

Sponsorship - Ireland - December 2015

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"While the overall sponsorship spend in Ireland is only around a tenth of the amount spent on conventional advertising, it is nonetheless an established, resilient and growing sector with promising prospects for the years ahead. It has weathered the difficult years of the recent economic downturn, and looks set now for a period of sustained, if unremarkable, growth.'

– Brian O'Connor, Senior Consumer Analyst

This report looks at the following areas:

- With TV-related sponsorship, ensure property/target market match
- Consumers want to see the payback from sponsorship
- Never mind the glamour, consumers favour local sponsorships

Having endured a challenging period of stagnation during the recent economic downturn, the Irish sponsorship market has returned to growth. This is primarily due to the strong revival of the NI economy and, in particular, the RoI economy over the past couple of years. It is also due to a small number of high-profile sporting events that attracted significant sponsorship – most notably the Rugby World Cup in October 2015.

Sporting events, teams and individuals attract the bulk of sponsorship spend in Ireland, which is not surprising given the fact that consumers are significantly more likely to regard sports-related sponsorship to be more effective than, for example, a TV content-related sponsorship. Sponsorship spend in the future depends not only on continued economic growth, but also on the appeal of future sporting events, which often depends on whether or not Irish teams and/or athletes are involved.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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