



SPONSORSHIP OPPORTUNITIES

2024 LEAGUE OF IRELAND SEASON



DUNDALK FOOTBALL CLUB

The heartbeat of a town...



Dundalk Football Club is a professional football club that competes in the League of Ireland Premier Division, the top tier of football in the Republic of Ireland.

The club is based in the town of Dundalk and its home ground since 1936 is Oriel Park. The club crest is three martlets on a shield, which was adopted from the town's old coat of arms, and the team colours are white shirts and black shorts.

Founded in 1903 as Dundalk GNR, the works team of the Great Northern Railway, the club was elected to the League of Ireland for the 1926–27 season. Six seasons later, Dundalk FC became the first club from outside Dublin to win the league title.

With 14 League of Ireland titles, 12 FAI Cups and seven League Cups, Dundalk FC is the most successful non-Dublin club in the Republic of Ireland and is the only club to have won a league title or an FAI Cup in every decade since the 1930s.

The club made its European debut in 1963 and became the first Irish side to win an away match in Europe in that campaign. To date, Dundalk FC is the only Irish club to have qualified for the Europa League group stage twice and in 2016, became the first team from Ireland to both win points and win a match at that level of European competition.



ROLL OF HONOUR

League of Ireland Champions (14)

1932/33, '62/63, '66/67, '75/76, '78/79, '81/82, '87/88,
'90/91, '94/95, 2014, 2015, 2016, 2018, 2019

First Division Champions (2)

2000/01, 2008

FAI Cup Winners (12)

1942, 1949, 1952, 1958, 1977, 1979, 1981, 1988, 2002, 2015,
2018, 2020

Top Four Cup Winners (2)

1963/64, '66/67

League of Ireland Shield Winners (2)

1966/67, '71/72

League Cup Winners (7)

1977/78, '80/81, '86/87, '89/90, 2014, 2017, 2019

FAI President's Cup Winners (3)

2015, 2019, 2021

Leinster Senior Cup Winners (7)

1951/52, '60/61, '70/71, '73/74, '76/77, '77/78, 2015

Leinster FA President's Cup Winners (9)

1930/31, '51/52, '63/64, '64/65, '79/80, '80/81, '81/82,
'88/89, '89/90

Dublin City Cup Winners (5)

1937/38, '42/43, '48/49, '67/68, '68/69.

2024 ON-KIT BRANDING PACKAGES



FIRST TEAM SHORTS SPONSOR

€10,000 + VAT

- Your company's logo displayed on the back of the first team's **home, away and third kit shorts**, assuring you a huge amount of TV, print and digital media visibility.
- **Two Season Tickets.**



PLAYER & TRAINING KIT SPONSOR

€20,000 + VAT

- Your company's logo appears on the first team's **player and training kit**.
- **Social media posts and Oriel Park scoreboard** advertising.
- **Two Season Tickets.**



COACHING STAFF KIT SPONSOR

€10,000 + VAT

- Your company's logo appears on the **coaching staff's matchday and training kit**.
- **Additional marketing benefits.**
- **Two Season Tickets.**

2024 PLAYER SPONSORSHIP

€350 PER PLAYER

Sponsor your favourite Dundalk FC player...

- Listing on the club website as selected players' sponsor.
- Listing on the club's social media channels as players' sponsor.
- Meet-and-greet with player at end-of-season event.
- Picture with your player at end-of-season event.
- Presentation of your selected players' jersey.
- Home, away and third jersey options available.
- Coaching staff also available upon request.



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€75,000 + VAT

per season for a minimum of five years

STADIUM NAMING RIGHTS

Your company can secure the famous stadium naming rights to Oriel Park. (Eg: Your Company Name Oriel Park). This bespoke package includes **pitch signage**, **branding** on pre and post-match interview backdrop boards, use of **club and collective player IP**, branding on the Oriel Park **scoreboard**, **brand awareness** through digital assets and promotion on digital and social campaigns using the club's digital platforms.

