



SHAMROCK ROVERS
WOMEN
PRINCIPAL SPONSOR
OPPORTUNITY

WOMEN'S FOOTBALL IN IRELAND



- Tallaght Stadium – Home of the Republic of Ireland WNT since 2013
- Ireland WNT Record attendances in 2019 – 5,328 Vs Ukraine
- Ireland WNT Record TV Viewership in 2022 – 354,000 Vs Scotland
- Ireland WNT qualify for first ever World Cup in 2022
- League of Ireland confirms TV rights deal with TG4 to show WNL games
- League of Ireland announce professional contracts in the WNL from 2023 onwards
- **Shamrock Rovers will compete in the WNL from 2023**



GROWING DOMESTIC ATTENDANCES



FAI CUP FINAL

YEAR	ATTENDANCE
2019	2,010
2021	3,053
2022	5,073



SHAMROCK ROVERS WOMEN

- A new, incremental audience and fanbase
- A surge in popularity in Ireland and beyond
- Growing media coverage

In 2023, Shamrock Rovers will compete in the SSE Airtricity Women's National League.

An academy structure with 10 underage internationals

+

Recruitment of Womens' DoF & Head Coach

+

Targeted senior players

We will be ready to compete at the top of the table



THE NEW SEASON IS COMING



OUR SENIOR WNL TEAM

4 Irish U19 Internationals from our own Academy structure



Maria Reynolds
Midfielder



Jamie Thompson
Midfielder



Abby Tuthill
Defender



Orlaith O'Mahony
Defender



+ EXCITING NEW SIGNINGS

Aine O'Gorman

Winger

114 Caps for the Republic of Ireland



Stephanie Roche

Striker

58 Caps for the Republic of Ireland



Summer Lawless

Goalkeeper

Republic of Ireland u19 International



Alannah McEvoy

Winger/Striker

Republic of Ireland u19 International



THE LATEST CHAPTER IN A PROUD HISTORY



- 1899 Club Foundation
- 1923 First League title
- 1925 First FAI Cup Win
- 1957 First Irish club to play in Europe
- 2005 Club becomes fan-owned
- 2009 Move to Tallaght Stadium
- 2011 First Irish club to play in UEFA Group Stage
- **2023 Introduction of Shamrock Rovers Women's Team**



IRELAND'S MOST SUCCESSFUL FOOTBALL CLUB



WIDE ONLINE VISIBILITY

Social Media

- | | | | |
|------------|------|-------------|-----|
| • Facebook | 69K | • Instagram | 42K |
| • Twitter | 43K | • YouTube | 6K |
| • TikTok | 182K | • LinkedIn | 3K |

Website

- 2 Million+ Monthly Views
- 220K Unique visitors

Email Marketing

- 6,700 unique users
- +39% since start of 2022
- Open rate consistently **above 35%.**



OUR VALUES

Community

- Supporting local associations
- 27 Partnerships with grassroots clubs

Inclusion

- Everyone is welcome
- Family-focussed

Winning – The Right Way

- A long tradition of attractive, successful football



OUR ACADEMY

- 2 National League Women's teams + u13 Dev't Academy
- 4 National League Men's teams
- 11 DDSL Underage teams
- 20 Players in latest international squads
- 240 players from u8–u19
- 29 Players in FT Education Programmes



OUR HOME – TALLAGHT STADIUM



DEVELOPMENT WORK UNDERWAY

- Construction of 4th Stand
- Capacity increased to 10,500
- Improved wheelchair viewing locations
- Hospitality area with fully equipped kitchen
- Press room and media working area
- Work scheduled for completion – Summer 2023



Fully Compliant with UEFA Category 4 Requirements



MATCHDAY VISIBILITY



Stadium Signs

- 4 signs in prominent locations around the perimeter of the pitch
- 3 signs will be located in areas that will be visible during any televised matches



ADDITIONAL VISIBILITY



MEDIA BACKDROP – PRE/POST MATCH INTERVIEWS



MATCH PROGRAMME



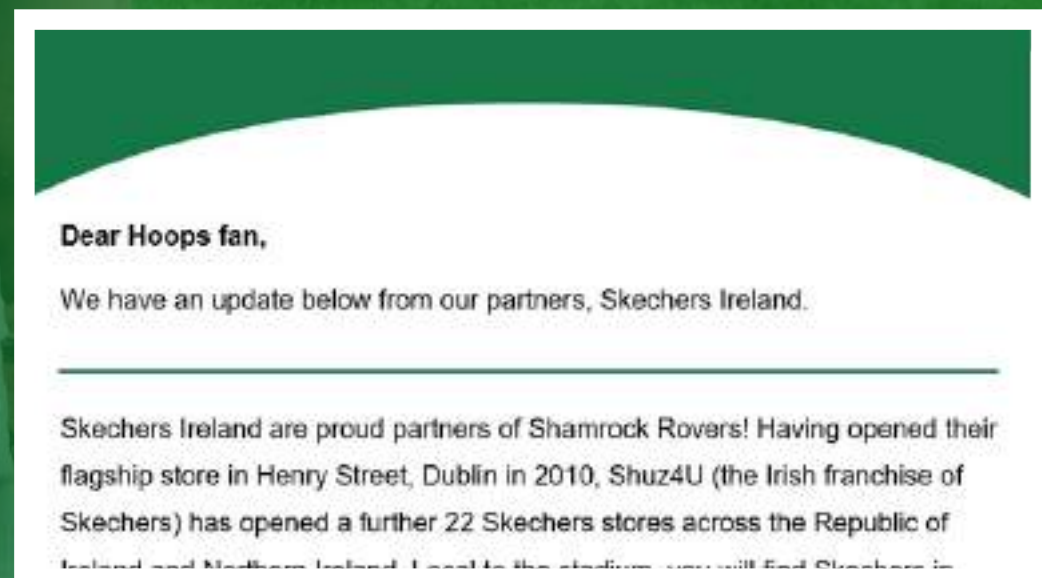
MATCH TICKETS



PLAYER APPEARANCES



TARGETED EMAILS



PARTNERSHIP SUMMARY



Jersey Branding

- Women's National League team

Stadium Branding

- 4x Stadium pitch signs

Other Elements included in rights package

- Dedicated social media posts
- Targeted emails
- Hospitality
- Match tickets
- Player appearances
- Programme ad & logo on front of programme
- Website placement
- Signed merchandise
- Priority access to club events



SAMPLE RIGHTS PACKAGE



Intellectual Property

Branding - Primary	Front of Senior Woman's Jersey
Use of imagery and logos	Y
Player Appearances	4 (2hours/inc travel time)
Exclusivity within category	Y

Advertising

Media backdrop	25%
Perimeter Board - TV Arc	4
Perimeter Board - Not TV	1
Match Tickets - League	Y
Programme front page logo	Y
Programme Adverts	1/Full page

Digital

Official website partners footer	Y
Website partner area	Y

Content

FB Posts	6
Tweets	6
Instagram	6
LinkedIn Posts	6
YouTube	2
Targeted emails	2

Matchday

Match Tickets - League	2/Season tickets (additional ticket on request)
Hospitality (1899 Match Passes)	On request
Priority Tickets	Y

Merchandise (for activation use)

Signed Shirts	4
Signed Balls	4

Other

Press Release across Club platforms	Y
Golf Day - Individuals	4
Partners Tournament Team (Training Ground)	1