



## **Juvenile Team Sponsorship Policy Document for Mentors Issued 11th May 2021**

**For further information or enquiries please email [pro.ballinteerstjohns.dublin@gaa.ie](mailto:pro.ballinteerstjohns.dublin@gaa.ie)**

Jersey Sponsorship has been the main sponsorship option for Juvenile Teams. BSJ is Introducing new Juvenile Team Sponsorship Options from May 2021.

We have designed a range of sponsorship options for businesses all designed to contribute towards juvenile team running costs. These options also provide transparency as to what funds are required for juvenile teams and where funds will be spent. These options represent the essential areas to help with team training and development as well as match day and other requirements. These are the only sponsorship options available to Juvenile teams. Any enquiries for sponsorship outside of these areas and options should be brought to the Communications and Fundraising Committee.

Sponsors will benefit from their logo on the Team sponsorship section of our website, announcements of their sponsorship in our news blog and in sponsor updates on social media

We will promote Juvenile Team sponsorship options on our social media to widen audience and attract potential sponsors for our teams.

The various sponsorship options and policy and process for each are listed below with details on the brand and other club requirements for each option. We have a flyer designed which is available to teams for promoting this initiative to their parent groups.

Please ensure that you notify the club of any sponsorship opportunity, including the business name, the contact person and if that contact person is a parent or club member. Please also let us know the details of the parent bringing the sponsorship opportunity to the team so that they can be thanked. Please also confirm when they have come on board as a sponsor. That way we can acknowledge their sponsorship.

Ballinteer St Johns will invoice the sponsor for the sponsorship amount and will arrange the order and payment for the item or service (for team building) being sponsored.

At the end of each year the Equipment committee will assess if there are any jerseys, bibs or agility equipment that can be passed back to younger teams.

It is the responsibility of team mentors to drive utilise the Team Sponsorship Scheme to help find sponsors for their teams. At the end of each year the equipment committee or CCC 1/ CCC2 coordinators will assess how teams are getting on with regard to obtaining sponsorship for their teams and if they need any help in driving this initiative and sourcing sponsors. If a team has sourced more sponsors than required or has found a significant sponsorship opportunity, it will need to be discussed with the Communications and Fundraising Team so that other teams or the Club benefits as appropriate.

Jerseys are the only clothing item that can be sponsored or funded by a juvenile team. All funding and sponsorship should be utilised for essential areas. These areas are footballs, sliotars, agility equipment, first aid kits, mentors bibs and player training bibs and team building activities.

**Jersey Sponsor. From €1000.**

The sponsors logo on the Juvenile Team jersey which will be used by the team for 2 years. After this time, it may be passed on to younger teams, providing extended brand exposure.

The cost of the Jersey sponsorship will vary depending on the number and size of jerseys required for a particular team or group.

Please contact [pro.ballinteerstjohns.dublin@gaa.ie](mailto:pro.ballinteerstjohns.dublin@gaa.ie) to arrange a quote from O'Neills for the quantity and sizes required. O'Neills are our Official Jersey supplier.

The official club jersey as approved by the Club shop is the only Jersey design to be used.

Please consider the need for numbered jerseys as required by our county boards. Girls team jerseys should have both the LGFA and Camogie logos. Boys jerseys should have the GAA logo. These details should be confirmed with the club shop prior to an order being placed.

Sponsorship of €1000 will purchase circa 37 jerseys for age 10/11 and below and circa 25 jerseys for age 11/12 and above. O'Neills have 3 price points for GAA jerseys (prices as of May 2021, we will obtain quote from Oneills for all orders).

Age 5/6, 7/8, 9/10 and 10/11 would be 27.00 euro each

Age 11/12 and 13/14 are 35.00 euro each

Adults Small to XL are 37.00 euro each.

### **Team Building Sponsorship. €250 / €500 / €1000**

Each team aims to do at least one team building event each year. We are providing a number of options to businesses to sponsor team building activities for our teams. Teams should plan their team building activity for the season/year ahead with estimated costs/budget to ascertain the level of sponsorship that is required to support that activity in that season/year.

This is a very flexible option, whereby sponsors can contribute towards a team building event or activity or fully sponsor a team building event/activity. Sponsors can sponsor such areas as booking a venue, paying for the food or a bus.

Please contact [pro.ballinteerstjohns.dublin@gaa.ie](mailto:pro.ballinteerstjohns.dublin@gaa.ie) to make arrangements for this sponsorship.

### **Agility Equipment Sponsorship. €500**

Agility and athletic development training is an important part of team training. Sponsoring this area is an opportunity to support this vital area. Each team will have it's own requirements based on their athletic development goals for the age group and season ahead. CCC1 and CCC2 co-ordinators, our GPO and Strategic Coaching Group can advise teams on agility equipment.

Please also keep in mind to pass the equipment to other teams when you no longer need it or grow out of it.

Please contact [pro.ballinteerstjohns.dublin@gaa.ie](mailto:pro.ballinteerstjohns.dublin@gaa.ie) to make arrangements.

**First Aid Sponsorship. €150 per team**

First aid sponsorship will be a vital contribution towards the costs of ice packs and other first aid pack requirements for a team during the season.

Each team at ccc2 team and match groups at ccc1 (where squads are split across 2 venues) should have a first aid bag with them

Please contact [pro.ballinteerstjohns.dublin@gaa.ie](mailto:pro.ballinteerstjohns.dublin@gaa.ie) to make arrangements.

**Football and Sliotar Sponsorship. From €50 for 12 training sliotars and from €100 for 15 training footballs**

The size and type of football varies by team and in turn there are price variations. A set of 12 training Sliotars are available from €50 and 15 training footballs from €100. Please contact [sponsorbsj@gmail.com](mailto:sponsorbsj@gmail.com) to arrange a quote for the footballs or sliotars required. Size 4 footballs for ccc2 teams are more expensive than first touch, quick touch and smart touch, costing circa €200 for 10 size 4 training balls. Please note that match footballs for ccc2 teams are considerably more expensive than training footballs at approximately €45 per ball. O'Mearas and O'Neills are our preferred supplier for footballs and sliotars. Both footballs and sliotars can have the sponsors logo and the BSJ to easily identify them. Please allow at least 4 weeks to have them branded. Please consider the need for additional footballs and sliotars in your group and if any potential sponsorship could be directed to another essential area to support your team. Each year there will be a stock of such equipment available to be passed back from older teams. Please inform your co-ordinator of any footballs and sliotars that are no longer required by your group so that they can be passed back to younger groups.

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