



## SPONSORSHIP PROPOSAL

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### **Ballymun United Football Club**

**Ballymun United Soccer Complex  
St Margaret's Road  
Ballymun  
Dublin 11**

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**Contact Person: Bernard O Connor  
Position: Club Secretary**





## SUMMARY OF THE PROPOSAL

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Ballymun United Football Club commenced a three phased development of a dedicated soccer facility at St Margaret's Road in Ballymun (next door to IKEA) that is aligned with its mission statement, values and strategic objectives

Ballymun United's mission is to provide sporting and personal development opportunities for the youth in Ballymun and its immediate surrounds, to develop a soccer facility that will allow its members to compete at the highest level in Ireland. Ballymun is a highly populated and disadvantaged area in North Dublin, approx 3 kilometers from Dublin Airport.

The club's main objectives are;

- To promote and foster the game of association football
- To provide the youth of the Ballymun area and its immediate surrounds with an opportunity to develop their sporting and social skills.
- To provide quality leadership in all our programme's of training to enable our youth to accept responsibilities, accept themselves and be proud of who they are.
- To ensure equality of opportunity in all levels of participation in the club with a particular focus on discrimination and racism.
- To promote and carry the name Ballymun with pride throughout the sporting world.
- To undertake to make our activity as welcoming and inclusive as possible to those who wish to participate, within the spirit of the club.
- To develop the club, and its facilities, to compete at the highest level in Ireland.

The development of the facility will provide a range of sports training and recreational facilities for the use by its club members and other sports/social groups in Ballymun and the surrounding areas.

Current Users of the Facility outside club members:

All Weather training area:

IKEA Staff  
3 Polish teams  
St Josephs Boys & Girls National School  
Virgin Mary Girls School  
St Marys National school for Boys  
Trinity Comprehensive School  
Irish Amputee Team  
Irish Blind Team  
Bray Wanderers Football Club (Training)

**Location:**

Our Complex is set in 4 hectares adjacent to the M50 motorway and St Margaret's Road. The facility's access road is also used by IKEA staff and customers. The facility consists of three grass pitches and one all weather training area (size 70m x 40m), further development will see a fourth grass pitch for use by the smaller age groups and extending the all weather area into a full size 4G playing area.

Clubhouse consists of a two storey building, 1,500 sq meters, which includes 6 dressing rooms, match official's room, kitchen, medical room, storage room and reception area on the ground floor, Office, Meeting room, waiting area, ladies and gents toilets, toilet for the disabled on the upper floor, the upper floor has a social area and gym area, both of which are unfinished at present.

Plans for the future are to complete the unfinished upper floor and erect a seated area adjacent to the clubhouse along the west side of our Main Pitch.

**Club History and Background**

Ballymun United Football Club was formed in 1968 in a strong vibrant working class community of North Dublin. This first high rise flats complex in Ireland was built to help solve the housing crisis in Dublin city in the late sixties.

The football club was organized following street leagues which were organized between the new young tenants moving into the flats at that time.

The clubs first secretary Tommy Ronan is the Grandfather of the actress Saoirse Ronan.

The club produced the only Irish centre half to mark the great Pele , Brendan Place RIP.

The club became a vocal point for new tenants who played soccer, it was entered into the Athletic Union League in 1969 season.

Ballymun United over the past 48 years has become one of the most successful amateur soccer clubs in Ireland, having won various trophies at youth and senior level over the years, the culmination of this success came in 2001 when the club won all major trophies available to them in Ireland

- FAI Junior Cup Winners
- Leinster FA Junior Cup Winners
- Athletic Union League Premiership title
- Athletic Union League Premier Cup
- John Bagster Trophy (Cross Border Tournament)

Ballymun United's performance was in no doubt the greatest achievement by any amateur club in the history of the sport in the country.

The Club currently operates with three senior teams and eleven youth teams, 260 playing members at present.

We hope to expand these numbers by 30% next season.

