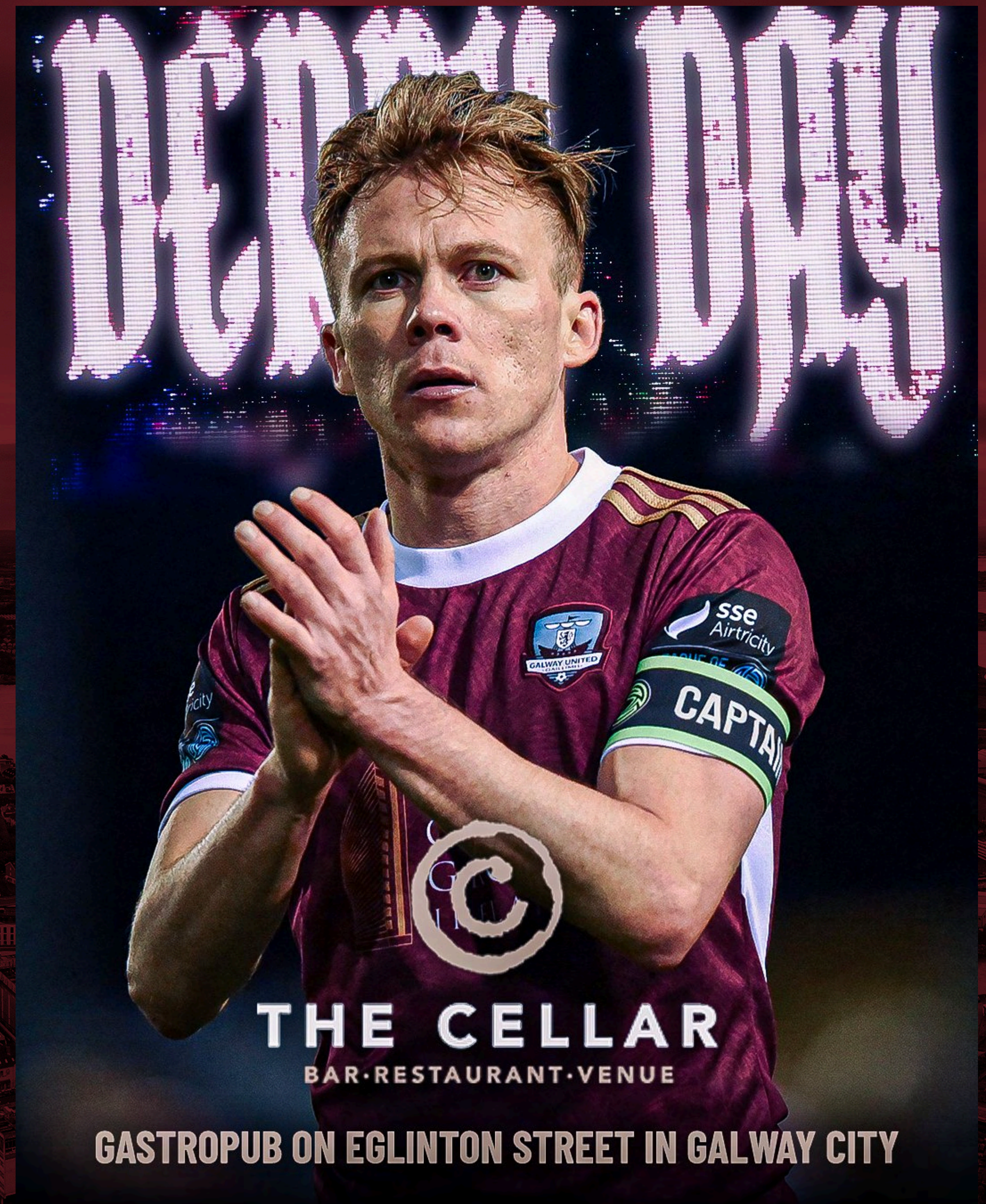
SENIOR MEN'S MATCH:

Tier A: €1,000

Tier B: €800

SENIOR WOMEN'S MATCH:

€350



EXAMPLE OF A COMPLIMENTARY ADVERT
DESIGNED FOR OUR MATCH PARTNER.

