

## SPONSORSHIP OPPORTUNITY

for those wishing to support Wellington and Hutt Valley Gaelic Football club and, in return for this investment, to receive significant support from the GAA's large sporting and Irish supporter base.

August 2008



### 1. The Sponsorship Opportunity

Wellington & Hutt Valley Gaelic Athletic club ('GAA') club seeks total sponsorship support of \$15,000 from one or a number of sponsors to fund its bid to claim the 2008 Australasian Games title in Adelaide in Sept-Oct 2008 and the ongoing development of the club, including the hosting of a 150+ players corporate 7-a-side weekday Gaelic football league in the summer season from November to March 2008/9. In return the club will provide sponsors with brand exposure to its committed supporter of base of 500+ affluent young professionals, up to and including product endorsements and hosting of club events at a venue of the sponsors choosing.

### 2. Who are you sponsoring?

Gaelic football is Ireland's number one sport. The Wellington and Hutt Valley GAA club has a long and distinguished 50 year history in the Wellington region with its ongoing life presidents, Anne and Austin O'Carroll, overseeing the club's development for the past two decades. The club's core associations are with the Irish community in Wellington and Hutt Valley, including board level representation at Wellington Irish club and Hutt Valley Irish club.

Increasingly, the club is looking to cement its future by drawing on Kiwis. Currently the club is made up of 60% Irish and 40% Kiwis and other expats, but if current growth continues we expect these representation percentages to invert and for Kiwis to lead the club into the future. The average age of club member is c28 years old with a 65/35 percentage split between males and females. Our active players number 100 and we expect this figure to double this year as a result of recruitment drive centred around our 7-a-side corporate league. Our extended family of supporters number 500+. The club is active year round. The summer is focused around NZ-based tournaments and intra-club playing leagues in Wellington and Auckland, while the winter and spring is core fund raising and Australasian games preparation time.

### 3. Achievements in past 12 months

2007/8 has been the Wellington and Hutt Valley GAA club's strongest year in its half century of existence. The solid core of the club, comprised of the committee, sponsors and playing squads, have been reinvigorated by a growing list of supporters including Wellington City Council, NZ Community Trust, Entertainment Publications, the region's Irish Clubs and a growing media and public interest in the club from a sporting and cultural perspective.

Major achievements in the past twelve months include:

- Club membership is up 200% - playing numbers are 100 and we have hosted events for several hundred people at a time.
- Revamped [www.wellingtongaa.com](http://www.wellingtongaa.com) website launched with regular sport and social updates. Traffic has increased by 300%. This is backed up by mailings to an extended subscriber list of 300-400 recipients. In total 5,000-10,000 email updates are emailed to our extended family each year.
- The confirmation by Wellington City Council of our placement in a new permanent home, including indoor training facilities (very useful in this winter period), at Ian Galloway Park in the western suburbs of Wellington. In addition, we have successfully applied for grants from NZ Community Trust for playing strips and are optimistic that a recent application for playing equipment (incl. a new set of posts) will be similarly successful. We intend to use this new 'home' as the springboard for much more active involvement in the wider Wellington community, commencing with our corporate 7-a-side tournament in Summer 2008/9.
- Our regional profile has shot through the roof with regular profile raising activities and frequent slots on public access radio and Newstalk ZB and even appearances on TVNZ.
- We have diversified our funding sources. Outside of sponsorship, the club has raised thousands of dollars through relentless fund raising activities including quizzes, gambling evenings and a massive warm-up event prior to the Ireland v ABs rugby game in June 2008.
- Attended Australasian championships in Sydney in October 2007. This is the Southern Hemisphere's premier Irish sporting tournament and this was the first time Wellington qualified for this tournament in more than a decade.
- Reigning All-Zealand champions in full 15-a-side men's game, beating Auckland in the final in Jan 2008 and runners up in national 7-a-side competition losing to Celtic of Auckland at their home ground in Auckland in March 2008.
- Solid committee and governance structure ensures accountability and transparency including clear lines of communication with our peer clubs in NZ and affiliation with the Australasian Council and GAA's central development agency based at the home of the sport in Croke Park, Dublin, Ireland.

#### 4. Don't just take our word for it.....

In addition to all our on-field achievements our current sponsors and stakeholders have been happy with our performance in the past year.....

"A great bunch on and off the field. Have really grown the club in 2007/8. Happy to have been able to contribute to the club's success in the past year."

Kevin McNamee, Co-Owner of Macs Brewery Bar and Sponsor, Wellington

"Wellington and Hutt Valley are our global association's farthest flung member and a first class organisation. Through spirit and hard work, they ensure our national game flourishes on the other side of the world. Their attendance at the annual Australasian games and the financial and fitness preparations they put into this are in the finest traditions of this association"

Pat Daly, Overseas Games Director for Gaelic Games, GAA Headquarters at Croke Park, Dublin, Ireland.

