



OFFICIAL PARTNER TO THE IRISH ATHLETICS TEAM

ON YOUR MARKS, SET.....#GOGREEN!

AN UNMISSABLE OPPORTUNITY

1. Diversity & Inclusion
2. Success Past, Present & Future
3. Reach and Engagement of Athletics





IDEAL BRAND FIT

- ✓ A Partnership with Athletics Ireland would deliver sponsorship benefits beyond a logo
- ✓ Deliver positive social outcomes in line with a sustainable business strategy
- ✓ Drive positive employee sentiment by supporting a sport that is truly diverse and inclusive
- ✓ Build a future consumer pipeline by engaging the youth audience who value diversity and equality



I. BACKING DIVERSITY & INCLUSION

A SPORT THAT PROVIDES EQUAL OPPORTUNITY TO GIRLS/BOYS
& MEN/WOMEN TO BE THE BEST THEY CAN BE!



I. BACKING DIVERSITY & INCLUSION

A SPORT WHICH REPRESENTS ETHNICITY WHICH REFLECTS THE IRELAND OF TODAY



I. BACKING DIVERSITY & INCLUSION

SPORT THAT HAS LOW BARRIERS TO ENTRY AND IS INCLUSIVE OF ALL SOCIAL BACKGROUNDS AND HAS MEMBERS OF THE TEAM FROM NI AND ROI.



2. SUCCESS

- European Championships x 1 Medal
- World Junior Championships x 6 Medals
- European Under-18 Championship x 4 Medals

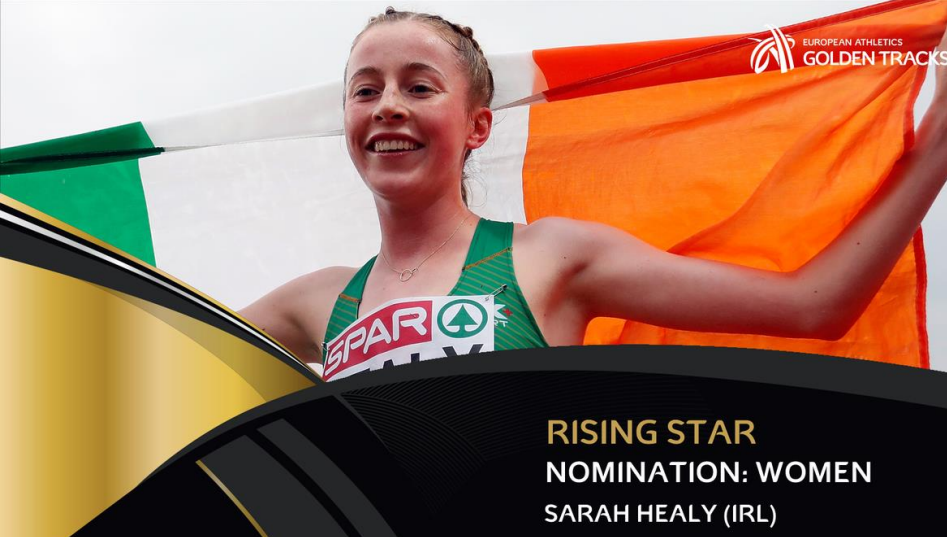




AND THERE WAS MORE SUCCESS!

- European Indoors x 2 Medals
- European Championships x 2 finalists
- Irish 4x100m Record





EUROPEAN ATHLETICS
GOLDEN TRACKS

RISING STAR
NOMINATION: WOMEN
SARAH HEALY (IRL)

**STRONG
HERITAGE
WITH NEW
GENERATION
OF TALENT
MAKING THEIR
MARK**





HP SUPPORT SYSTEM TO DELIVER SUCCESS

Coach

Competition

Athlete

Talent ID

Support Services



3. REACH AND ENGAGEMENT OF ATHLETICS

Season's greetings: The biggest threat to Man City's Premier League title defence? Themselves P2-9



Irish Examiner Sport
FRIDAY 10.08.18

irishexaminer.com/sport
Irish Examiner Sport
@ExaminerSport



A roaring success

Brilliant Barr powers to bronze glory in 400m



THE TIMES IRELAND EDITION
FRIDAY AUGUST 10 2018
THE TIMES | NO 7280 €1.50

IRELAND AND THE WORLD

Is Ladies Day sexist? Metal mania
Dublin Horse Show all dressed up Live Hand, page 9
Thirty years of Guns N' Roses Times2

Ryanair pleads with unions to halt chaos

55,000 passengers face cancelled flights today

Michael Coghlan Ireland Reporter

Ryanair is facing the most disruptive day of industrial unrest in its history as Dutch pilots today join their colleagues in Ireland, Sweden, Germany and Belgium in strikes affecting tens of thousands of travellers.