USING BESPOKE IMAGERY AND TARGETED AT ENGAGING FANS.



MATCHBALL PARTNERS

A matchball sponsorship can be a great way to support your community and promote your business. Check out the details of our Matchball Partner package:

- You get **4 FREE Match Tickets**
- **Half page advert** in our matchday programme.
- You get **4 FREE Programmes**
- **Your business logo on all social media posts promoting the game**, equal to circa 650K+ impressions on match week.
- **PA Announcements to the crowd** before the game and at half time.
- **Bespoke blog post** shared to thousands on our website highlighting the partnership and your business, also shared across our social media and via email to supporters.
- **Featured worldwide** on our stream on LOITV.
- Option for **official Commemorative Photograph** taken on the pitch at half time by professional photographer (Digital Copy)
- Business logo featured on our **LED Scoreboard** in the stadium.



MATCHBALL PARTNERS

Our partnership package includes complimentary design work to ensure a smooth experience for you. Our designs incorporate a blend of our well-recognised branding, making your business more engaging for our fans.

We can send any graphics to you for approval to make sure they capture the message you want to share. Plus, where applicable, we're happy to pop out for a photo opportunity.

Along with that, where possible we will send out a dedicated photographer to capture some unique shots of your business ahead of the game, as pictured left.

SENIOR MEN'S MATCH:

€250

SENIOR WOMEN'S MATCH:

