GALWAY UNITED
GAILLIMH

COMMERCIAL SPONSORSHIP OPPORTUNITIES 2027



Head of Commercial & Marketing

On behalf of everyone at Galway United Football Club, thank you for considering a partnership with our club.

Galway United is about more than football. We are a club at the heart of our community, bringing people together through a shared passion for the game and representing Galway on a national stage. From our growing Academy and underage structures to our Senior Men's and Women's teams, we are proud of our role in developing talent, creating opportunities, and connecting communities across the west of Ireland.

The club continues to go from strength to strength, with almost 70,000 visitors passing through the gates of Eamonn Deacy Park each year and an ever-growing supporter base creating an incredible atmosphere on matchdays. Alongside this, our digital & social media platforms provide opportunities to connect with supporters far beyond the stadium, while our matches streamed on LOITV and selected television broadcasts offer further exposure to audiences at home and internationally.

For businesses, Galway United offers a unique opportunity to align your brand with a club that has genuine connections within its community and an increasingly prominent profile. Whether through matchday sponsorship, stadium branding, digital advertising, player partnerships or bespoke commercial opportunities, we have a range of packages designed to help businesses of all sizes connect with our audience.

We believe the strongest partnerships are those that deliver value for everyone involved. By working together, we can help your business grow its profile, strengthen its connection with the local community and play a part in the continued development and success of Galway United Football Club.

Thank you for considering Galway United as a partner. We look forward to the possibility of working together and welcoming you into the Galway United family.

