



SPONSORSHIP

PROGRAMME 2017 - 2020



1891
CLUB FOUNDATION

450
MEMBERS AGED 6-18

600
ACTIVE MEMBERS
(C.500 FEMALE)

350
FAMILIES

8
SENIOR TEAMS

WHAT A YEAR!

What a year it's been for hockey in Ireland and for Avoca Hockey Club in particular. The success of our national teams, competing in the Olympics and now qualifying for the World Cup in 2018 have meant we have seen a surge in young people taking up the game. Our senior teams are competing all the way up Leinster Division 1 and the IHL.

We have massive demand for spaces and I am happy to report that our membership has swelled to over 600, with over 350 families represented across the club. 450 of our members are aged 6-18 and are aspiring to become the next Irish Olympians. As well as our youthful demographic we have a unique geographic presence across affluent south county Dublin and Dublin 18 and members from c.35 schools.

We are a club that is committed to supporting health and fun in the community and driving our senior teams to national success.

We are currently presented with the opportunity to offer our club up for sponsorship and provide a solid community platform to support a business or brand who thinks that their proposition and positioning would benefit from a mutually beneficial partnership with us.

I hope to meet you soon.

Mark Meir
President



WHERE WILL OUR PARTNERS AND SPONSORS BE SHOWCASED?

Main pitch beside Newpark School and Sports Centre + entrance to the ground. Great visibility/ high footfall from pitch usage and sports centre.

Branded Club Kit - worn by parent volunteers, playing members and colts. Colts also wear kit casually. New kit – not yet branded!

8 Senior Teams, 14 Junior/ Minor Teams, 2 Vets teams and 300 Colts travelling extensively across Dublin & Leinster.

Social Media – c. 1,100 Facebook Followers plus Twitter reach.

Opportunity for presence at events, matches, competitions, tournaments and colts blitz festivals.



SPONSORSHIP PACKAGES*	COMMUNITY SPONSOR†	ELITE SPONSOR†	ONE TEAM ELITE SPONSOR†	CLUB PARTNER	CLUB SUPPORTER
GEAR BRANDING					
Junior /Senior shirt branding (Front)					
First Team Branding (Front)					
Senior Team Branding (Arm)					
Avoca Training Gear					
SOCIAL MEDIA BRANDING					
Facebook and Instagram posts					
Website presence & link					
LOCATION BRANDING					
Pitch banner	Plus Entrance				
PRESENCE AT KEY EVENTS					
Player of the Year Awards /Branding of Annual Ball					
Two Tickets to annual ball	4	4	4	2	2
Branding during fundraising events	2	2	1		
OTHER					
Free Team building event (1.5 hours)					
Direct promotional access to Avoca Community pitch side and media	multi	multi	multi	1	
Fee per annum (in Euro)	16K	10K	6K	2K	800

† Community & Elite require a minimum engagement of 3 years. Fees, and benefits mix, are indicative and subject to negotiation. A blended arrangement can be reached for 'whole club' sponsorship.

* All funds are used to support the development of our players, the progression of club success and the maintenance of our facilities.

THE CLUB'S UNIQUE REACH

Avoca Hockey Club boasts a reach across the community which is unmatched by any other club in Dublin.

UNIQUE 3 PITCH FOOTPRINT

A massive catchment area. We use pitches in Sion Hill, Loreto Foxrock and the main ground Newpark School and Sports Centre – heavily used by clubs, schools and rented to numerous organizations e.g. Astro Soccer.

A LARGE CATCHMENT AREA

20 feeder primary schools and 20 feeder secondary as well as all universities.

HUGE SUPPORT

Our 600 members and nearly 100 volunteers come from across the Southside's populace suburbs of Blackrock, Cabinteely, Foxrock, Deansgrange, Dun Laoghaire, Killiney, Booterstown and Mount Merrion.

FAST GROWING COMMUNITY

A vibrant and fast-growing community – demand for places far exceeded supply in 2016.

RECOGNISABLE BRAND

Recognisable brand and new clean white playing kit just waiting to help your brand!

We would love to hear from you. Please contact:
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With thanks to Intrepid Spirits and Alwyn Robinson Photography.