



Economic Enterprise & Tourism Development SPC

HI 5 Tallaght Stadium Commercial Appraisal Plans

14th May 2025



Tallaght Stadium – Commercial Appraisal

- Engagement of TENEO Consultants following Tender Process.
- Kick off meeting 1st May 2025
- Two specific tasks to be undertaken
 - Develop long term Commercial Strategy
 - Examine Naming Development and Brand Identity



Commercial Strategy Development - Process

- Review current usage and revenue model
 - Commercial model exploration
 - Strategy development
 - Recommendations Report on Commercial Strategy
 - Implementation and monitoring
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Naming Development & Brand Identity - Process

Challenge – New SDCC Brand & Brand Identity of Council/County

- Naming development wider sports and stadium landscape
- Tallaght Stadium specific - Discovery phase and understanding brand relationships
- Developing of Visual design - Crafting identity & creating content
- Campaigning & Engagement Narrative
 - Implementation and promotion of a new brand
 - Targeted deployment of content across multiple channels,
 - Promotional campaigns, community events, and digital interactions to build robust stakeholder connections.
 - Measurement of campaign impact /adjustment of strategies based on feedback and KPIs.

Key Considerations Naming Development and Brand Identity

Heritage and Place

- Connection to Tallaght, to the locality or previous naming. Building on what has gone before and winning hearts and minds

Naming 'equity'

- Choosing the right name can have a significant impact on the perception of the stadium – in short and long term.

Regional, National & International appeal

- Crafted to generate appeal to wider world

Aligning with Sustainability

- Considers community and sustainability goals
- Ensure the long-term benefits for both the stadium and local area.

Next Steps – Timelines

- ❑ Teneo to conduct stakeholder engagement through targeted interviews and surveys (including community, fans, and media).
 - ❑ Teneo to assess insights and develop Commercial Strategy and naming development /branding options
 - ❑ Teneo to present solutions with rationale and rollout considerations.
 - ❑ SPC to be updated in September
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