



Polasaí: Sponsorship  
Dáta glactha: 6<sup>th</sup> February 2024

## Outline

Club sponsorship is not only a potential source of revenue, but is an opportunity for the club to develop relationships with suitable commercial partners that benefit both parties.

## Coordination and management of sponsors

To ensure that both the club and sponsors maximise the benefits of partnerships, it is necessary that all club sponsors are managed centrally. This will ensure a coordinated approach to harnessing relationships and maximising revenue opportunities.

## Policy

1. The Club Treasurer shall appoint a sponsorship committee.
2. The Club Treasurer will chair, or will appoint a chair of the sponsorship committee.
3. The sponsorship committee shall be responsible for:
  - a. Enlisting new sponsors.
  - b. Renewing sponsorships.
  - c. Developing new sponsorship offerings.
  - d. Maintaining relationships with club sponsors.
  - e. Liaising with the PRO so that sponsors are adequately promoted, and that agreements are adhered to.
  - f. Liaising with scheme workers to ensure signage is displayed at the proper times in proper locations.
  - g. Maintaining a record of club sponsors, the nature and length of agreement, and any monies paid or due.
  - h. Ordering signage while following the club procurement policy.
4. The sponsorship committee will report regularly to the club treasurer, who in turn shall report to the club executive committee.
5. Team coaches/managers, players, members and non-members shall under no circumstances approach potential sponsors directly, or enter into sponsorship agreements without the express permission of the club treasurer.  
*See Club Sponsorship Guidelines, section 1.1 below.*
6. Any written sponsorship agreements will not be entered into without the express permission of the club executive.
7. Club officers, members and the club sponsorship committee will at all times be mindful of the Club Sponsorship Guidelines which are contained in this document.
8. The sponsorship committee shall require the approval of the club executive before entering into any agreement that involves a sponsor's logo appearing on matchday playing gear, the naming of club facilities, or signage being placed in a location where it has not previously appeared.
9. All sponsorship agreements must be compatible with the Official Guide.



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## Club Sponsorship Guidelines

### 1.1 Guidelines for club members

It is recognised that sponsors may sometimes come on board because of relationships you may have with them. The club are keen to explore all such opportunities, however all sponsorship agreements must go through the sponsorship committee. This is to safeguard from entering into arrangements that are disadvantageous to the club, or to existing sponsors.

If a club member is aware of a sponsorship opportunity, they are invited to discuss this with the chair of the sponsorship committee before making any commitments on behalf of the club.

### 1.2 Who do we accept as sponsors?

- The sponsor must have similar values to the Club.
- The sponsor must not damage the message of the Club, but instead enhance it.

The partnership must be mutually beneficial, with the sponsor gaining exposure and promotion through association with our club, and the club receiving financial support or resources to help with their activities and development.

### 1.3 Sponsor relationship

- Our sponsor should be proud to sponsor CLG na nDúnaibh.
- CLG na nDúnaibh should be proud to have their sponsor.

### 1.4 Key aspects of a sponsorship relationship:

**1.4.1 Financial Support:** Sponsors may provide monetary support to CLG na nDúnaibh, teams, or events. This financial backing can be used for various purposes, including facility maintenance, player development, equipment purchase, and community engagement initiatives.

**1.4.2 In-Kind Sponsorship:** Instead of direct financial support, sponsors may contribute goods or services relevant to our club needs. This could include providing sports equipment, jerseys, training facilities, or other resources.

**1.4.3 Brand Exposure:** Sponsors benefit from increased visibility and exposure by associating their brand with our club. This exposure can come through logo placement on team jerseys, signage at club events and facilities, and mentions in promotional materials.

**1.4.4 Community Engagement:** Sponsors often engage with the local community through club events and initiatives. This can include sponsorship activation events,



participation in community programs, and collaborations on grassroots sports development like all stars or the parish league

**1.4.5 Duration of Sponsorship:** Sponsorship agreements typically have a defined duration, ranging from a single event to multi-year partnerships. The length of the sponsorship agreement depends on the terms negotiated between the parties.

**1.4.6 Mutual Promotion:** Both CLG na nDúnaibh and the sponsor actively promote their partnership. This may involve featuring the sponsor's logo in official communications, press releases, and marketing materials, as well as acknowledging the sponsor's contribution during events.

**1.4.7 Performance Metrics:** In some cases, sponsors may establish specific performance metrics or key performance indicators (KPIs) to measure the success of the sponsorship. This could include factors such as increased brand awareness, engagement metrics, or return on investment (ROI).

**1.4.8 Contractual Agreements:** The terms and conditions of the sponsorship relationship are typically outlined in a formal agreement. This document covers the rights and responsibilities of both parties, including financial details, promotional commitments, and any exclusivity clauses.

## **1.5 General**

Successful commercial partnerships should be significantly beneficial to both the sponsor and to CLG na nDúnaibh, fostering a positive relationship and contributing to the growth and development of Gaelic games at various levels.