€150



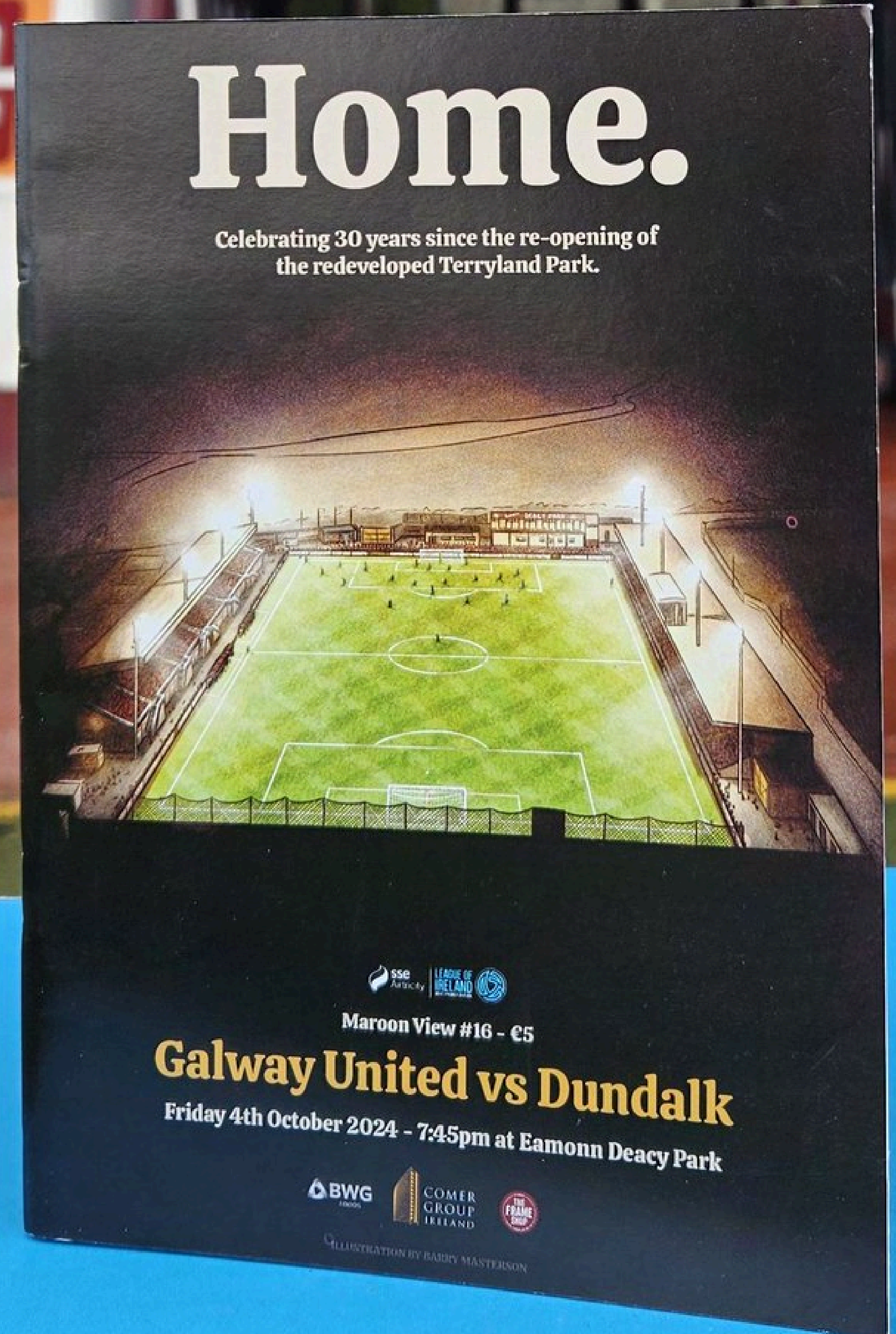
PROGRAMME ADVERT

Our Match Programme has sold in its thousands this year at Eamonn Deacy Park. It goes directly to fans who will read and engage with the content so it is a great way to advertise to some of our most engaged fans. We have packages for full page and half page adverts for the 2025 season. Last year this was one of the most popular packages around so make sure to get your spot before it fills up!

- Opportunity to market and showcase your business to our fans with a full or half-page advert.
- Advert in every programme for 2025
- Your logo featured on the cover
- Includes 18 home league games alongside any additional cup games.
- Circa 15K impressions direct to consumers

FULL PAGE: €1,000

HALF PAGE: €500





PROGRAMME ADVERT

To the right you'll see an example programme advert from the 2024 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 easy 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

WE CAN EVEN MAKE SOME CUSTOM ADVERTS FOR YOU!

SAMPLE PROGRAMME ADVERT
DESIGNED FOR A CLIENT



PITCHSIDE SIGNAGE

Stadium advertising is an exceptionally cost-effective way to promote your brand to both local and national audiences, with approximately 70,000 visitors passing through Eamonn Deacy Park each year.

In 2025, we anticipate multiple televised games along with over 100 matches taking place at the stadium throughout the year. This makes it one of the best ways to connect directly in the community for your business.

- Full-colour pitch perimeter sign in Eamonn Deacy Park (3mx75cm)
- 100+ games played in Eamonn Deacy Park every year
- Our team can design your sign for you (included in price)
- Games are streamed on LOITV worldwide and on occasion, shown live on TG4, Virgin Media, RTE or Premier Sports.

**2025 FULL SEASON:
€850**



ADDITIONAL SIGNAGE

Along with pitchside signs we have options for signage around the stadium which can be of huge benefit to your business. With 70K+ in Eamonn Deacy Park this year, we have researched some of the most effective positions for your brand. One of which is along the back wall behind one of the goals. It really helps your brand stand out amongst the rest and gives you a unique view point.

MURAL WALL:

€2,500





ADDITIONAL SIGNAGE

Sponsoring the stairs at Eamonn Deacy Park is a unique way to get your brand noticed by the 70,000 visitors who walk through the stadium each year. Positioned directly in fans' paths, stair sponsorship ensures maximum eye-level visibility, catching attention with each step.

