



# BANDON ATHLETIC CLUB

SPONSORS & SUPPORTERS PACK



# Bandon Athletic Club

## About Us

Bandon AC was founded in 1964 and is currently one of the largest juvenile Clubs affiliated to Athletics Ireland with a current membership of **approx. 500 juvenile and adult members**. Our athletes come from throughout West Cork and have enjoyed considerable success at regional, national and international level. We consistently have club members selected for **Irish athletics teams** with one club member recently representing Ireland at the Tokyo Olympics!

The Club also promotes **health & wellbeing** through the delivery of recreational athletics on a weekly basis to children (Little Athletics), teenagers (Fit4Youth) and to adults.

We are immensely proud of what our dedicated team of **volunteer** coaches, support staff and development committee has achieved to date and we continue to strive to create the best possible environment for our athletes of the future.

## Our Vision

*To foster a love of athletics at all levels and ages, offering state-of-the-art training facilities that will enable our athletes to be the best that they can be.*

## Our Challenge

The Club's development has been seriously hampered by lack of training facilities. At present, limited facilities are rented in the local Town Park and from a local school. After several years of searching, we are delighted to have self-funded the purchase of a green-field site and secured planning permission to **develop state-of-the-art athletics facilities** at Clancoolbeg, Bandon. This is a huge undertaking & one which we hope the Community and local Businesses will work with us to achieve.

## Track Fundraising

Phase 1 of our ambitious project consists of the development of an **all-weather running track**, cross country trail, car park and site landscaping. This will be achieved through us reaching our community **fundraising target of €300k and grant assistance** from State and Local Government schemes.

*Phase 2 consists of the construction of an indoor multi-purpose training facility. Development commencement is subject to funding.*



## Sponsorship

We provide some **great incentives** for a Business such as yours to join our community and would be delighted if you could come on board, either in an ongoing partnership with us or via a one-off donation, to help us reach our goals .

## Benefits

Bandon AC seeks to provide our Sponsors and Supporters with an opportunity to:

- **Reinforce Sponsors brand image** throughout Cork and the wider National Athletics community
- Generate **social media and press coverage** of their generosity
- **Increase consumer loyalty** to and awareness of your brand
- Foster a **socially responsible, caring reputation**
- Motivate your employees and their families **to improve their wellbeing** through participation in our recreational activities
- Demonstrate to the general athletics populace and your staff how your brand contributes towards **community responsibility**
- **Increase sales opportunities** across our populace
- Promote **healthy living habits**
- Invest in **supporting athletics** at grass roots level
- Exposure to new demographics



# Sponsorship Packages

Features and Benefits	Bronze €500	Silver €1,000	Gold €2,500	Platinum €5,000	Diamond P.O.A
Acknowledgement in local press	✓	✓	✓	✓	✓
Regular business promotions advertised through social media pages including Instagram, Twitter and Facebook (over 2000 followers)	✓	✓	✓	✓	✓
Your business details including business write up advertised on Club Website	✓	✓	✓	✓	✓
Acknowledged on a permanent ‘Sponsors Board’ at our new facility	✓	✓	✓	✓	✓
Sponsor promotional material provided to all Athletes families via registration pack at commencement of Season		✓	✓	✓	✓
Presentation of an exclusive “Item of appreciation” for display in your premises at club function			✓	✓	✓
Complimentary individual membership for up to 5 of your employees for a year				✓	✓
Additional complimentary individual membership for up to 5 of your employees for a year					✓
‘Couch to 5K’ coach made available to your company for 8 weeks					✓
Invitation to present prizes to winning athletes at Club Sports Day					✓
Exclusive product promotion at our Annual Club Sports Day					✓
Main Sponsor signage on track boundary fence					✓
Video clip of our Olympian champion Phil Healy thanking you for your sponsorship					✓
Complimentary use of running track during lunch time once a week for your employees for a year					✓





# Other Support Options

## In-kind Donations

If your Business doesn't have the budget to purchase a sponsorship package, you can still support us through an in-kind donation for a future raffle or for materials that could be used in the development of our site e.g. electrical ducting, drainage pipes, planting, trees. All such donations will be gratefully acknowledged on our Social Media sites.