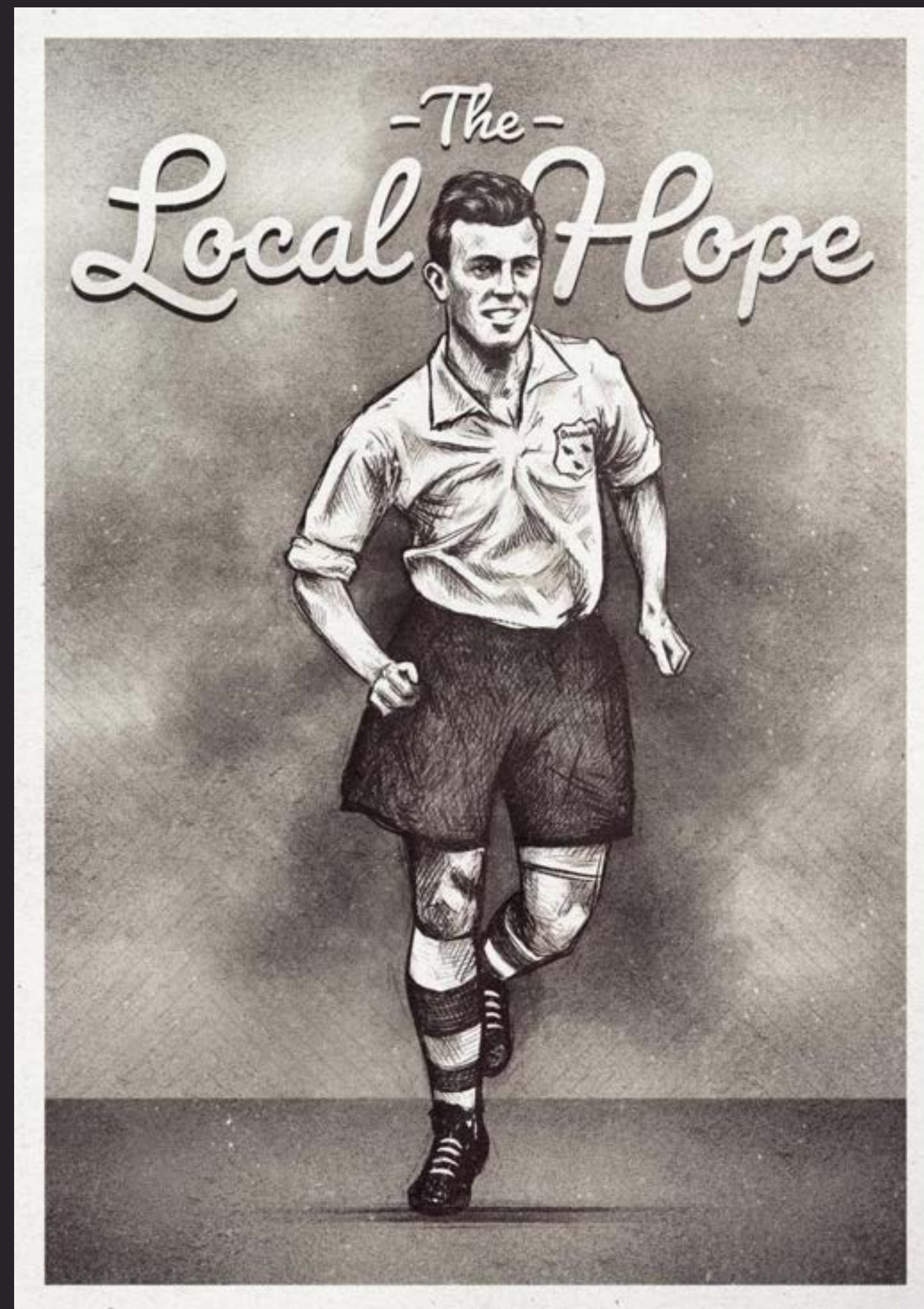
€8,000 + VAT

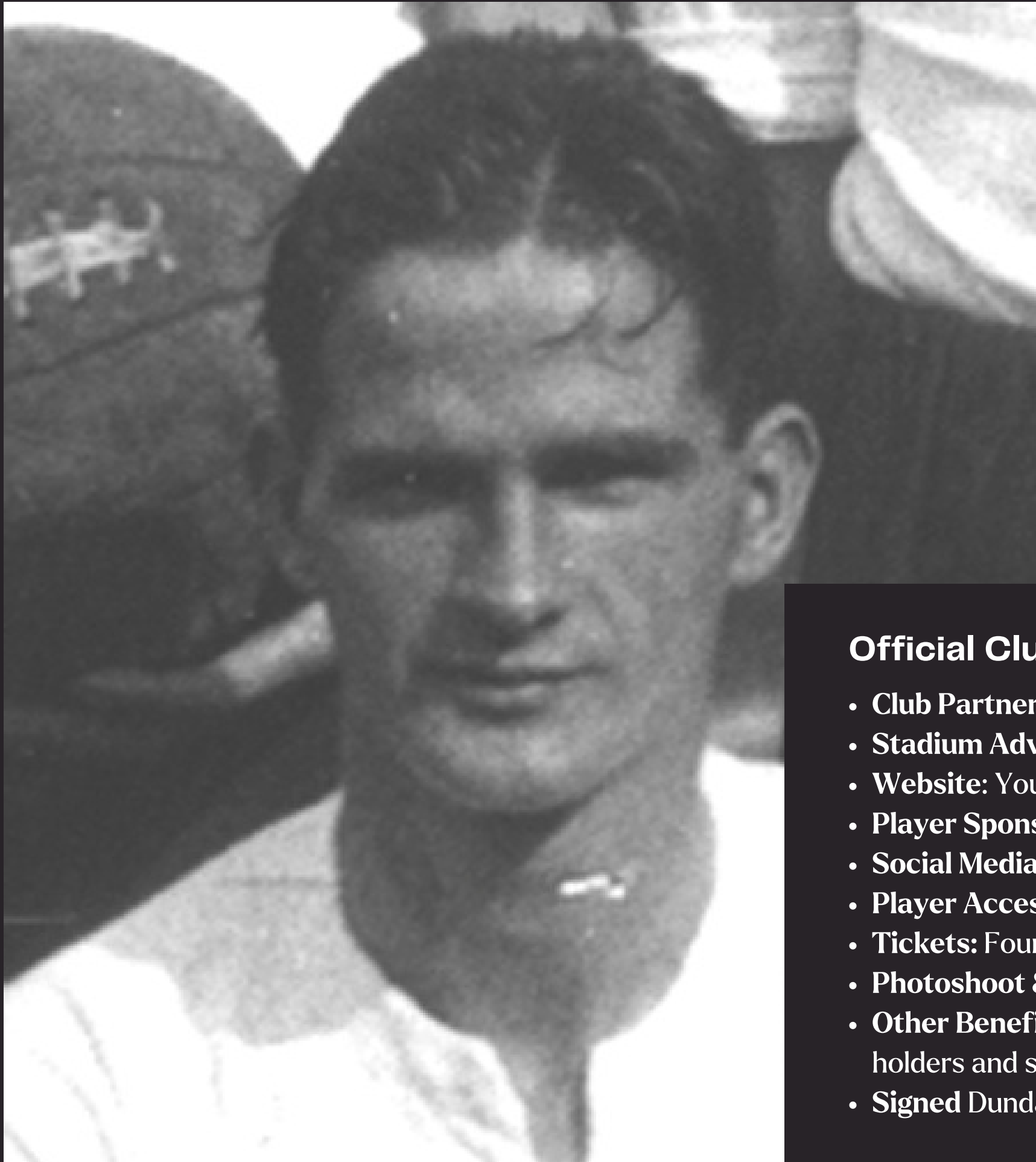
THE JOE MARTIN MAGIC PACKAGE

A prolific goalscorer who hit 109 goals in 212 appearances for the club between 1949 and 1960, Joe Martin – dubbed 'the local hope' – was one of Dundalk's greatest ever players.

Official Club Partner Package, offering various levels of exposure...

- **Club Partner:** Your company will be an Official Club Partner for the 2024 season.
- **Stadium Advertising:** Two advertising boards, prominently situated pitchside at Oriel Park.
- **Website:** Your company logo will be prominently displayed on DundalkFC.com.
- **Match Sponsorship:** Match Sponsorship for one game during the 2024 season.
- **Player Sponsorship:** Sponsorship of two players, home, away or third jersey.
- **LOITV Ad:** Your company's advertisement (up to 60 seconds) featured on LOITV coverage.
- **Social Media:** Weekly posts on all Dundalk FC social media platforms.
- **Player Access:** Access to players for marketing and promotional events, wherever possible.
- **Tickets:** Four stand tickets to all home league games during the 2024 season.
- **Scoreboard:** Company advertising on Oriel Park scoreboard.
- **Collective player appearances** to generate content.
- **Photoshoot & Press Release** on launch.
- **Other Benefits:** An opportunity to promote your company directly to Dundalk FC season ticket holders and subscribers as well as the club's website and social media channels.
- **Signed Dundalk FC jersey.**





€6,000 + VAT

THE JOEY DONNELLY DELIGHT PACKAGE

Scorer of 142 goals, captain of the FAI Cup-winning team in 1942 and the winner of 10 international caps, Joey Donnelly was one of Dundalk's most decorated and celebrated players.

