

VAN ISLE ROVERS

2022 SPONSORSHIP KIT



VAN ISLE ROVERS GAELIC ATHLETIC CLUB

2022 SEASON SPONSORSHIP KIT

Now is your chance to be a part of the first and only Gaelic Athletic Club on Vancouver Island! Differentiate yourself from the competition by supporting this action-packed, skilled, competitive sport with a diverse fan base. Our men's and ladies teams will be playing in the Vancouver GAA division and hope to travel to Western Canadian tournaments and beyond.

The Van Isle Rovers Gaelic Athletic Club (VIRGAC) is a registered non-profit organization that is 100% volunteer operated. Every practice and game in the league has been run exclusively by its members and volunteers. Formed in September 2019, our roster of players is steadily growing! Although many of our players are first-generation Irish immigrants, many Canadian-born players have also joined the team to reconnect with their Irish roots or to try

something completely new. Dipping into a diverse talent pool allows the Van Isle Rovers to operate as a successful and dynamic organization. Our mission is threefold: to promote Gaelic culture on Vancouver Island; to improve each member's individual athletic ability, self-discipline and character; and to spark a passion for Gaelic sports among Canadians, Irish-born, and the local community as a whole.

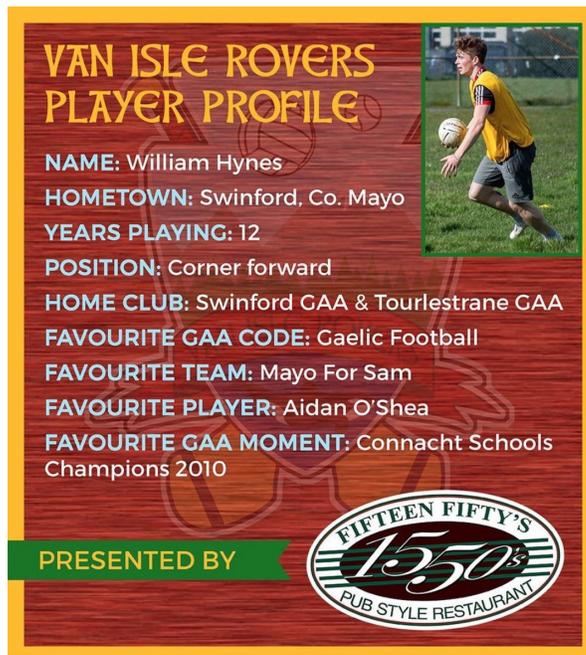
The majority of our 2022 games will be played against the well-established Vancouver GAA division teams. Gaelic sports have been steadily rising in popularity in Greater Vancouver, which now hosts four Gaelic football teams: ISSC, Fraser Valley Gaels, Éire Óg and St. Finnians. Vancouver also has two hurling teams: Cú Chulainn and the JP Ryans. The major local events for our team this year include the Victoria Highland Games and Celtic Festival and the Vancouver GAA Division Junior B Series.



Email VanIsle.GAA@gmail.com for more details.

PHYSICAL AND ONLINE PRESENCE

Social media has become a key part of promoting and maintaining fanbases, in which Gaelic sports are no exception! Fans regularly share and interact with our social media posts on Facebook and Instagram. The Van Isle Rovers' Facebook and Instagram pages are very active, currently boasting approximately 450 and 350 followers, respectively. Our follower count on both platforms continue to climb, with an increase of approximately 150% since January 2020. Large Vancouver teams such as the ISSC have more than 3,000 Facebook followers, so there is a huge potential for growth and exposure as the Van Isle Rovers become established in the Vancouver GAA division and win local events and hearts!



**VAN ISLE ROVERS
PLAYER PROFILE**

NAME: William Hynes
HOMETOWN: Swinford, Co. Mayo
YEARS PLAYING: 12
POSITION: Corner forward
HOME CLUB: Swinford GAA & Tourlestrane GAA
FAVOURITE GAA CODE: Gaelic Football
FAVOURITE TEAM: Mayo For Sam
FAVOURITE PLAYER: Aidan O'Shea
FAVOURITE GAA MOMENT: Connacht Schools Champions 2010

PRESENTED BY 



These fast paced and exciting sports attract a diverse range of fans, both Irish and Canadian alike. The Victoria Highland Games and Celtic festival is a fantastic opportunity for promotion, drawing more than 25,000 fans annually and inspiring a host of radio and print advertising. This year the Van Isle Rovers were featured prominently by the local radio station 100.3 the Q! *The Island's Rock*, throughout the Highland Games, including on-air radio mentions and livestream videos.



Email VanIsle.GAA@gmail.com for more details.

VAN ISLE ROVERS GAELIC ATHLETIC CLUB

2022 SEASON SPONSORSHIP KIT

FUTURE CLUB DEVELOPMENT

Our men's and ladies' Gaelic football teams enjoyed an incredible 2021 season. With the support of our generous sponsors and supporters we are excited to be expanding the Club's codes to include hurling and camogie. Training for both hurling and camogie are to begin in 2022, with the hope of competing in the Vancouver GAA Division as soon as the 2023 season.



2022 SEASON SPONSORSHIP OPPORTUNITIES

Sponsorship benefits are divided into four tiers: Gold, Silver, Bronze and Community Partner. Whether you would like to make a monetary or in-kind donation to the club, create a lasting impact with a perpetual trophy, or be featured front and centre on one of our teams' jerseys, there is a sponsorship opportunity available.

There are jersey sponsor placements available for 2022, act quickly and don't miss out on this prime advertising opportunity for the season. The chest sponsor for one set of jerseys is priced at \$1500. Right-side sleeve sponsorship is available for \$750. Trophy sponsorships are available starting at \$750 for naming rights (5 yr term). For more information, please contact us at VanIsle.GAA@gmail.com



Email VanIsle.GAA@gmail.com for more details.

VAN ISLE ROVERS GAC 2022 SEASON SPONSORSHIP PACKAGES

SPONSORSHIP BENEFITS	GOLD \$750+	SILVER \$500+	BRONZE \$250+	COMMUNITY PARTNER
Invitation to speak at the Club's year end awards ceremony	✓	✗	✗	✗
Company logo featured in our Facebook page header for the season	✓	✗	✗	✗
Jersey and trophy sponsorship options	✓	✗	✗	✗
Company logo professionally printed on sponsored equipment	✓	✗	✗	✗
High-resolution promotional photos featuring your logo, licensed for your own use	10	✗	✗	✗
Inclusion of your company logo on digital and physical game or event posters	Up to 5	1	✗	✗
Website advertisement with a link for your company or product	Up to 3	1	✗	✗
Facebook post advertisement with a link for your company or product	Up to 3	1	✗	✗
Social media "presented by" posts for player and committee profiles with logo in the image and tag	Up to 3	1	✗	✗
Inclusion of your company logo and sponsorship tier on our sandwich board present at trainings and games	✓	✓	✓	✗
Website blog post with "thank you" mention and link for your company or product	✓	✓	✓	✗
Tagged social media "thank you" mention	✓	✓	✓	✓
Inclusion of your company logo and sponsorship tier on the sponsors page of our website	✓	✓	✓	✓



Email VanIsle.GAA@gmail.com for more details.