Sam O'Neill

2026 STATS



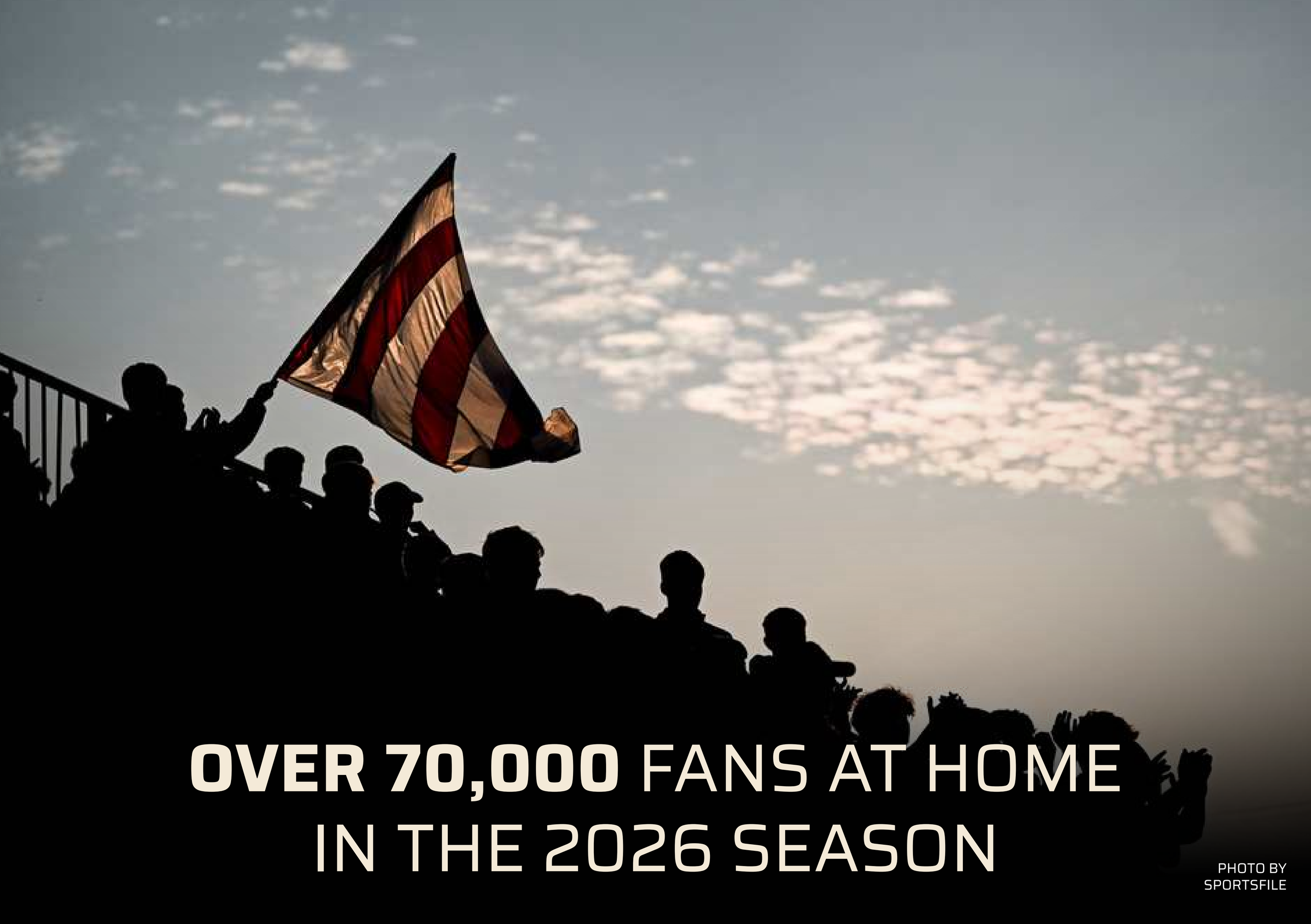
PHOTO BY SPORTSFILE

200K+ TOTAL
SOCIAL MEDIA FOLLOWERS

PHOTO BY
SPORTSFILE

28.3 MILLION
IMPRESSIONS IN 2026

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OVER 70,000 FANS AT HOME
IN THE 2026 SEASON

PHOTO BY
SPORTSFILE

LIVE GAMES ON TV AND WORLDWIDE

PHOTO BY SPORTSFILE

GALWAY IS UNITED

GALWAY IS UNITED

Galway is United. The club have ensured that community comes first. There have been many activations through the years which have had a positive impact around the City and County. Through school visits and collaborations with local organisations, such as the Galway Autism Partnership, Galway Simon Community, and many others. Along with that, there has been a huge focus on inclusivity with the recent introduction of our first-ever Down Syndrome Futsal side.



GALWAY IS ACCESSIBLE

United have put accessibility as a priority in recent years. Ensuring everybody is able to enjoy their experience at Eamonn Deacy Park.

In 2026 alone, we have:

Created a new wheelchair viewing platform for supporters.

Recruited an Access & Disability Officer.

Introduced audio-descriptive commentary for home games.



GALWAY AUTISM PARTNERSHIP



PHOTO BY SPORTSFILE



PHOTO BY
SPORTSFILE

YOUR OPTIONS

We have more options than ever before. If you want to support your club and your community, all while promoting your business, we have you covered, no matter what budget you have. There will be something for you here.

We have had over 250 businesses in all shapes and sizes collaborate with us in 2026, so make sure to check out the offers!



MATCH PARTNERS

Our matchday partner package is better than ever, offering you more value for money for your business. Check out the details of what you can get below:

- Ten free tickets to the game
- Logo on the cover of Maroon View Magazine and a full-page advert. You will be supplied with ten free programmes.
- Your business logo on social media posts promoting the game, equal to 1.3 million+ impressions during match week.
- PA announcements to the crowd before the game and at half-time.
- Featured on our worldwide stream on LOITV.
- Option for official commemorative photograph taken on the pitch at half-time by a professional photographer. (digital copy)
- Business logo featured on our LED scoreboard in the stadium.
- Car parking space reserved at Eamonn Deacy Park for the game.



MATCH PARTNERS

We can offer design work for you free of charge with the package, to make things as seamless as possible for you as a partner. We design adverts using a mix of our own recognisable branding so it resonates with fans, making your business more engaging.

We can send any graphics to you for sign-off to make sure you are happy with it, and it gets across the message you and your business want.

SENIOR MEN'S MATCH:

Tier A: **€1,000**

Tier B: **€800**

SENIOR WOMEN'S MATCH:

Fixed rate: **€350**





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SPORTSFILE



MATCHBALL PARTNERS

A matchball sponsorship can be a great way to support your community and promote your business. Check out the details of our matchball partner package:

- Four match tickets.
- Half page advert in our match magazine.
- Four FREE magazines
- Your business logo on all social media posts promoting the game, equal to circa 700K+ impressions on match week.
- PA announcements to the crowd before the game and at half time.
- Opportunity for photo with jersey outside your business. (If timelines allow)
- Featured worldwide on our stream on LOITV.
- Option for official commemorative photograph taken on the pitch at half time by professional photographer (digital copy)
- Business logo featured on our LED scoreboard in the stadium.