Official Club Partner Package, offering various levels of exposure...

- **Club Partner:** Your company will be an Official Club Partner for the 2024 season.
- **Stadium Advertising:** One advertising board, prominently situated pitchside at Oriel Park.
- **Website:** Your company logo will be prominently displayed on DundalkFC.com.
- **Player Sponsorship:** Sponsorship of one player, home, away or third jersey
- **Social Media:** Weekly posts on all Dundalk FC social media platforms.
- **Player Access:** Access to players for marketing and promotional events, wherever possible.
- **Tickets:** Four stand tickets to all home league games during the 2024 season.
- **Photoshoot & Press Release** on launch.
- **Other Benefits:** An opportunity to promote your company directly to Dundalk FC season ticket holders and subscribers as well as the club's website and social media channels.
- **Signed** Dundalk FC jersey.

€4,000 + VAT

THE BARRY KEHOE CRACKER PACKAGE

A prodigious midfielder, who drove the Lilywhites to the League of Ireland title in 1982 and The Double in 1988, Barry Kehoe was one of Dundalk's favourite sons.

Official Club Partner Package, offering various levels of exposure...

- **Club Partner:** Your company will be an Official Club Partner for the 2024 season.
- **Stadium Advertising:** One advertising board, prominently situated pitchside at Oriel Park.
- **Player Sponsorship:** Sponsorship of one player, home, away or third jersey.
- **Match Ball Sponsorship:** Match Ball Sponsorship for one game.
- **Website:** Your company logo will be prominently displayed on DundalkFC.com.
- **Social Media:** Monthly posts on all Dundalk FC social media platforms.
- **Tickets:** Four ground tickets to all home league games during the 2024 season.
- **Other Benefits.** An opportunity to promote your company directly to Dundalk FC season ticket holders via email as well as our website and social media channels.
- **Signed Dundalk FC jersey.**