A total of 400 flights have been cancelled in the action, causing disruption for 55,000 passengers. The airline was criticised in its attempt to gain an urgent court order in the Netherlands to prevent its directly employed pilots from the VNU union from striking.

Last night it claimed that all its flights to and from the Netherlands would go ahead as scheduled despite the pilots' action over pay and conditions. It pleaded with unions in other countries to take part in negotiations and not call more "unjustified strikes".

In Ireland, Ryanair is likely to enter discussions with the Irish Air Line Pilots Association (Ialpa) next week. The company's directly employed Irish pilots will strike today despite progress on a previous mediation process.

another Ryanair flight. We want to avoid disruption to customers affected by this unnecessary disruption," it said.

The company led by Michael O'Leary is also battling with the Irish and British aviation regulators over the amount of compensation it has to pay to customers affected by the strikes. Ryanair has insisted that the stoppages were caused by "extraordinary circumstances", which would mean that it would not have to pay out.

In a statement yesterday, VNU said that it had to go on strike because of the lack of progress made with Ryanair over the past eight months on a collective labour agreement.

"The VNU, together with its European colleague trade unions, is striving for a cultural change within Ryanair," it said. "A culture change is needed to better guarantee the rights of the Ryanair pilots. For example, Dutch labour law must apply in full to Dutch personnel and Ryanair must stop being self-employed and obliging its workers to emigrate".

The pilots' union also said that work-



Jump for joy Thomas Barr celebrates bronze in the 400m hurdles at the European Championships in Berlin. Sport, page 49

Children Barr forced to sleep in garda station

Katie O'Neill levelled accommodation on Wednesday in Mother's Home but for all her

Film & Music
Pope Francis A man of his world
The Meg
Under the Tree

for dough
Investors flee bakery as business falls flat

in Missouri
Lowry, McIlroy start solidly at PGA Championship

THE IRISH TIMES
Friday, August 10, 2018
€1.50 (incl. VAT)

UK urged Government not to focus on Brexit risk to peace

London asked Dublin to reduce emphasis on potential threat to Belfast Agreement

PACHNELLY
Daily Mirror critic

The British government's insistence on the issue of potential peace, people and capital must be rejected.

In the message from the British government on the subject of peace and the Irish border, a major and "creative" Irish and British governments have presented the case for a border, but not a wall, and no need to make the border a "hard" one.

Another British paper said the UK government has the power to force the Irish government to accept the UK's position on the border.

There will be no hard border between Northern Ireland and Ireland.

Raising the Barr: Bronze for Ireland in Berlin



Ireland's Thomas Barr celebrates holding 5th at the 400m hurdles final at the European Athletics Championships in Berlin last night. See Page 18

Homeless may be moved for pope's visit

Contingency plans for homeless families lived to 'treating people like cattle'

SARADON

Homeless families living in emergency accommodation on the Dublin southside have been told they may be forced to leave the capital during the pope's visit.

Forty-eight families spent the night in the streets last night, and it is feared that more people living in emergency accommodation around the capital during the pope's visit will be "treating people as if they were cattle".

The Dublin Region Homeless Executive (DRHE) said contingency plans for the pope's visit are in place for those who present themselves to the DRHE in emergency accommodation.

"Emergency accommodation was available last night but there is clearly a significant number of people presenting themselves to the DRHE, our partner organisations and other agencies to ensure that they are not treated as if they were cattle," it said.

The DRHE is currently in discussions with the Dublin City Council to ensure that emergency accommodation is available to those who present themselves to the DRHE in emergency accommodation.

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Jackson returns

Former Ireland international makes his debut for Pwllhavan in first match since rape conviction



Workers' pay

affordable housing



Living on the edge

IRISH ATHLETICS TEAM | MEDIA COVERAGE
FRONT PAGE NEWS

IRISH ATHLETICS TEAM | MEDIA COVERAGE

THE IRISH TIMES Thu, Mar 14, 2019

NEWS **SPORT** BUSINESS OPINION LIFE & STYLE CULTURE

Other Sports | Six Nations | Rugby | Soccer | Gaelic Games | Golf | Racing | Women in S

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English and Mageean prove persistence the key to a brighter future

Nothing succeeds like success but both Irish athletes had to overcome past disappointments

© Tue, Mar 5, 2019, 06:00

Ian O'Riordan



Irish athletes Ciara Mageean and Mark English show their bronze medals from the European Athletics Indoor Championships in Glasgow. Photograph: Morgan Treacy/Inpho

It says and tells a lot about an athlete that when celebrating the highs they can also point straight back to the lows. Nothing succeeds like success, only there's no successful failure like the bettering of it.

