

# ATHLETICS IRELAND

Sponsorship Opportunities



# WHAT DO WE DO?



## WHAT IS ATHLETICS?

**What is athletics?** Running, jumping, throwing & walking

**Mission:** Athletics Ireland has a mission to support & develop the athletes of Ireland of all ages & abilities & to contribute positively to increasing physical activity levels across the entire population.

## VALUES:

1. Being Athlete Centred
2. Being Transparent & Responsible
3. Being Visionary
4. Being System-Focused

# CORE BUSINESS



## RECREATIONAL EVENTS

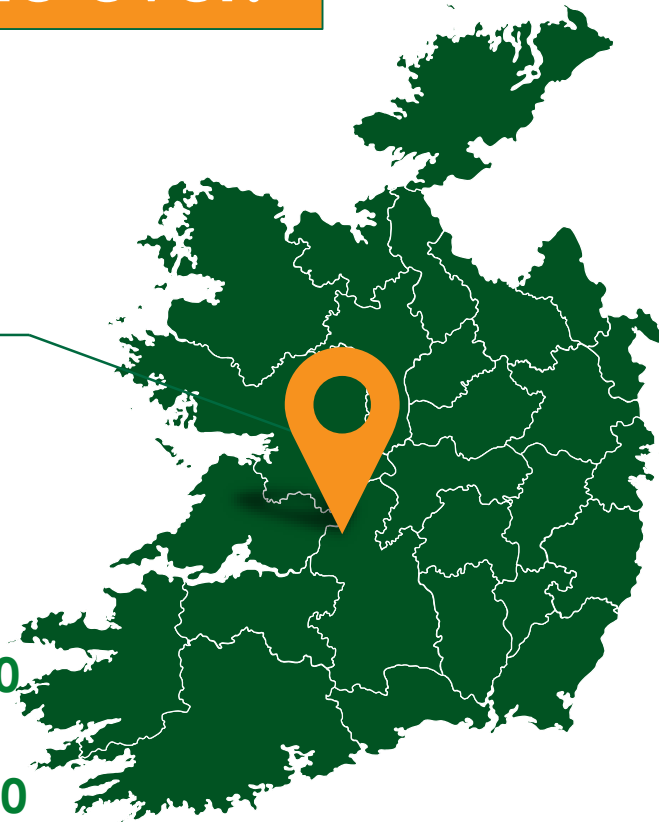
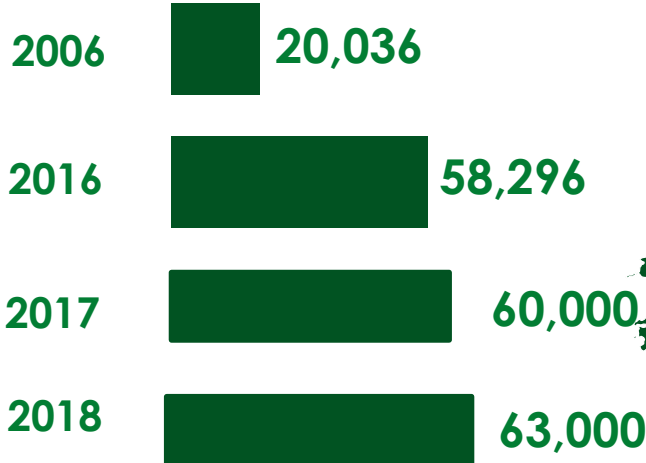
- Athletics Ireland own and manage a number of mass participation recreational road races.
- Athletics Ireland own & manage a number of juvenile mass participation recreational programs;
  - Little Athletics & Summer Camps
  - Fit4Class
  - iRunForFun

## NATIONAL CHAMPIONSHIPS

- Athletics Ireland hosts 40 national championships per year all sponsored by Irish Life Health.
  - National Club Championships – Youth (U9-U19), Senior & Master (+35)
  - National School Championships