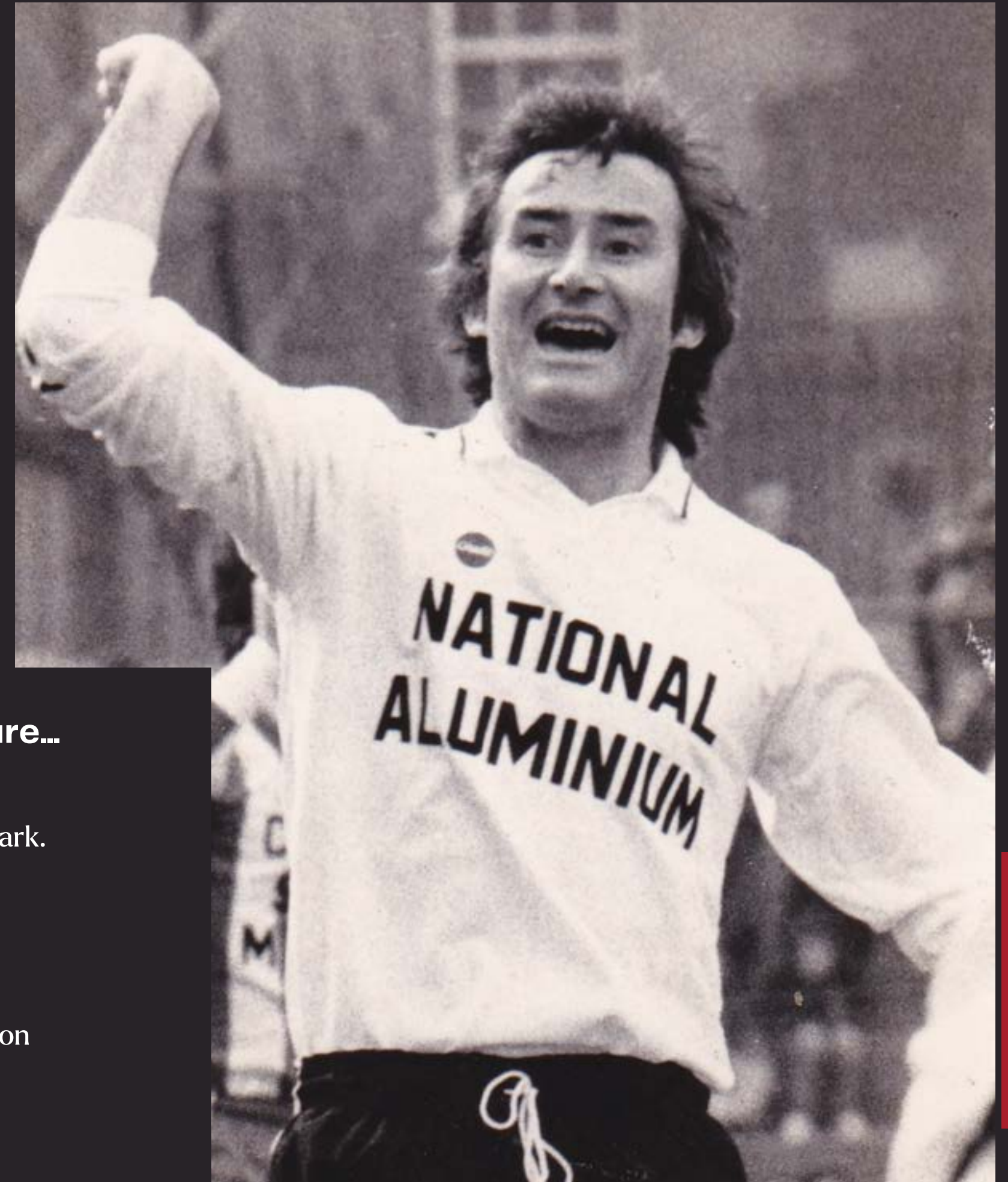
€2,000 + VAT

THE TOMMY MCCONVILLE TACKLE PACKAGE

A record 580 appearances during a Dundalk career that spanned two decades, 17 winners medals, six Irish caps and a stack of individual honours: has there been anyone better than Tommy Mac?

Official Club Partner Package, offering various levels of exposure...

- **Club Partner:** Your company will be an Official Club Partner for the 2024 season.
- **Stadium Advertising:** One advertising board, prominently situated pitchside at Oriel Park.
- **Player Sponsorship:** Sponsorship of one player, home, away or third jersey
- **Website:** Your company logo will be prominently displayed on DundalkFC.com.
- **Social Media:** Monthly posts on all Dundalk FC social media platforms.
- **Tickets:** Two ground tickets to all home league games during the 2024 season.
- **Other Benefits.** An opportunity to promote your company directly to Dundalk FC season ticket holders via email as well as our website and social media channels.
- **Signed Dundalk FC jersey.**



€100 + VAT

LILYWHITES IN BUSINESS

Dundalk businesses in the spotlight...

- One business per day, advertised on the club's social media channels and website.
- Article and picture, advertising, and with links to, your business to appear on the club's website.
- The article and picture will remain on the website until the end of 2024.



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€1,500 + VAT (TV Arc)

Includes manufacturing costs of board

€1,000 + VAT

Includes manufacturing costs of board

GROUND SIGNAGE

Your company's branding displayed on a prominent advertising board around the pitch at Oriel Park, offering maximum exposure in every home game during the 2024 season.

2024 PLAYER OF THE MONTH & YEAR SPONSORSHIP

In conjunction with the
1903 Dundalk FC Supporters Club...



- **Eight monthly awards and one Player of the Year award.**
- A representative of your company to **co-present the monthly award to a player** before a selected home game and the **end-of-season award** at the 1903 Supporters Club awards night.
- Your **company logo** will be featured on the Dundalk FC Player of the Month/Year nominations and winners post which will be published on the club and the 1903's **social media channels**.
- Your **company's name** to be mentioned and published in pictures and interviews with the winning player which will be shared on Dundalk FC's social media channels and **local and national media**.



€1,250 + VAT

2024 MATCH BALL SPONSORSHIP

€300 + VAT
PER GAME

Benefits include...

- Two ground tickets for the game.
- Signed football presented by Dundalk FC player before kickoff.
- Official teamsheet for each guest.
- Pre-match refreshments in the Enda McGuill Suite.
- Message on Oriel Park scoreboard before the game and at HT.
- Exposure on club's social media channels.
- PA announcement.



2024 HIGHLIGHTS SPONSORSHIP

€3,000 + VAT

Brand visibility across digital platforms...