SENIOR MEN'S
€250

SENIOR WOMEN'S
€150



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MAGAZINE ADVERT

Our new and improved magazine has sold in its thousands this year at Eamonn Deacy Park. It goes directly to fans who will read and engage with the content, meaning it is a great way to advertise to some of our most engaged fans. We have packages for both full-page and half-page adverts for the 2027 season. Last year, this was one of the most popular packages around so be sure to get your spot before it fills up!

- Opportunity to market and showcase your business to our fans with a full or half-page advert.
- Advert in every edition for 2027
- Your logo featured prominently throughout.
- Includes 29 home league games alongside any additional cup games.
- Circa 25k impressions direct to consumers

FULL PAGE
€1000

HALF PAGE
€500



MAGAZINE ADVERT

To the right, you'll see an example programme advert from the 2026 season which we designed for a client.

You can provide artwork, or we can mock it up internally using our professional graphic design team, which can then be signed off by you before use!

We try to make things as easy as we can for partners in many ways, and this is one of them. You also have flexibility to change or update at any time throughout the season!

WE CAN EVEN MAKE SOME CUSTOM ADVERTS FOR YOU!



A sample programme advert which was designed for a client.



PHOTO BY
SPORTSFILE



PITCHSIDE SIGNAGE

Stadium advertising is an exceptionally cost-effective way to promote your brand to both local and national audiences, with approximately 70,000 visitors passing through Eamonn Deacy Park last year.

In 2027, we anticipate multiple televised games, along with over 100 matches taking place at the stadium throughout the year. This makes it one of the best ways to connect directly with the community for your business.

- Full-colour pitch perimeter sign in Eamonn Deacy Park (3mx75cm)
- 100+ games are played in Eamonn Deacy Park every year
- Our team can design your sign for you (included in the price)
- Games are streamed on LOITV worldwide and on occasion, shown live on TG4, Virgin Media and RTÉ.

2027 FULL SEASON:

€850



ADDITIONAL SIGNAGE

Along with pitchside signs, we have options for signage around the stadium, which can be of huge benefit to your business. With 70K+ in Eamonn Deacy Park last year at our games, we have researched some of the most effective positions for your brand. One of which is along the back wall behind one of the goals. It really helps your brand stand out amongst the rest and gives you a unique viewpoint. For pricing details or to arrange a stadium visit to see this opportunity first-hand, please email us at marketing@galwayunitedfc.ie.

MURAL WALL

€2,000



ADDITIONAL SIGNAGE

Sponsoring the stairs at Eamonn Deacy Park is a unique way to get your brand noticed by the 70,000+ visitors who walk through the stadium each year. Positioned directly in fans' paths, stair sponsorship ensures maximum eye-level visibility, catching attention with each step.

This high-traffic, can't-miss location gives your business a standout presence. For pricing details or to arrange a stadium visit to see this opportunity first-hand, please email us at marketing@galwayunitedfc.ie.

STAIRS
€950



ADDITIONAL SIGNAGE

We have further prominent signage opportunities, including on the new Club Merchandise Shop & Tribes Bar. For details on pricing or to arrange a stadium visit to explore these opportunities, please email us at marketing@galwayunitedfc.ie.

CLUB SHOP SIGNAGE



ADDITIONAL SIGNAGE

Sponsoring the away fan netting inside Eamonn Deacy Park offers a unique branding opportunity that guarantees visibility among enthusiastic crowds. Positioned to catch the attention of both home and away fans, this prime spot engages 70,000 visitors throughout the season, maximising your brand's exposure. For more information or to arrange a stadium tour to see the possibilities, please contact us at marketing@galwayunitedfc.ie.

