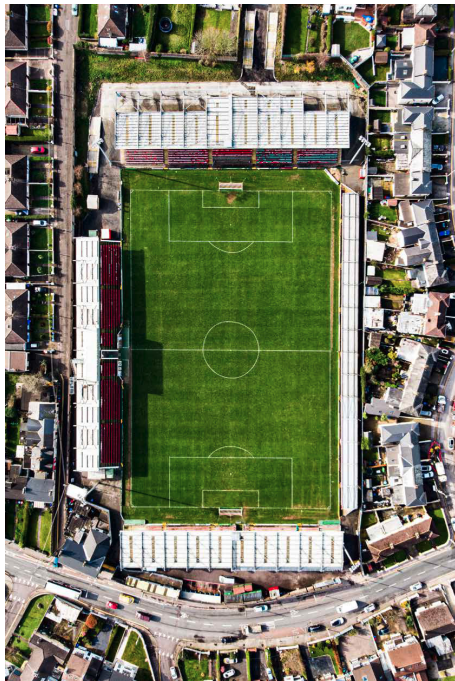




**2023 COMMERCIAL OPPORTUNITIES**



# HONOURS



**3**  
PREMIER  
DIVISION



**4**  
FAI  
CUP



**3**  
LEAGUE  
CUP



**19**  
MUNSTER  
SENIOR CUP

**CHAMPIONS 2022**



## OUR PARTNERS

**Zeus**

We Make. We Supply. We Deliver.



**FREE NOW**



**CORK'S Red FM**  
104-106

**EZ living**  
INTERIORS



**Bon Secours**



**The Echo**

**DIAGEO**

**ABSOLUTE TEAMSPORT**  
BÖCKMANN



# DOMESTIC FOOTBALL IN NUMBERS



**#1**

SPORT IN IRELAND



**2.1 Million**  
ADULT FOOTBALL  
FANS IN IRELAND



**350,000+**  
PARTICIPATING IN  
FOOTBALL ON A  
REGULAR BASIS



**400+**  
LIVE GAMES ON  
LOITY PLATFORM  
IN 2022



**29**

TEAMS ACROSS  
MEN'S & WOMEN'S  
LEAGUES



**143,000+**  
LEAGUE SOCIAL  
MEDIA FOLLOWING  
(EXCLUDING CLUBS)



**24**  
LIVE TV GAMES  
ACROSS MEN'S &  
WOMEN'S LEAGUE  
IN 2022



**5**  
TEAMS IN  
EUROPEAN COMPETITION  
ACROSS MEN'S &  
WOMEN'S LEAGUES



**172,813**

ATTENDED SSE AIRTRICITY PREMIER DIVISION  
AND FIRST DIVISION GAMES IN Q1 2022

# CITY BY NUMBERS

SEASON TICKETS, ATTENDANCES, SHIRT SALES



**1200**  
AVERAGE VIEWERS  
PER STREAM  
OF CCFC MATCHES  
IN 2022



**1000**  
AVERAGE SEASON TICKETS  
SOLD PER SEASON  
SINCE 2016



**3500**  
AVERAGE ATTENDANCE  
AT HOME GAMES IN  
2022 SEASON



**5000**  
AVERAGE JERSEYS SOLD  
TO FANS & LOCAL / NATIONAL  
RETAILERS EACH YEAR

# CITY

BY NUMBERS

MEN'S, WOMEN'S & ACADEMY



- **61,300+**



- **65,600+**



- **45,100+**



- **43,600+**



- **4,400+**

**TOTAL REACH**

**220,000+**

## COMBINED FOLLOWING ON THE 'MAIN THREE' PLATFORMS

TWITTER, INSTAGRAM & FACEBOOK



**MOST FOLLOWED  
CLUB IN IRELAND  
AND GROWING!**



**REBELARMY TV**

**10,000+ HOURS OF  
CONTENT WATCHED IN 2022**



**SPONSORSHIP OPPORTUNITIES**



# PLAYER SPONSORSHIP

## INCLUDES

- Season ticket for all home league games
- Listing on website & match programme
- Player issue shirt at end of season



**€495+ vat**  
Men's home

**€245 + vat**  
Women's home



**€495+ vat**  
Men's away

**€245 + vat**  
Women's away



**€495+ vat**  
Men's third

**€245 + vat**  
Women's third



# PITCHSIDE SIGNAGE

- Pitchside advert in Turner's Cross Stadium
- Signs are within the TV arc
- Visible during all televised & streamed matches
- Visible on highlights of both men's & women's home matches, available the day after each match.
- 12000+ live stream views in 2022, signs visible on all broadcasts on LOITV.
- All Women's home games, also streamed on LOITV, occasional broadcasts on TG4.
- Up to 100 local finals played in Turners Cross per year
- A number of Irish Underage International also played in Turners Cross throughout the year