With over 100k subscribers and followers across the club's digital media platforms, becoming the Official Match Highlights sponsor would guarantee that your company's brand would be seen by Dundalk FC supporters, League of Ireland followers and other businesses, locally, nationally and around the world.

- **Minimum of 37 Match Highlight packages** across the 2024 season (36 LOI, 1 FAI Cup).
- Your company's **10-15-second video** will appear at the start of each Match Highlights video.
- Your company's **logo appears on the screen throughout** the Match Highlights video.
- Your company will be **tagged in any post** relating to Match Highlights on Dundalk FC's social media platforms.



2024 MASCOT PACKAGES

€150 + VAT

PER GAME

Non-Season Ticket Holders

€125 + VAT

PER GAME

Season Ticket Holders

Lead the Lilywhites out for action...

- Free Dundalk FC kids jersey.
- Signed Dundalk FC football.
- Three ground tickets (two adults and one juvenile).
- Walk out with your favourite player.
- Digital photo with both captains and officials.
- PA announcement.
- Photograph on Dundalk FC social media channels.



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2024 DIGITAL PLAYER SPONSORSHIP

€750 + VAT



1. Oriel Park Scoreboard (Home Games)

- Your company's logo will be shown with a graphic/video of your selected player on the Oriel Park scoreboard.
- Minimum of 18 home games across the 2024 season.
- Your selected player will be shown when the starting XI and subs are announced.
- Starting XI and subs will be announced four times before kickoff.
- Duration: 15 seconds x 4 = 60 seconds per game. Minimum of 18 home games.
- Your company's logo will be shown every time your selected player scores a goal or saves a penalty (goalkeeper only.)

2. Digital Media (Home & Away Games)

- A celebration video with your company's logo will be published on the Dundalk FC X/Twitter account (43k followers) every time your selected player scores a goal or saves a penalty (goalkeeper only).
- Minimum of 37 games across the 2023 season (36 LOI, 1 FAI Cup).

3. Extra Company Benefits

- Your selected player will visit your company once throughout the season for a meet-and-greet, plus a picture.
- Your company will feature on club's social media channels and website.

2024 SCOREBOARD SPONSORSHIP PACKAGES

Physio Sponsor

Your company will be advertised on the Oriel Park scoreboard when the physiotherapist enters the field to treat a player.

Scoreboard Clock Sponsor

Your company will be the official Oriel Park scoreboard sponsor and will be advertised on the big screen when the in-game clock is displayed for the full 90 minutes.

Substitution Sponsor

Your company will be advertised on the Oriel Park scoreboard when a substitution is made during the game. Potentially up to 10 times a game.

Yellow/Red Card Sponsor

Your company will be advertised on the Oriel Park scoreboard when a player from either side receives a yellow or red card.

€1,000 + VAT

2024 LOITV STREAM ADVERTISING

€1,000 + VAT

Advertise nationwide with placement on LOITV across home games and cup ties...

- Your company's advertisement (up to 60 seconds) featured on LOITV coverage across 18 home games, plus potential FAI Cup ties.
- 2023 LOITV viewing figures of 7,500 across the season.
- **Guaranteed national exposure.**
- Advertisements are shown pre-match, at HT and close of the programme.
- Advertisements can be changed at any time throughout the season, once the club is notified seven days in advance.



2024 ACADEMY ON-KIT BRANDING



**ACADEMY TEAMS X6
SLEEVES & BACK OF SHIRT**

€7,500 + VAT

- **Six academy teams.**
- Your company's logo on the sleeves and the back of the Boys' U14, U15, U17 and U20 and Girls' U17 and U19 team's **home and away shirts.**
- **First-team Player Sponsorship** (third jersey).



**BOYS' ACADEMY TEAMS X4
SLEEVES & BACK OF SHIRT**

€5,000 + VAT

- **Four boys' academy teams.**
- Your company's logo on the sleeves and the back of the Boys' U14, U15, U17 and U20 team's **home and away shirts.**
- **First-team Player Sponsorship** (third jersey).



**GIRLS' ACADEMY TEAMS X2
SLEEVES & BACK OF SHIRT**

€3,000 + VAT

- **Two girls' academy teams.**
- Your company's logo on the sleeves and the back of the Girls' U17 and U20 team's **home and away shirts.**
- **First-team Player Sponsorship** (third jersey).

WANT A PACKAGE THAT'S TAILORED FOR YOU?

We have a variety of packages that can be personalised for your specific needs. Get in touch with our commercial team now.



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