## Component Sponsorship

Work with us to provide funding for a specific item that forms part of the development and have permanent acknowledgement beside that event (see next slides):

- Long Jump
- High Jump
- Hammer/Discus Cage
- Pole Vault

## Onsite Advertising

- Opportunities for trackside advertising for your business on a permanent basis

## Contact

If you wish to wish to learn more about our sponsorship packages or would like to make a donation, please contact the following Fundraising Committee members:

- [unahutchinson7@gmail.com](mailto:unahutchinson7@gmail.com) Tel: 086 8723951
- [donovan\\_deirdre@yahoo.ie](mailto:donovan_deirdre@yahoo.ie) Tel: 087 2288509
- [barryspointrichard@gmail.com](mailto:barryspointrichard@gmail.com)

Donations may also be made directly:

- To the following Bank Account: IBAN: IE12 AIBK 9340 4642 5211 67  
BIC: AIBKIE2D
- Via cheque made payable to: Bandon Athletic Club Ltd

Please visit our Facebook page and website to learn more about what we do:

- <https://www.facebook.com/BandonAC/>
- <http://www.bandonac.org/wordpress/>



# Sponsor an Event Options



## Option 1. Pole Vault Sponsor



- Become a Diamond Events Sponsor by sponsoring one of the key athletics events, Pole Vault
- Help Bandon AC & West Cork Athletics Clubs become a dominant force in this very popular & up and coming athletics event
- Permanently erected Sponsorship board at the event with agreed strapline promoting your company
- Estimated Cost €30,000.



## Option 2. High Jump Sponsor



- Currently Bandon AC juveniles cannot compete in this event as there is nowhere to train;
- This would be a hugely popular additional to the facility for the huge number of West Cork athletes who would love to have an opportunity to try the event;
- Permanently erected Sponsorship board at one of our two planned high jumps with agreed strapline promoting your company
- Estimated Cost €15,000.



## Option 3. Long/Triple Jump



- One of the very popular events in athletics, you could sponsor our long/triple jumps;
- Permanently erected Sponsorship board at the event with agreed strapline promoting your company
- Estimated Cost €10,000.





# Sponsor an Event Options



## Option 4. Hammer Cage



- With a strong tradition in throws & rising stars in the athletics world originating from the hammer discipline in Bandon, this is sure to be a popular event for the future;
- This is your chance to help create Olympians of the future in this event;
- Permanently erected Sponsorship board at the event with agreed strapline promoting your company
- Estimated Cost €25,000.



## Option 5. Discus Cage



- Bandon AC hope to introduce this discipline to more young athletes of the future with our own discus cage;
- Permanently erected Sponsorship board at one of our two planned high jumps with agreed strapline promoting your company
- Estimated Cost €12,000.



## Option 6. Cross Country Track



- Provision is made at the track for a cross country trail around the perimeter of the facility, which will need to be mulched for use in the winter months
- With a Bandon AC National Senior champion, as well as many up and coming athletes in this area, this is a huge opportunity to make a positive difference here
- Estimated Cost  
Mulch: €10,000.



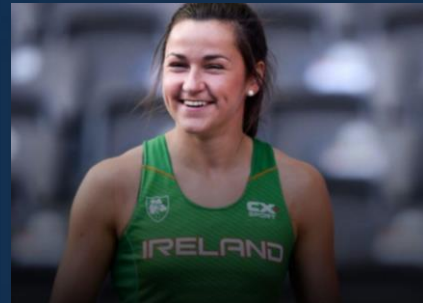
# Bandon AC in Pictures



One group of participants in Bandon AC Summer Camp with Volunteer Coaches



Bandon AC organised Primary Schools Sports



Phil Healy, Bandon AC Olympian



From Grass Roots



To Elite Athletes



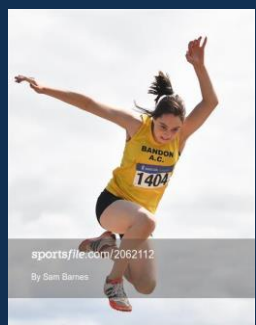
Carmel Crowley, World Masters Medalist



Volunteers Hard at Work



Some of our adult members at our twice weekly 'Drop & Run'



Nicola Tuthill, World Top 10 European Silver Medalist U20



# Track Development Timeline



(Funding Dependent)