



sponsorship opportunities

background

Team Ireland Roller Derby is a self-governed, non-profit, amateur sports organisation dedicated to playing and promoting women's flat track roller derby. The national team has represented Ireland at all three roller derby world cups that have taken place to date; in 2011, 2014, and 2018.

The next roller derby world cup is due to take place in July 2025. The Team Ireland training squad is made up of 25 skaters from 7 local leagues across the island of Ireland and the United Kingdom.

In preparation for the world cup, Team Ireland participated in the Celtic Clash tournament held in Edinburgh on November 17th, taking home the win against both Team Scotland and Team Wales. We also have a friendly game coming up against Team Germany in Stuttgart in May 2025.

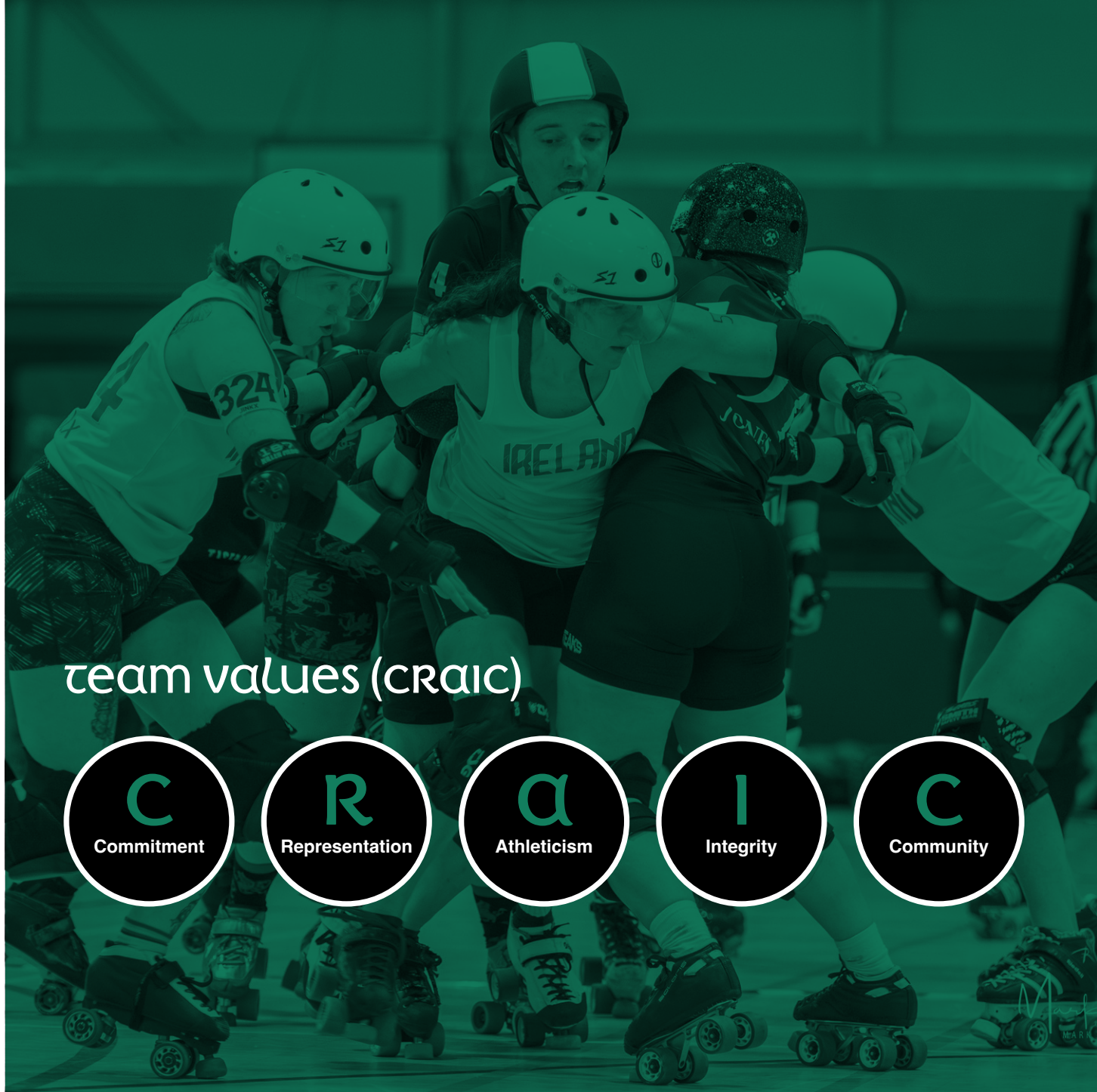
MISSION & VISION

Team Ireland Roller Derby's mission is to inspire local communities and represent the spirit of Ireland by showcasing Irish talent and determination on the Roller Derby world stage.