**2017 60,000+ members  
for the first time ever!**

**ATHLETICS IRELAND'S  
MEMBERSHIP HAS  
GROWN FROM**



## MEMBERSHIP

**2018**



**U19**

**35,085**

**23,211**

**20+**



**Male 47%**

**Female 53%**

**350 Clubs Nationwide**

# RUNNING IN IRELAND



Running is the second most popular sporting activity in Ireland



Running participation has increased from 3.1% in 2007 to 8.2% in 2015



Athletics Ireland is a key driver behind the increased popularity of our sport



# WHAT SPONSORSHIP WITH ATHLETICS IRELAND OFFERS



**NATIONAL PARTNER** of the Athletics Ireland

**LOGO** included on all promotional material



**EXPOSURE** across our social media channels & website

**BRANDING** @ our events



**ADVERT** in Irish Runner & our Championship programmes

# SOCIAL MEDIA PLATFORMS

## OUR PRESENCE



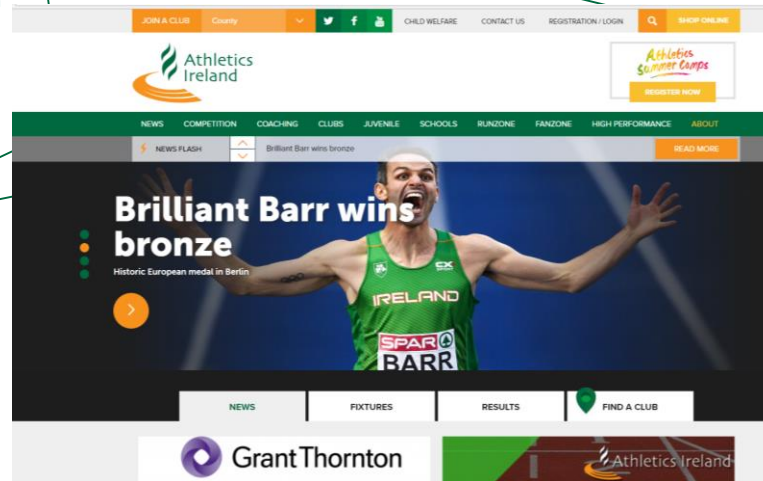
Facebook – 41,000



Twitter – 25,000



Instagram – 10,000



Website (monthly)

Users – 65,163

Sessions – 103,058

Pageview – 208,345



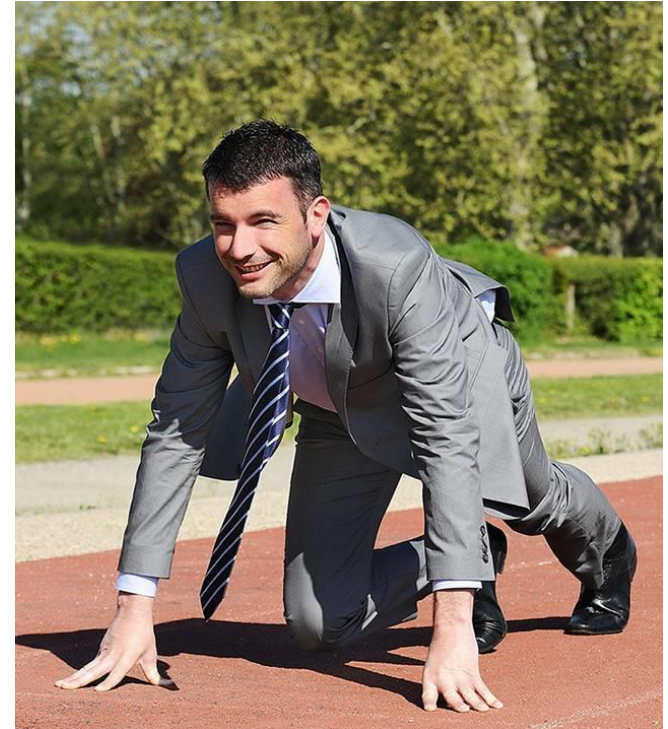
Athletics Ireland  
Databases – 200k+

# ATHLETE APPEARANCES

**Athlete Appearance:** High Performance Athletes can be arranged to attend event launches, PR Media Day

Athletes will make themselves available to Athletics Ireland and/or the Sports Ireland through the media and /or public appearances on at least three (3) occasions in the year

Appearances at National, European-World Championship, or Olympics Games press conference / Athletics Ireland events.





# ATHLETE APPEARANCES

Launch Day:



Launch your event with Athletics Ireland Athletes

PR Media Day:



Capture content for online, traditional and broadcast media

Event Day:



Encourage participation & registration with a athlete appearance on the day

# INCREASED EXPOSURE IN LEAD UP TO 2020 EUROPEAN CROSS COUNTRY CHAMPIONSHIPS

Dublin December 13<sup>th</sup> 2020

## History of Irish Success in the event

### European XC Championships medal history

Individual:

- 1994 Senior Catherina McKiernan GOLD 14.29
- 1998 Junior Gareth Turnbull BRONZE 16.55 2006
- U23 Fionnuala Britton SILVER 18.56 2011
- Senior Fionnuala Britton GOLD 25.55 2012
- Senior Fionnuala Britton GOLD 27.45



### European Cross-Country Championships medal history

Teams:

- 1999 Junior Team BRONZE
- 2000 Senior Team BRONZE
- 2003 Senior Team SILVER
- 2004 Junior Team SILVER
- 2010 U23 Team GOLD
- 2012 Senior Team GOLD
- 2014 Senior Team BRONZE
- 2015 Senior Team BRONZE



# BRANDING OPPORTUNITIES @ EVENTS



# ATHLETICS IRELAND DELIVERED RECREATIONAL EVENTS ACROSS 2018 TO OVER 70,000 PARTICIPANTS

## Some of our Key 2019 Recreational Events

- **Irish Runner 5K (May 19<sup>th</sup>):** Phoenix Park.
- **Irish Runner 5 Mile (June 15<sup>th</sup>):** Phoenix Park.
- **Irish Runner 10 Mile (July 13<sup>th</sup>):** Phoenix Park.
- **Grant Thornton Corporate 5K Team Challenge:** Galway City, Cork City , Dublin City.
- **Remembrance Run (Nov 10<sup>th</sup>):** Phoenix Park.



**THANK YOU**