We have had numerous players over the years who represented their country at amateur level, five ex Ballymun players have gone to sign for English clubs;

- Alan Kinsella – Leeds United
- Chris Deans – Derby County
- Clive Ross – Bolton Wanderers
- Ciaran Ryan – Bolton Wanderers
- Danny Mandrou – Ipswich Town

The club has a very strong community spirit with a support base between 500 and 1,000 supporters.

The club promotes youth development and works closely with the following local agencies;

- Dublin City Council Sports Forum
- Youth Regional Resource Centre
- Local Drugs Task Force
- Gardai
- Womens Resource Centre
- Ballymun Partnership
- Ballymun Job Centre
- Local Schools

## Club Structure

The Limited Company is run by a Board of Directors.

The Football Club is run by an Executive Committee, they are responsible for the day to day running of the club and to ensure that the objectives of the club are being achieved.

## Club Details

Bank:-	Bank of Ireland Main Street, Finglas, Dublin 11, Ireland Account Number:- 68805171 Code:- 90 05 51 IBAN:- IE 94 BOFI 90055168 8051 71
Auditor:-	Kelly O Reilly, Edenderry, Co Offaly
Solicitor:-	O'Reilly Doherty Sol, Main Street Finglas, Dublin 11
Insurance Brokers:-	First Ireland Insurance
Sponsors:	Centra (Quinns Ballymun) Tracey Solicitors.ie Shiva Air Conditioning MJ Flood MacManus Pharmacy

## In Summary

We are seeking additional sponsors to enable us complete the unfinished clubhouse and be in a position to purchase kit for existing and additional teams coming on board, in return we can offer sponsors the following;

- Your Brand associated with Ireland top amateur soccer club
- Full support of your products among facility users
- Promotion of your products at all our events and tournaments
- Exposure in National and local media outlets
- Exposure on our web and social media outlets
- Distribution of flyers or promotional product among our members
- Advertising on our Main Pitch (visible to IKEA Customers)
- Advertising on our perimeter fencing (visible to IKEA Customers)
- Shirt Advertising.

Your sponsorship will enhance the sporting and social development of our young players and will result in a much improved sporting facility for future generations.

We do not throw out old kit, but send it to groups in Africa to help them play the beautiful game and look good doing so



Ex player Bobby Isaaka in the middle having delivered seven sets of old Ballymun United kit to his village in Ghana. The kit was part of the BIC sponsorship – BIC Kids

Ideally a long term sponsorship is what we are after, BIC Ireland & UK were our main kit sponsors for over 12 years, a strong and respected bond developed between us, the crash in 2008 ended a wonderful partnership. BIC were truly amazing and their annual five figure sponsorship kept this club competitive from 1999 to 2010.

We seek sponsors for the following;

**Senior Team Kit** sponsor = €8,500pa (include's branding on all team wear including the back of team tracksuits and managers jackets)

**Junior Team Kit** sponsor = €10,000pa (includes all youth teams with sponsor branding on front of jerseys and on the back of all tracksuits and managers jackets)



**Main Pitch Advertising:** On sheet metal with wooden frame and erected on fencing surrounding our main pitch = €1,500 (includes the cost of signage make up and is in position for three years)- you send us what you require we get it made up





## Other Pitch Advertising

**All Weather area** = €450 pa ( very popular area)

**Other Grass Pitches** = €350pa

Perimeter Advertising can be arranged, on the south side of our complex, advertising would be visible to St Margaret Road users, a busy road that IKEA customers use along with those heading west into busy areas such as Blanchardstown and Finglas industrial parks.





## Annual Events

We seek sponsors for the following annual events;

- **Annual Golf Classic =€3,000** ( incl a free team( 4 ball) entry and B&B for the sponsor) you will be the main headline sponsor for the event. With promo material at each tee box and in the clubhouse.



- **Annual Race Night =€2,000** ( Incls a glossy centre page spread in the Race Programme, ticket sellers and race promoters wearing clothing bearing your corporate brand for the night, main promotion sponsor of the event.

# **Ballymun United Football Club**



**Celebrating 50 years in  
2018**