AWAY FAN NETTING

€1,500



ADDITIONAL SIGNAGE

Tribes Bar, now in its fourth year within Eamonn Deacy Park, is always a hive of activity on match days. With its prime positioning behind the goals, it's the perfect place to add your brand. We have very limited signage opportunities here for the right partner. For more information or to arrange a stadium tour to see the possibilities, please contact us at marketing@galwayunitedfc.ie.

TRIBES BAR SIGNAGE



PHOTO BY
SPORTSFILE

MASCOT PACKAGE

Has your child ever dreamed of walking out under the bright lights of Eamonn Deacy Park? Now is their chance!

We're delighted to let you know about one of the most memorable Galway United experiences ever – becoming a mascot for a home game for either the Men's OR Women's Senior Team.

- Meet players before Kick-Off
- Walk with the team out through the tunnel and onto the pitch
- Reserved Seating
- Certificate signed by the Manager
- Match tickets for 2 Adults & 2 Kids
- Pre-Match PA Announcement
- A professional picture with players
- Photo to be shared on social media
- Jersey of choice
- Meet Terry the Tiger (If available)
- Take part in our half-time games

SENIOR MEN'S MATCH: €175
SENIOR WOMEN'S MATCH: €100



MASCOT PACKAGE

MEET YOUR HEROES AND MAKE MEMORIES!

"Jack had an amazing time as mascot, and the photos are already up on his wall. Jack loves football and to meet and walk out with the team, he loved it. It's all he's talked about since. The whole thing was really memorable. It's something Jack will treasure forever."

TOMÁS O'CONNOR

"Thank you so much for an unforgettable experience! Emily and her friend Leo had the absolute best time as mascots, and the photos are great. From the warm welcome to the amazing support from your team, every detail made the day so special. Emily was over the moon to meet the players, who went above and beyond to make her feel like part of the team. Please pass along our heartfelt thanks to everyone involved!

NIAMH O'NEILL





PHOTO BY SPORTSFILE



PLAYER SPONSOR

Sponsoring a senior player is a brilliant way to get your brand out there and one of our most popular packages.

It allows you the opportunity to use the player as a brand ambassador to promote your business to our vast online audience as content featuring them will feature your brand too!

- Your company logo included in social media posts regarding your sponsored player
- Your company logo included on our website
- One Adult season ticket
- Signed players match worn jersey at the end of the season
- Your company logo featured in our Matchday Programme

PRICE UPON REQUEST



PLAYER SPONSOR

Here are just a few examples of the many player sponsors that we had in 2026 and how they are highlighted across our media platforms. Our unique approach and implementation stands out amongst other League of Ireland teams.

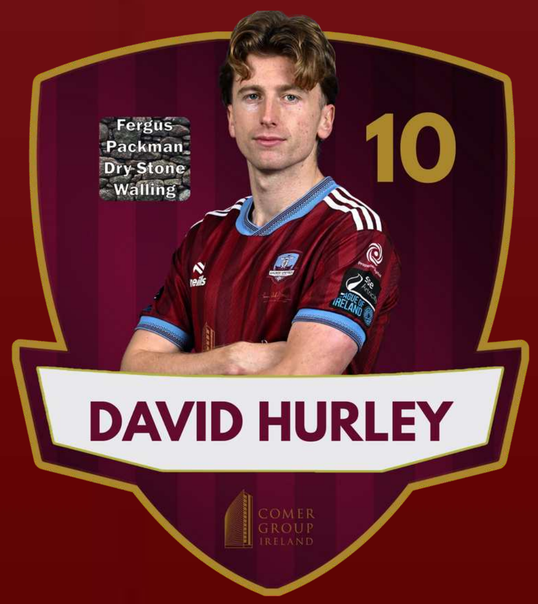






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SPORTSFILE

SUPPORT THE ACADEMY

SUPPORT A PLAYER

You can sponsor players from any of our academy teams. Sponsoring an academy player makes a huge difference, particularly as you are not just promoting your business but also helping the player, as it contributes to their registration costs, too. It's a win-win opportunity.

- Contributes to the player's registration and gear costs for the season
- Your company logo included on our website
- One adult season ticket
- Your company logo and social media (or website) included in a minimum of one post on our senior social media accounts thanking all of our Academy Player Sponsors



SUPPORT THE ACADEMY

KITBAG SPONSOR PER TEAM

As a Kitbag Sponsor, your logo will appear on the official kitbags of any of our academy teams, creating a visible brand presence for players, staff and fans at every game, training session and event. This sponsorship travels with the team, reaching audiences across a range of match locations and public appearances.