**€2500 + VAT (TV Arc)**

**€1500 + VAT (Donie Forde Stand)**

**YOUR COMPANY HERE**

## ADVERT VISIBILITY



**MEN'S & WOMEN'S HOME MATCHES**



**UNDERAGE INTERNATIONAL MATCHES**



**100 LOCAL FINALS PER YEAR**



# MATCHDAY PARTNER



- 6 x VIP tickets which includes access to our VIP EZ Living Hospitality Suite and reserved seating in our VIP area in the Donie Forde stand.
- Presentation to your business on the pitch at half time.
- Your logo located on the front of the match day programme
- Your business mentioned on the PA system on match night

## Social Media Exposure

- 9am "MATCHDAY!" Graphic (30K Impressions)
- 6:45pm Team Lineup Graphic (60K Impressions)
- 7:45pm Onwards: "In-match" Graphics (Kick-off, HT, FT, Subs)
- 9:45pm "NEXT UP!" Graphic, Looking ahead to our next fixture.

**€1000 + VAT PER MATCH**

# EZ LIVING SUITE SEASON TICKETS

- Season tickets for every home league game in 2023
- Access to the EZ Living suite one hour before every game and at half-time.
- Complimentary food and hot/cold drinks within the suite
- Reserved seating in the Donie Forde Stand
- Complimentary scarf at the beginning of the season
- Match programme for every home league game
- Priority access to any events held in the EZ Living Suite throughout the season

**€3500 FOR 4 PEOPLE**  
(PER SEASON)

**€1800 FOR 2 PEOPLE**  
(PER SEASON)

**BESPOKE PACKAGES ALSO AVAILABLE!**



# MATCH PROGRAMME

- Advert in every City Edition match programme
- 18 home league games included
- 'Bonus' matches, such as FAI Cup matches also included

**Full Page - €1000 + VAT**  
**Half Page - €750 + VAT**



**ONLINE OPPORTUNITIES**

# CLUB WEBSITE

- Average 1 million+ page visits per year
- Average 83,000 users per month
- Opportunities for company web banners to direct to your page
- Traffic generated through club news, web stories, squad information, club store & much more!
- 200k impressions per banner, per year.

**€1000 + VAT PER BANNER**  
**(1 OF 5 ROTATING BANNERS)**





## EMAIL MARKETING

- 3400 email subscribers, and growing weekly!
- 52% click rate on all emails
- Emails sent once per week with club news, merchandise, weekly press conference, podcast links etc.

**€2500 + VAT**  
**to have an advert in**  
**every email**

**(Minimum 52 emails per yer)**





# CLUB EVENTS

# THE FOOTBALL

End of Season celebration  
Black tie event | Tables of 10



FOTA ISLAND  
RESORT



**SPOT PRIZES FOR BEST FOOTWEAR!**



**Join us to celebrate our year in football with great food, laughter and dancing into the night!**

# GOLF DAY



**Option 1**  
Wednesday, August 16

**Tee Times:**  
8:30am - 4pm

- Fabulous Prizes
- Barbecue after your round
- Longest drive & nearest to pin competitions
- Goodie bags for all players

**Option 2**  
Monday, June 26

**Shotgun Start**  
9am & 2:30pm



Choose either Fota Island or The K Club

# PRE-MATCH EVENT

- Two options: Cork or Dublin
- Pre-match meal
- 10 guests
- Two complimentary drinks
- Event starts at 5pm

**Option 1:  
Cork Event**



vs



**Friday  
6 October**

OR

**Option 2:  
Dublin Event**



vs



**Monday  
4 August**

### **PACKAGE A €2500**

- Pre-match event\*
- Golf Day\*

### **PACKAGE B €5000**

- Pre-match event\*
- Golf Day\*
- Academy Patronage
- Womens Patronage

### **PACKAGE C €5000**

- The Football
- Academy Patronage
- Womens Patronage

### **PACKAGE D €5000**

- Stadium Signage
- Pre-match event\*
- Golf Day\*

### **PACKAGE E €7500**

- Stadium Signage
- Pre-match event\*
- Golf Day\*
- Academy Patronage
- Womens Patronage
- Sponsors night with Men's & Women's First Teams

### **PACKAGE F €10000**

- The Football
- Pre-match event\*
- Golf Day\*
- Academy Patronage
- Women's Patronage
- Company Match Day (20 Guests)
- Priority on Away Tickets
- Sponsors night with Men's & Women's First Teams
- Open Training Session
- Provide a Matchday Mascot

\*Golf day/Pre-match event: Choice of either Cork or Dublin

# **PACKAGE PRICES**

# THANK YOU!

For more information about sponsorship opportunities with Cork City FC,  
contact Commercial Manager, Paul Deasy

**Phone: 083 031 7834 | Email: [paul@corkcityfc.ie](mailto:paul@corkcityfc.ie)**