The team's vision is to promote a thriving local sports community for all people across Ireland.



team values (craic)



what is roller derby?

Originally invented in the 1930s, the 21st century has seen roller derby undergo a resurgence of popularity as a female-dominated sport that promotes teamwork, strength, speed and stamina.

Roller derby also has a long history of diversity and inclusion, as a sport that welcomes and celebrates different bodies, sexualities and gender identities. Put simply, it is a sport where everyone can truly be themselves. It is also a uniquely grassroots sport. Leagues are primarily volunteer-owned and operated, and rely heavily on community fundraising.

The game is played on an oval track. A one-hour game is split into two halves, with gameplay structured into a number of two-minute bursts known as jams. There are five players from each team fielded in each jam. One player from each team wears a star on their helmet, and they are known as the jammers. The role of the jammer is to score points by passing the hips of an opponent. The remaining players are blockers, their role is to prevent the opposition jammer from passing, whilst simultaneously assisting their own team's jammer - playing both defensively and offensively.



the 2025 world cup

The 2025 World Cup will take place from 3-6 July at the Olympiaworld Sports Complex in Innsbruck, Austria. Over 50 teams are registered to participate in what will be the biggest world cup to date, and ticket sales are predicted to be very high. Thousands of fans will also be tuning into the world cup via livestream.



target audience, reach & exposure

The roller derby community consists of players, coaches, referees and other officials, volunteers, and, of course, fans of the sport! It is a diverse community, including people of all ages, genders and backgrounds.



Team Ireland



4.5K



1.3K

Team Members Combined Reach



7 Leagues



37.1K



20.23K





FUNDRAISING GOALS

As a fully volunteer-run and self-supported organisation and team, we are seeking sponsorship through financial and in-kind support to help us prepare for and participate in the 2025 world cup.

The total anticipated cost for Team Ireland's preparation and participation in the 2025 world cup is approximately €35,500 / £30,000. Money raised through sponsorship will be used towards:

- Venue rental costs for training sessions
- Travel & accommodation costs
- Team uniforms & kit
- Protective gear
- First aid materials

SPONSORSHIP

We are open to discussing a variety of packages including

- Discounts on services
- Direct funding
- Uniforms and equipment
- Sports nutrition and performance
- Cross marketing or publicity partnerships

In return we can offer

- Branding on uniforms and equipment
- Advertising opportunities
- Exposure at games through the press and media
- Web and social media content plans
- Affiliation with a strong team of brand ambassadors

JOIN THE TEAM

We have a range of sponsorship packages ranging from small to big, depending on what your needs are.

To discuss getting involved please do not hesitate to get in touch with us.

Looking forward to hearing from you!

CONTACT US

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Mary Harris



sponsorship packages

Sponsorship Packages 2024/2025	Silver	Gold	Platinum
	€3,125 £2,610	€6,250 £5,220	€9,500 £7,935
Branding and Print Marketing			
Branding on all team shirts			✓
Branding on all team helmets			✓
Branding on posters and other promotional materials	✓	✓	✓
Banner behind team bench at games and events in the run up to the World Cup (provided by you)			✓
Banner displayed behind team bench during World Cup broadcast			✓
Mentions in all media appearances and press releases			✓
Online Marketing			
Logos and links on Team Ireland Roller Derby website	✓	✓	✓
Banner ad on Team Ireland Roller Derby website		✓	✓
Facebook and/or instagram mentions/shares	Monthly	Fortnightly	Weeekly
Branding on promotional videos		✓	✓
Hospitality			
Tickets to any home games or events	4	8	12
Vendor space at any home games or events		✓	✓

All photography by Mark Harris Photography



CONTACT INFORMATION

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