

Gortnahoe Glengoole GAA

Delivering a compelling business case for potential sponsors



↑
10X
Brand
Exposure



"Attracting sponsorship is always hard for our club and measuring our worth has been impossible. With our new app and website from Clubify we have a digital platform sponsors want to be associated with, and better still with the insights available we can demonstrate the compelling value we can provide."

William Coleman, Secretary, Gortnahoe & Glengoole GAA Club

Gortnahoe & Glengoole GAA (www.GortnahoeGlengooleGAA.com) is a sports club located in South Tipperary with a membership base of 300 members. The club is actively undertaking a major development of its home grounds to build for the future.

The following challenges were identified

- The only brand awareness the club could offer sponsors was on the club kit and pitch side advertising.
- This form of advertising was static and brands were restricted in how they could promote themselves.
- Measuring the exposure reached with this form of sponsorship was impossible and left the club not knowing their true worth in negotiating deals.
- With restrictions on space on the club kit it meant the club were limited to one main sponsor.



The following solutions were implemented

- The clubs new app from Clubify provided the opportunity for a new sponsor to be associated with the clubs communication channels or the chance for the club to upsell to the existing club sponsor.
- The new website provided unlimited real estate for the club to sell tiered sponsorship levels.
- Clubify insights were enabled to measure the engagement the sponsors brands were receiving.
- The clubs members and supporters were the target audience for the sponsors business so building the follower base on Clubify by posting regular content and associating the sponsors brand with this content meant maximum exposure.



Our solution had a big impact

- With regular updates during the season the app was opened 3,000 times per week meaning the clubs sponsor brand was getting maximum exposure.
- A business in focus weekly article published through Clubify provided exposure to the other sponsors of the club where they could promote their business and recruit.
- The open interface available on Clubify meant the Sponsor could login and change their advertising message regularly.
- More brands wanted to become associated with the club because as well as supporting the club the Clubify platform was proving itself as the best form of local advertising for their business.