This high-traffic, can't-miss location gives your business a standout presence. For pricing details or to arrange a stadium visit to see this opportunity firsthand, please email us at marketing@galwayunitedfc.ie.

STAIRS: €950



ADDITIONAL SIGNAGE

IN ADDITION TO PITCHSIDE SIGNS, WE OFFER PROMINENT SIGNAGE OPTIONS THROUGHOUT EAMONN DEACY PARK, ALLOWING YOUR BRAND TO STAND OUT. WITH 70,000 VISITORS EACH YEAR, THESE EYE-LEVEL PLACEMENTS CAPTURE HIGH FOOT TRAFFIC AND ENSURE VISIBILITY, KEEPING YOUR BUSINESS IN CLEAR VIEW. FOR DETAILS ON PRICING OR TO ARRANGE A STADIUM VISIT TO EXPLORE THESE OPPORTUNITIES, PLEASE EMAIL US AT MARKETING@GALWAYUNITEDFC.IE.

OUTSIDE PITCHSIDE

WALL: €400

YOUR BUSINESS HERE



BLOCK
E

COMER PROPERTY



YOUR BUSINESS HERE



ADDITIONAL SIGNAGE

Sponsoring the toblerone signs at Eamonn Deacy Park is an excellent way to spotlight your brand in a prime location. These signs, visible in walk-out and pre-match photos, ensure that your brand stands out in high-visibility moments, reaching both live audiences and fans online. With approximately 70,000 visitors each year and those online, your business gets prime exposure at one of the most photographed spots in the stadium. For pricing details or to arrange a stadium visit, please email us at marketing@galwayunitedfc.ie.

Toblerone Signs:

€4,000





ADDITIONAL SIGNAGE

Sponsoring the away fan netting inside Eamonn Deacy Park offers a unique branding opportunity that guarantees visibility among enthusiastic crowds. Positioned to catch the attention of both home and away fans, this prime spot engages nearly 70,000 visitors throughout the season, maximising your brand's exposure. For more information or to arrange a stadium tour to see the possibilities, please contact us at marketing@galwayunitedfc.ie.

Away Fan Netting:

€2,500



MASCOT PACKAGE

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 players before Kick-Off
- Walk with the team out through the tunnel and onto the pitch
- Reserved Seating
- Certificate signed by the Manager
- Match tickets for 2 Adults & 2 Kids
- Pre-Match PA Announcement
- A professional picture with some players
- Photo to be shared on social media with permission
- Jersey of choice
- Meet Terry the Tiger if available that game

SENIOR MEN'S MATCH: €200

SENIOR WOMEN'S MATCH: €100





MASCOT PACKAGE

MEET YOUR HEROES AND MAKE MEMORIES!

"Jack had an amazing time as mascot, and the photos are already up on his wall. Jack loves football and to meet and walk out with the team, he loved it. It's all he's talked about since. The whole thing was really memorable. It's something Jack will treasure forever."

TOMÁS O'CONNOR

"Thank you so much for an unforgettable experience! Emily and her friend Leo had the absolute best time as mascots, and the photos are great. From the warm welcome to the amazing support from your team, every detail made the day so special. Emily was over the moon to meet the players, who went above and beyond to make her feel like part of the team. Please pass along our heartfelt thanks to everyone involved!"

NIAMH O'NEILL





PLAYER SPONSOR

Sponsoring a senior player is a brilliant way to get your brand out there and one of our most popular packages.

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!

