

Tallaght Stadium: Advertising and sponsorship consultation

February 11th 2020

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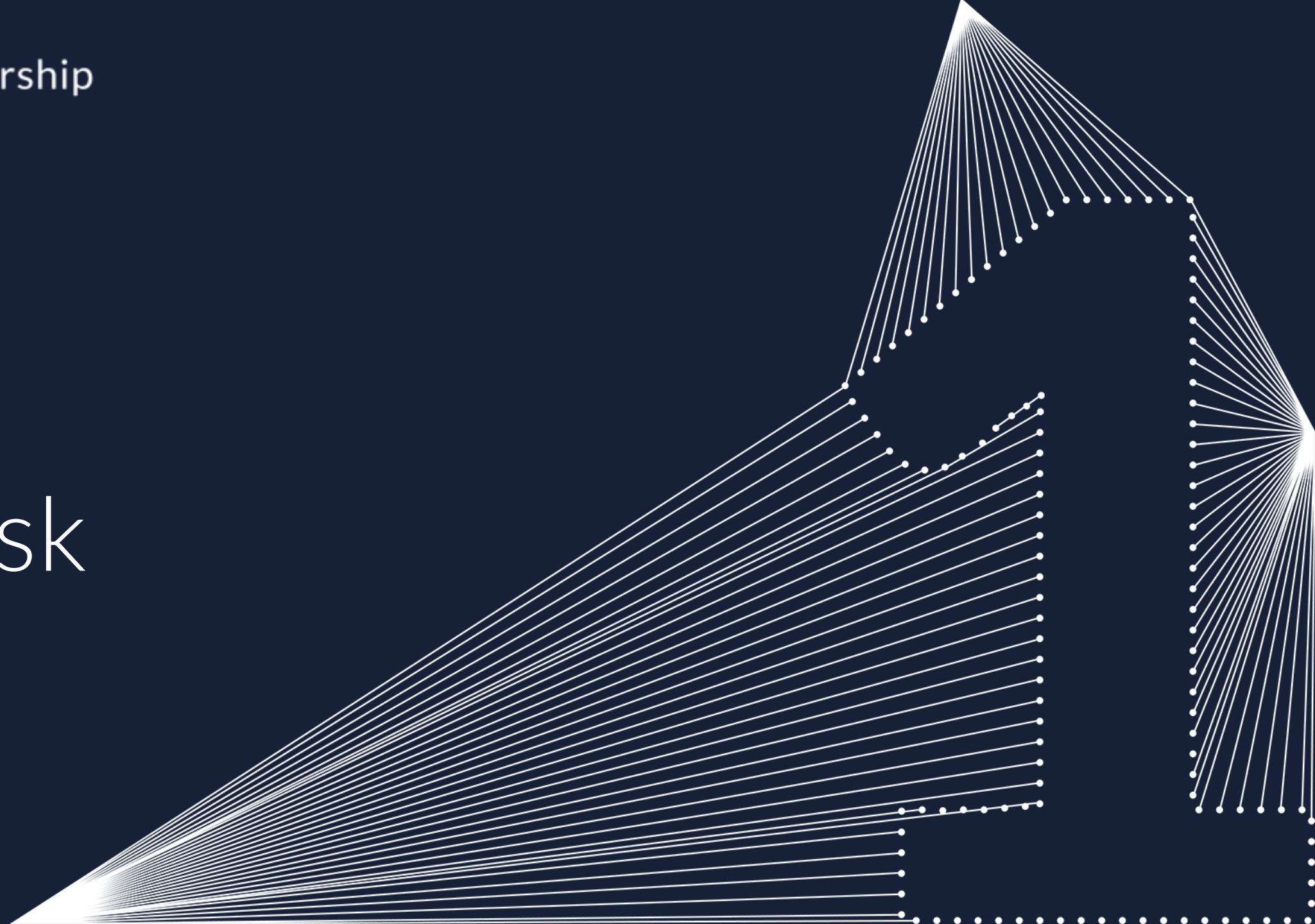
1. The Ask
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3. Commercial Review
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This presentation is a summary of findings presented to SDCC on 24th January.

It is an overview of a very detailed process that has taken place since November 2019.