THE IRISH TIMES Mon, Oct 8, 2018

NEWS **SPORT** BUSINESS OPINION LIFE & STYLE CULTURE

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Irish athletics gets a sweet taste of the new generation's talent

Likes of Healy, Jumbo-Gula, Akpe-Moses and Adeleke are all exciting prospects

© Sat, Jul 7, 2018, 07:00



Ian O'Riordan
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@ianoriordan



Sarah Healy celebrates winning a gold medal in the 3000m final at the European Athletics Under-18 Championships in Győr, Hungary. Photograph: Sasa Pahic Szabo/Inpho

← **Sport** ↑

Athletics »

Watch: 'It hasn't sunk in' - Ireland's Thomas Barr claims bronze medal at European Championships in Berlin



Thomas Barr of Ireland celebrates after winning a bronze medal following the Men's 400mH Final during Day 3 of the 2018 European Athletics Championships at The Olympic Stadium in Berlin, Germany. Photo by Sam Barnes/Sportsfile



Independent.ie
August 9 2018 7:19 P



History makers! Ireland women's relay team take silver medal at World U20 Championships

Ireland took silver following a strong performance in Finland on Saturday afternoon at the U20s IAAF World Championships.

Valued at over €1.6M
TRUEHAWK



BROADCAST

IRISH ATHLETICS TEAM | SOCIAL MEDIA AUDIENCE

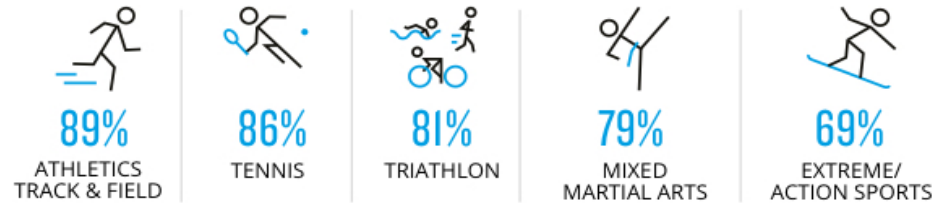
Athletics Ireland
@irishathletics Follows you

Tweets	Following	Followers	Likes	Lists
21.5K	878	24.5K	2,641	2

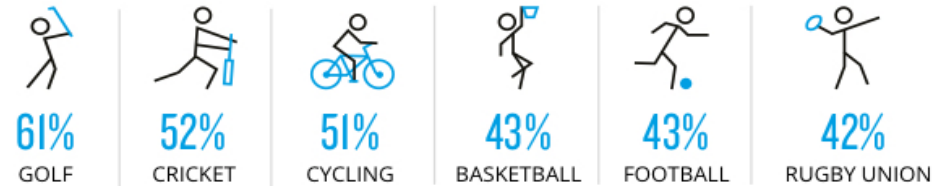
Athletics Ireland @irishathletics · Sep 21

Cross Channel Audience:
80K+

INTEREST LEVELS IN SPORTS WHERE MEN'S AND WOMEN'S EVENTS ARE STAGED TOGETHER OFTEN



INTEREST LEVELS IN SPORTS WHERE MEN'S AND WOMEN'S EVENTS ARE STAGED SEPARATELY OFTEN



Source: Nielsen Sports Women's Sports research 2018

A SPORT THAT FANS INTEREST LEVEL IN WOMEN'S ALMOST MATCHES THAT OF MEN

PARTICIPATION | SECOND OF ALL SPORTING ACTIVITIES



Over 300,000 Irish Adults Run Regularly



THE
WINNING
PACKAGE ON
OFFER

WHAT'S ON OFFER

- Right to be known as the Official Partner to the Irish Athletics Team
- Athletics Ireland National Awards
- Activation opportunity rights for major championships (press conference, social media content)
- Athlete appearance x 5 for internal events
- Right to create and present a 'Athlete of the Month' award and Club Diversity and Inclusion Award at the Athletics Ireland National Awards
- Opportunity to sponsor bursary for emerging talent athlete
- Tickets and Hospitality options for Major Championships
- Right to use imaginary Athletics Ireland owned imaginary from Major Championships
- Branding on International Apparel clothing from 2020
- Signage at National Championships which are televised
- Signed Memorabilia from medal winners
- Hyperlink and brand section on website



TICKETS AND HOSPITALITY

Tickets to National Athletics Championships



2x VIP Tickets to the European Athletics Championships (indoors, outdoors and cross country)



Table (10 people) National Athletics Awards



BE PART OF THE STORY OF SUCCESS ACROSS MEDIA
& SOCIAL MEDIA



FROM 2020
...YOUR
LOGO HERE!

EMPLOYEE ENGAGEMENT



#BeyourPersonal Best Corporate Workshops

Mind Matters | Mastering your strengths, overcoming setbacks and reshaping your future Rob Heffernan

Get back on track – bouncing back after failure/injury, focus on resilience: Ciara Mageean/Dr. Kate Kirby

Building a high performance unit lessons for business: Paul McNamara

Building a successful team from a group of strong individuals: Karen Kirk Coach of the U20 Relay Squad

Running Workshops: Delivered by Endurance Coaches



THANK YOU