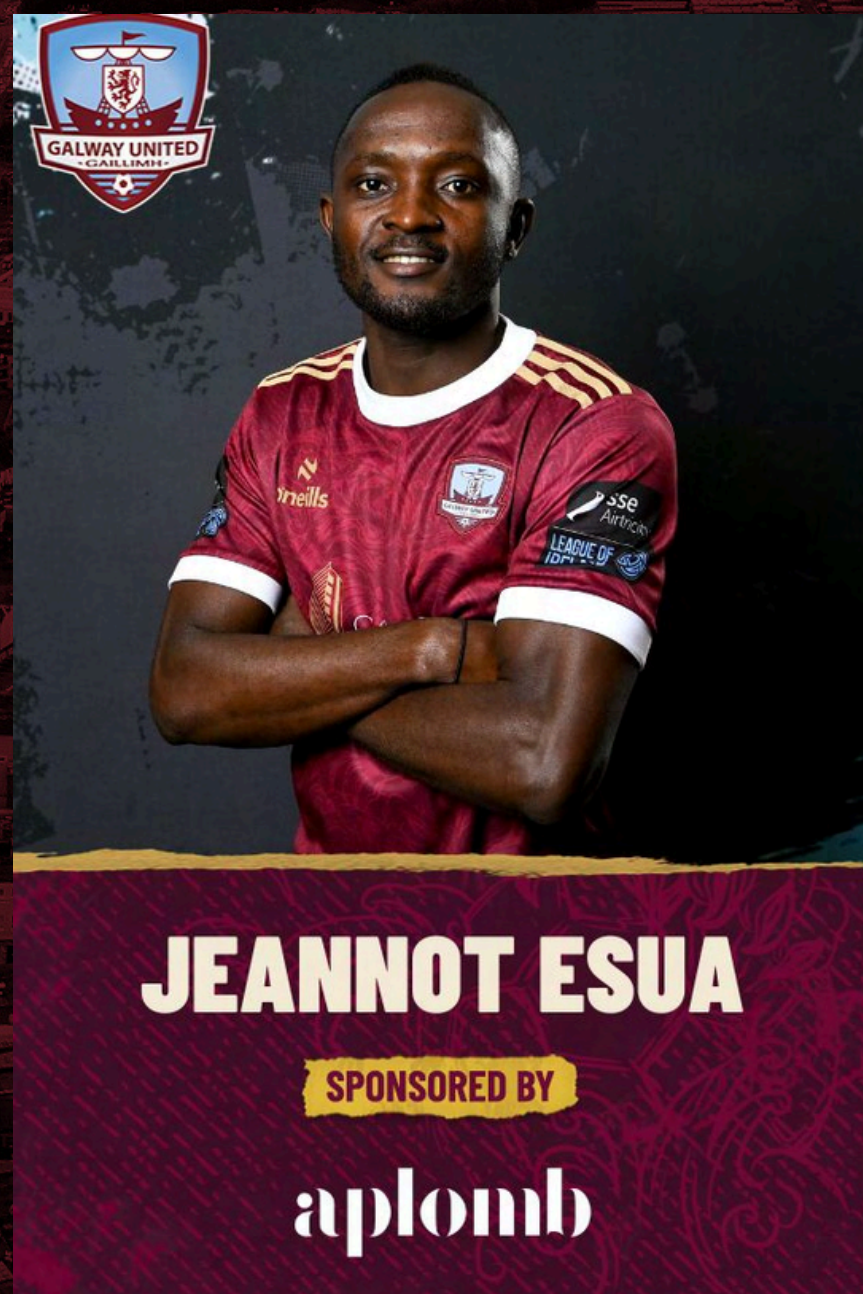
- Your company logo included in social media posts regarding your sponsored player
- Your company logo included on our website
- One Adult season ticket
- Signed players match worn jersey at the end of the season
- Your company logo featured in our Matchday Programme

PRICE UPON REQUEST



PLAYER SPONSOR

Here are just a few examples of the many player sponsors that we had in 2024 and how they are implemented across our media platforms.





SUPPORT THE ACADEMY



SUPPORT A 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 player's registration and gear costs for the season
- Your company logo included on our website
- One adult season ticket
- Your company logo and social media (or website) included in a minimum of one post on our senior social media accounts thanking all of our Academy Player Sponsors





SUPPORT THE ACADEMY

SUPPORT A PLAYER: €600

To the right you'll find some examples of the many businesses that have supported our academy players in 2024.