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The Ask



The Ask

1. To audit and review the existing advertising inventory
2. To consider the brand positioning of Tallaght Stadium
3. To undertake an advertising and branding feasibility study
4. To undertake a Naming Rights feasibility study

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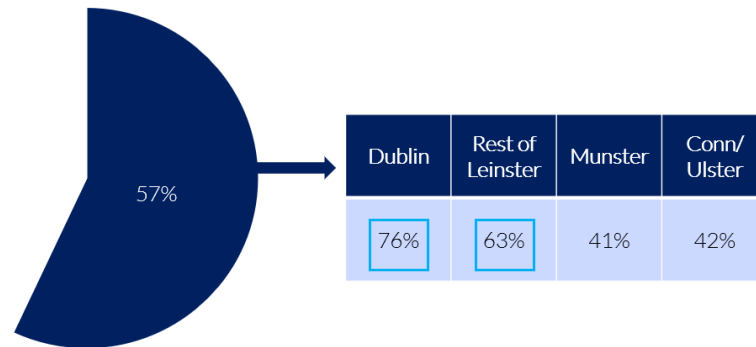
Stadium Positioning



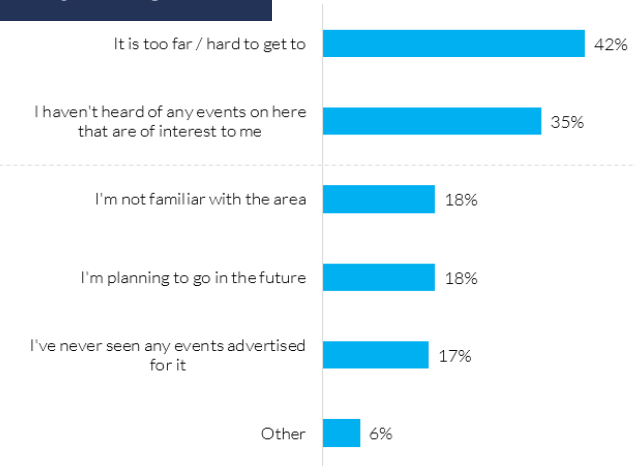
What we did:

- ✓ Conducted market research to measure perceptions of Tallaght Stadium, using a nationally representative sample of 1,000 adults
- ✓ Conducted 7 stakeholder interviews with a broad base of interviewees
- ✓ Conducted a workshop with the project team to develop & agree on a positioning statement for Tallaght Stadium

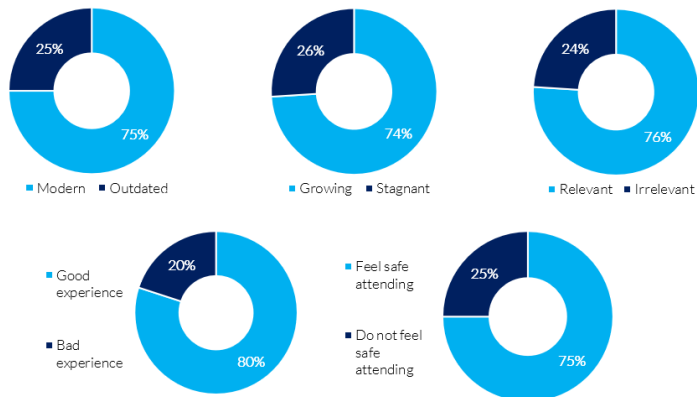
1. Strong Awareness



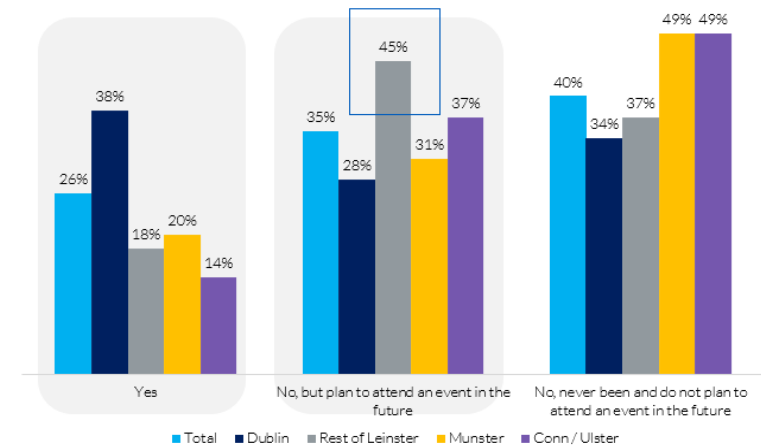
3. Barriers



2. Strong Affinity



4. Rest of Leinster



Stakeholder Interviews: Summary

The stadium is universally considered a positive part of the Tallaght community. There is a general feeling of optimism in Tallaght and the stadium's progress is part of Tallaght's progress

The stadium is recognised by football fans as being the best of its kind

The stadium has potential to host multi-purpose entertainment events.

There is pride in the stadium across the community and football fans

The Connector

The positioning statement is used to shape the marketing of the stadium, its positioning and value for prospective advertisers and sponsors. Not to mention the future of its operations. It is important for ensuring consistency of both messaging and understanding.