ACADEMY ROUNDUP SPONSOR

The Academy Roundup Sponsor has the opportunity to be the presenting partner for all updates, highlights, and news from the Galway United Academy including a weekly Academy update shared to our website and socials. This sponsorship allows your brand to connect with families, fans and community members who follow the progress of young talent, creating positive brand association with youth development and the local footballing community.

ACADEMY COACHES SPONSOR

The Academy Coaches Sponsor gives your brand visibility on our website, with your logo displayed prominently on their staff profile as well as in any posts on social media relating to the coach. Coaches are central figures in the academy, interacting with players, parents and fans regularly, which makes this an excellent way to showcase your commitment to developing young talent and in supporting the local footballing community.





PHOTO BY
SPORTSFILE



ALTERNATIVE OPTIONS

OPPORTUNITIES INCLUDE

SUMMER CAMP PARTNERS
Be involved in the community and support our camps for children around County Galway

TICKET SPONSORS
Have your logo included on our match tickets, which are distributed in their thousands throughout the year direct to fans.

MATCHDAY HI-VIS SPONSOR
We have lots of different staff on matchday wearing Hi-Vis vests, from stewards to photographers. Having your logo on it could be a unique way to integrate yourself into the community through our volunteers.

BATHROOM ADS
We have the opportunity to have specific adverts placed in frames in the bathrooms in Eamonn Deacy Park.
Thousands of people use them throughout the season so it can be an effective way to market your business!



ALTERNATIVE OPTIONS

HOTELS AWAY FAN GUIDE
Tens of thousands of fans travel to Galway to support their team, and they all need a place to stay after games. We are looking to provide away fans with information about the city prior to the game.

EMAIL MARKETING
For the 2027 season, we have potential adverts available in our newsletter, direct to the consumer and our most engaged fans. It is a fantastic way to get your business out there.

FIXTURE CARDS
Ahead of the 2027 season, we are looking to distribute cards to fans with our fixtures for the season, and we have space for a small advert.

ADS ON LOI TV
Our games are streamed worldwide, with tens of thousands of viewers across the season. It can be a great way to reach those who are watching abroad.



ALTERNATIVE OPTIONS

PROTEIN PARTNERS
Protein is a huge part of any athlete's diet. If you're in this area, partnering with the club would be a perfect match.

HALF-TIME PARTNERS
A half-time partner can be one of the best ways to get integrated into the community and/or fan base. Creating a tradition at half-time, if it's an event or challenge, can be a great way to promote your business.

AWAY GAME PARTNERS
Every second game is away from home, and they get huge coverage over the season, totalling 2M+ impressions. Becoming an away game partner could be a fantastic option for your business.

TRAVEL/BUS PARTNERS
We spend a lot of time promoting our away games. Being a travel or bus partner can be a brilliant way to consistently get your brand out there and integrate directly with fans and staff.

ALTERNATIVE OPTIONS

- Fan Transport Partner
- Entrance Gate Sponsor
- Goal Sponsor
- Ticket Sponsor
- Automotive Sponsor
- Goal of the Month Sponsor
- Water Sponsor
- Match Highlight Sponsor

There are almost an infinite number of possibilities for partnerships. If you'd like to support us through a unique partnership, please drop us an email at marketing@galwayunitedfc.ie.





PHOTO BY
SPORTSFILE

CLUB PARTNERS

Help us to elevate your business in 2027 by becoming a club partner. Contact us today about a bespoke package that works for you. We already have a selection of fantastic businesses on board as partners for the new season!

THE COMER GROUP IRELAND

Comer Group Ireland are our prinicipal partners. We are very thankful for their support. Comer Group Ireland is renowned for renting high-quality, state-of-the-art apartments. Every site has a unique vision and style, producing developments of distinction. Each apartment is highly desirable and will last well into the future. Response to direct feedback, both from purchasers and the marketplace in general, ensures that the customer's needs are closely adhered to and satisfied. With an ever-increasing portfolio of developments across Ireland, there is a perfect home waiting for you.

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