THANK YOU ACADEMY SPONSORS



MENS U14



FQ1924



MENS U15

MG RYAN KIERAN MURPHY LLP SOLICITORS

ALAN DUFFY



WOMEN U17



FQ1924



SEAN KELLY TRANSPORT

MENS U20



WOMEN U19





SUPPORT THE ACADEMY



Kitbag Sponsor Per Team

As a Kitbag Sponsor, your logo will appear on the official kitbags of any of our academy teams, creating a visible brand presence for players, staff and fans at every game, training session and event. This sponsorship travels with the team, reaching audiences across a range of match locations and public appearances.

Academy Roundup Sponsor

The Academy Roundup Sponsor has the opportunity to be the presenting partner for all updates, highlights, and news from the Galway United Academy including a weekly Academy update shared to our website and socials. This sponsorship allows your brand to connect with families, fans and community members who follow the progress of young talent, creating positive brand association with youth development and the local footballing community.

Academy Coaches Sponsor

The Academy Coaches Sponsor gives your brand visibility on our website, with your logo displayed prominently on their staff profile as well as in any posts on social media relating to the coach. Coaches are central figures in the academy, interacting with players, parents and fans regularly, which makes this an excellent way to showcase your commitment to developing young talent and in supporting the local footballing community.





ALTERNATIVE OPTIONS

OPPORTUNITIES INCLUDE

- **Summer Camp Partners**

Be involved in the community and support our camps for children around County Galway

- **Ticket Sponsors**

Have your logo included on our match tickets, which are distributed in their thousands throughout the year direct to fans.

- **Matchday Hi-Vis Sponsor**

We have lots of different staff on matchday wearing Hi-Vis vests, from stewards to photographers. Having your logo on it could be a unique way to integrate yourself into the community through our volunteers.

- **Bathroom Ads**

We have the opportunity to have specific adverts placed in frames in the bathrooms in Eamonn Deacy Park. Thousands of people use them throughout the season so it can be an effective way to market your business!



ALTERNATIVE OPTIONS

- **Hotels Away Fan Guide**

Tens of thousands of fans travel to Galway to support their team, and they all need a place to stay after games. We are looking to provide away fans with information about the city prior to the game. Which you could be featured in!

- **Email Marketing**

For the 2025 season we have potential adverts available in our newsletter, direct to the consumer and our most engaged fans. It is a fantastic way to get your business out there.

- **Fixture Cards**

Ahead of the 2025 season we are looking to distribute cards to fans with our fixtures for the season and we have space for a small advert.

- **Ads on LOI TV**

Our games are streamed worldwide, with tens of thousands of viewers across the season. It can be a great way to reach those who are watching abroad.



ALTERNATIVE OPTIONS

- **Protein Partners**

Protein is a huge part of any athlete's diet. If you're in this area, partnering with the club would be a perfect match.

- **Half-Time Partners**

A half-time partner can be one of the best ways to get integrated into the community and/or fan base. Creating a tradition at half-time if it's an event or challenge can be a great way to promote your business.

- **Away Game Partners**

Every second game is away from home and they get huge coverage over the season, totalling 2M+ impressions. Becoming an Away Game Partner could be a fantastic option for your business.

- **Travel/Bus Partners**

Like we said just above, every second game is away from home which means a lot of time spent promoting those games. Being a travel or bus partner can be a brilliant way to consistently get your brand out there and integrate directly with fans and staff.