Given its location and access to the rest of Leinster, including key national roadways, Tallaght Stadium can **connect** sport and music fans across the region

The stadium has the assets and authority to act as the leading facility for this region **connecting** fans, schools, clubs and communities. It is a stadium for South Dublin County and the Rest of Leinster

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Commercial Review

Naming rights and advertising



What we did:

- ✓ Reviewed the commercial operations of 15 stadia across Ireland & the UK
- ✓ Created an inventory list and valuation of every available asset within Tallaght Stadium
- ✓ Worked with Core Trading Practice, Cooney Architects, PML and JCDecaux to generate real market valuations on new assets identified within Tallaght Stadium

1. Advertising Opportunity

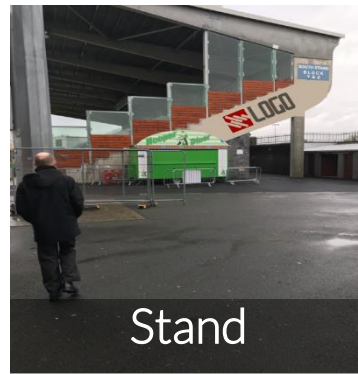
- a) Advertising packages
- b) New digital format



Advertising Packages

- We recommend creating 2 x fixed advertising packages, incl. onsite activations for key football matches
- To split the packages evenly with presence across the stadium
- Each package to be sold for a minimum of 12 months
- Generating c. €10,000-€15,000 p.a.

Signage Sites



Stand



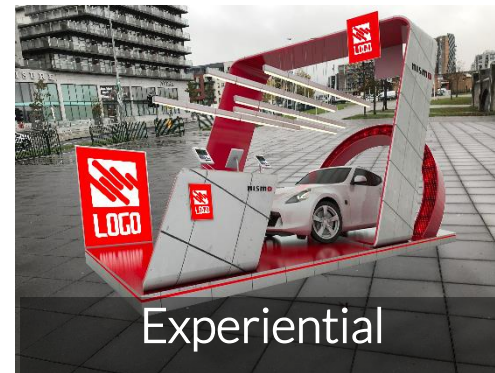
Exterior



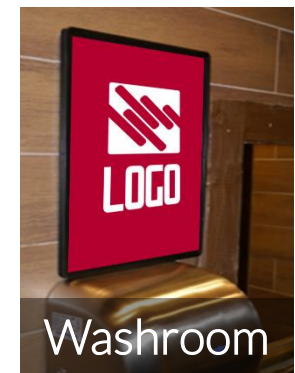
Bin advertising



Exterior



Experiential



Washroom

New Digital Advertising Site

- The new North Stand development has the potential for a bespoke digital advertising site.
- A free standing digital format, adjacent to the stand is the preferred option.
- Such a site is subject to planning and approval from key stakeholders, including media owner.
- Generating c. €20,000 p.a.

B&A
BEHAVIOUR & ATTITUDES

Style Life ? Politics Travel
Shoppers Events Social
News Music Beverages Telecomm
Food

visit
acumenpanel.ie

JCDecaux 12°C

Example of digipole format

2. Naming Rights Opportunity

- a) Feasibility status
- b) Market value



Feasibility Status

Based on the intelligence gathered during the report, we recommend bringing the Naming Rights of Tallaght Stadium to market.

Factors that will influence market interest / revenue potential are:

- Retaining 'Tallaght' in the name has potential to limit the value (too many words in the name).
*SDCC intend to retain 'Tallaght'
- Securing relevant license to host entertainment events
- Immediate involvement and 'buy-in' from the architect to incorporate relevant branding and signage
- Approach to market: positioning and asking price

Criteria	
Revenue vs market value	✓
Development stage	✓
Infrastructure – availability of signage	✓
Attractiveness of site	✓
Stakeholder ease	?



Market Value

Naming Rights market value is influenced by the following:

- Market conditions – e.g. consumer confidence, economic performance etc.
- Supply in the market – i.e. other naming rights properties
- Involvement from the start - architect plans, construction phases etc
- Stadium usage – multi purpose use more attractive
- Timing – approaching a brand at an opportune time
- Contract duration

Venue
naming
rights deals:
€10m+ p.a.

3Arena
Aviva Stadium

Tayto Park
Bord Gáis Energy Theatre
SSE Arena
Kingspan Stadium

Energia Park
Irish Independent Park
Elvery's MacHale Park
Kingspan Breffni Park etc

€4m p.a.



<€100k

Total Asset Structure

c. €200,000
p.a.



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Next Steps



Getting market ready

1. Engage Shamrock Rovers, as key stakeholder in the process
2. Signage production audit
3. New digital signage consultation
4. Entertainment events consultation

Thank you