"Wellington and Hutt Valley GAA club has really come alive in the past year or two. They have provided a real spring in the step of the Irish Society and community here in Wellington. Their organisation of events and attendance at ours has set an inspiring example for our longer standing club members. We look forward to working with them and prospering together for many years to come."

Lillian MacKey, President Wellington Irish Club, Wellington

## 5. Targets for the coming year

In the coming year the Wellington and Hutt Valley GAA club envisages meeting the following strategic goals:

- Deliver a successful corporate 7-a-side week night tournament in November and December 2008 which introduces the game of Gaelic football to 150 kiwis over successive weeks.
- Now that we have again qualified, we intend to win out of the group stages of the Australasian games in Adelaide in September and finish in the final of the tournament.
- Win both the 7 and 15 a side men's competitions in New Zealand.
- Send two teams - men's and woman's to the Kapiti Feis seven-a-side in Oct 2008 and win all grades.
- Now that we have a permanent home and a solid governance structure and growth plan, continue growth of participant numbers with a specific focus on turning active club participants into active players and driving up volume of female and underage players, as well as Kiwis in the club's ranks.
- Grow the appreciation of Gaelic games and Irish culture (yes, including having a good time) in the Wellington region.
- Work with club sponsors to promote the Gaelic games and the sponsors offerings at all available opportunities. For instance this year we organised an All Blacks v Ireland pre-rugby event with our current sponsor, the Establishment Bar, which was packed with 100s of fans from 10am on the morning of the game right through until kick-off.

## 6. The finances needed to support these aspirations

To achieve these targets, we need human, strategic and financial resources. From our performance to date, we believe we have a sufficient of the first two but the financial requirements of running a club like ours are always challenging, which is where you as a prospective sponsor come in.

The club needs approx \$30,000 per annum to operate. Outgoings are split as 2/3s for the travel and accommodation subsidies surrounding the Australasian and New Zealand games and 1/3 on club development expenses for the rest for the year, especially around the corporate 7-a-side league which the club intends to fund (i.e. no entry fees) in order to maximise participation of people new to the game. All income and expenditure is clearly accounted for. It is also worth noting that the club is 100% amateur - players contribute towards their travel and accommodation expenses and no player or administrator is in any way compensated for the time and effort they put into the club. Therefore all funds raised from sponsorship or otherwise go straight to the front line of improving the clubs playing performance, numbers of participants and prepare us for the tournaments the club needs to keep winning to thrive and grow.

## 7. What we seek from sponsors

Financial support to supplement our significant fund raising activities to date is our first priority. In the past six months we have raised close to \$10,000 from raffles, fancy dress parties, rugby events, quizzes and betting evenings. These events will continue, however we believe that maximum total funds raised in this manner would be \$15,000 which leaves us with a target of \$15,000 to be raised from sponsorship for the coming year.

We are happy to consider donations for the full or partial amounts. As much of these funds will be used to support our bid to capture the Australasian title in September 2008, we have a preference for sponsorship support which can be used for these purposes. That said, we will consider all offers of support whether in cash form or not.

## 8. Why should you sponsor Wellington and Hutt Valley GAA?

We acknowledge the significance of what we are looking for, especially in the current challenging economic climate. We are very conscious that in addition to knowing that donations are going to a great sporting cause (cultural and outlook alignment with our sponsors is very important to us), you as a sponsor may (indeed, need to) see some direct benefit from your actions.

In return for your support we in Wellington & Hutt Valley GAA will offer naming rights, logo placement at all events and marketing materials (incl website and posters) and support from the club for any or all events run by the sponsor.

We are a young club of mainly sub 30 year olds with a large supporter base of over 500+ people with high disposable incomes. Past sponsors who have received substantial benefit from association with the club include bars and restaurants, consumer brands (unsurprisingly spirits or beer related), retail outlets (luxury goods and otherwise), Irish cultural bodies, people looking for access to the Irish community in Wellington (including short term labour) and of course sporting trusts. We welcome interest from all parties.

From the feedback in section 4 above we believe its clear that we take our responsibilities to our sponsors seriously - we put their donations to productive use, we clearly account for this and we are very focused on delivering return on investment for our sponsors in whatever way we can. We are open to all suggestions from sponsors and actively work with all key sponsors to ensure they receive appropriate return on their investment.

## 9. What next

If you like what you read and wish to sponsor us, then please just email or phone me. If you wish to, we would be happy to meet with you to discuss sponsor options and how Wellington & Hutt Valley GAA club might work with you to ensure that any sponsorship arrangement is mutually beneficial for both parties. We intend to announce our sponsorship panel in early September at our farewell-to-Wellington event in advance of the Australasian games in September and the upcoming 2008-9 playing season.

If you have any questions please call me on 0211680083 or email me at [columba.cryan@nzx.com](mailto:columba.cryan@nzx.com)

Regards

Combie Cryan  
President  
Wellington and Hutt Valley GAA Club