ALTERNATIVE OPTIONS

- Fan Transport Partner
- Entrance Gate Sponsor
- Goal Sponsor
- Ticket Sponsor
- Automotive Sponsor
- Goal of the Month Sponsor
- Water Sponsor
- Match Highlight Sponsor

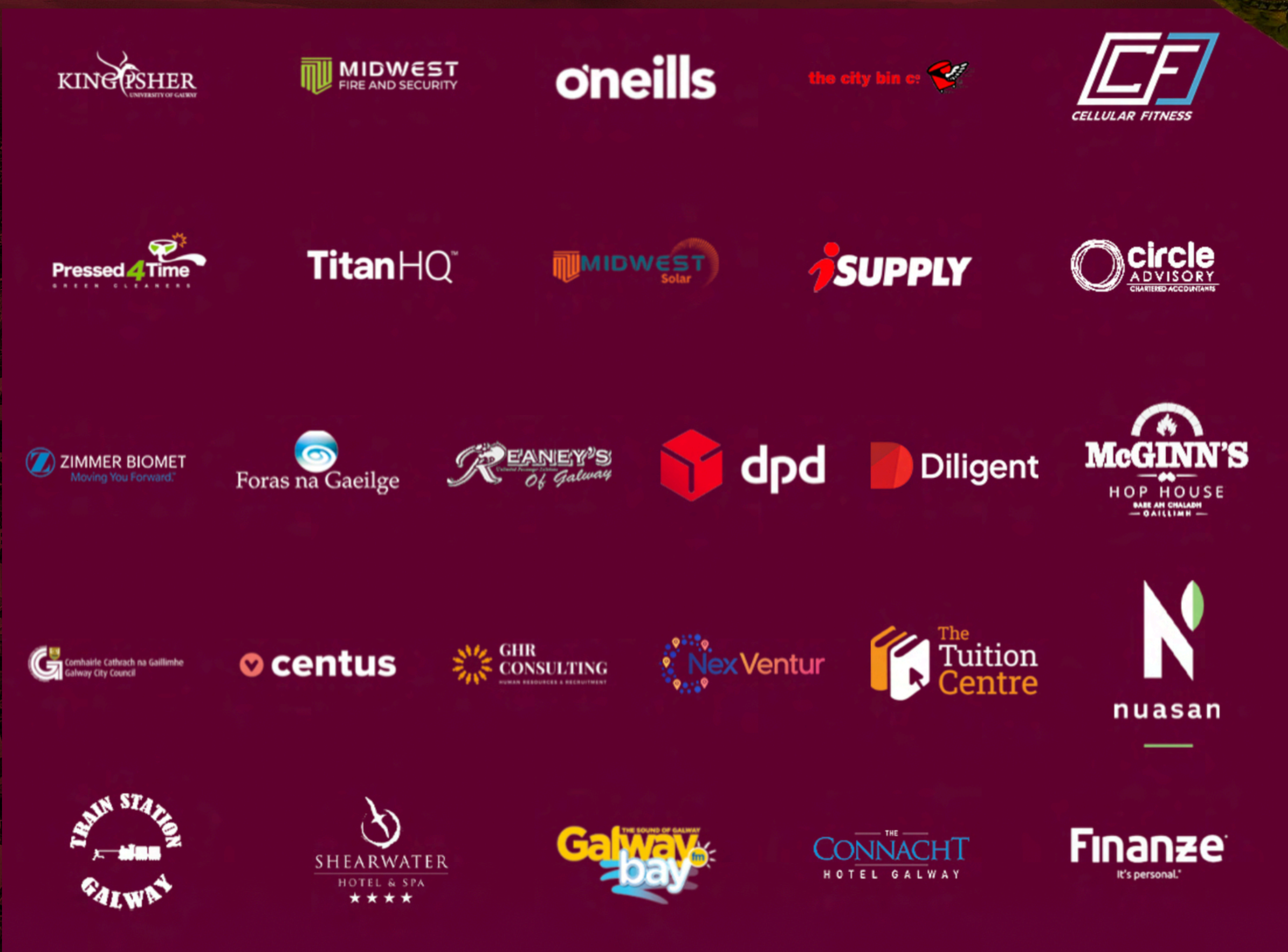
There are almost an infinite amount of possibilities for partnerships. If you'd like to support through a unique partnership, please drop us an email at marketing@galwayunitedfc.ie





2024 CLUB PARTNERS

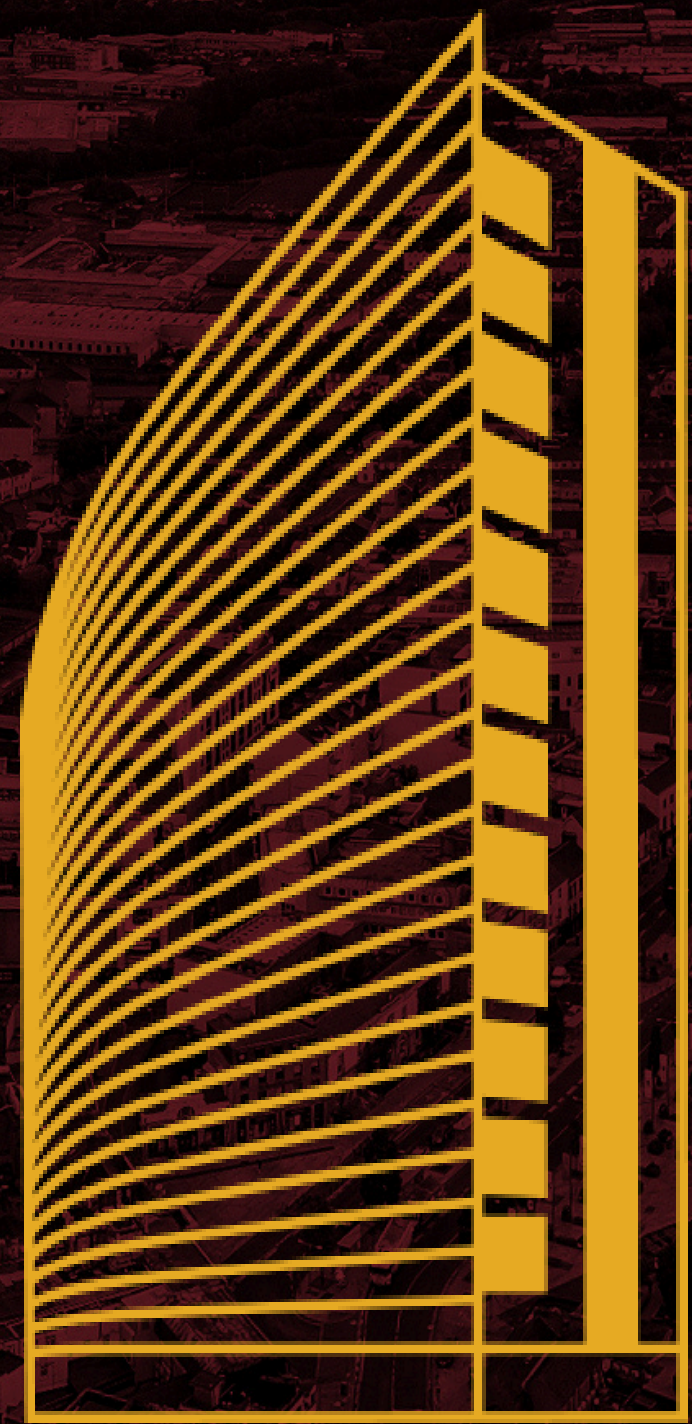
2024 saw us have more season-long partners than ever before. We are thankful for everybody who supported the club last season.





THE COMER GROUP IRELAND

Comer Group Ireland are our principal partners. We are very thankful for their support. Comer Group Ireland is renowned for renting high-quality, state-of-the-art apartments. Every site has a unique vision and style, producing developments of distinction. Each apartment is highly desirable and will last well into the future. Response to direct feedback, both from purchasers and the marketplace in general, ensures that the customer's needs are closely adhered to and satisfied. With an ever increasing portfolio of developments across Ireland, there is a perfect home waiting for you.



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COMMERCIAL PARTNERSHIP OPPORTUNITIES 2025

JOIN THE COMMUNITY NOW!

EMAIL MARKETING@GALWAYUNITEDFC.IE