

MEMBERSHIP 2021/2022

sportforbusiness.com



Daily News Digest

The only dedicated news and analysis media for the sports industry in Ireland

Partnerships

Working with Members to create smart thinking and real value for all.

Live and Virtual Events

"It's where I get the intelligence I need to do my job"

Network

"Brilliant job keeping the sector up to date and connected every day"

OVERVIEW

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Sport for Business is a membership organisation which draws together the various important strands of the commercial world of sport in Ireland.

We produce a daily news digest which is distributed to over 4,000 leaders, influencers, administrators, sponsors, society and political operatives.

Our content includes news and analysis of all areas where sport and business cross over. We have specific columns and features on key areas from sponsorship and media to research and participation, from our 30 Under 30 Young Leaders of Tomorrow to our annual focus on Sport for Social Good and list of 50 Women of Influence in Irish Sport

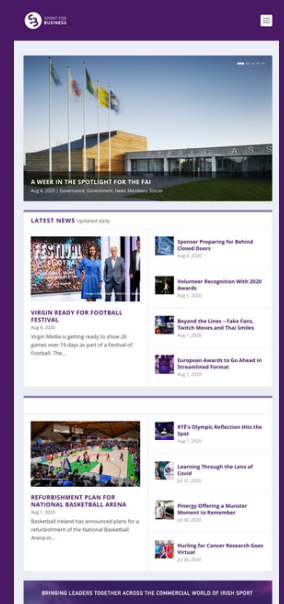
"Love the passion for what matters. "It's where I want to see my story most."

We run a comprehensive programme of what was and will be live events but is for now taking place in the virtual world.

These events bring together our community of members in a way that is trusted, appreciated and which makes a real difference to how sport is managed and run.



New online platform launched in 2020







FEATURES AND PROJECTS THAT WORK

We work with our member organisations to deliver projects that work in the areas that matter most to them and to our wider community.

Feature content series that are designed to provide valuable information and secure a reputation as opinion formers and leaders in a particular field include our Sport for Social Good series, report and event with Allianz; our Ireland's Olympians series with Indeed and our Women of Influence series with Liberty Insurance.

Our video interviews each day provide digital and social content that is seen and appreciated by 1000's of viewers.



"The feedback was fantastic. The whole team really enjoyed it. Our best session of the year."

A WIDER VOICE

We appear regularly across mainstream media outlets to discuss different aspects of the commercial world of Irish sport.

We can often represent the views of member sponsors and sporting bodies in challenging circumstances.

The understanding we gather from the strong relationship we build with our members places us in a strong position to represent them.



MAKING MEMBERSHIP WORK

We work with you to make our partnership work best.

This can be through a mix of news coverage, keynote interviews and thought leadership that positions you as an influential voice in the commercial world of Irish sport.

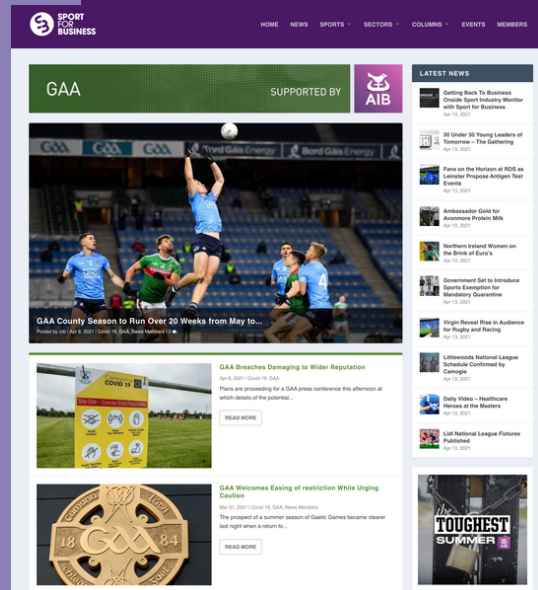
Gold Members will have attribution as sponsors of a key, relevant sector for a period of time included as part of their membership.

**"A greater understanding
of how sport and business
work together than in any
other media."**

We bring together members that have mutual benefit to be gained from working together, but who might otherwise prove difficult to reach in a meaningful fashion.

We also serve to educate those coming into, or rising through the industry with what they need to know to stay ahead of the game.

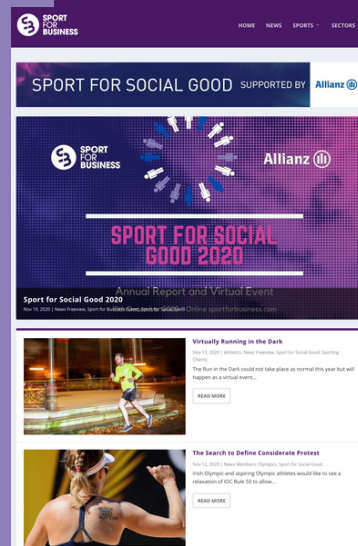
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Sector Sponsorship



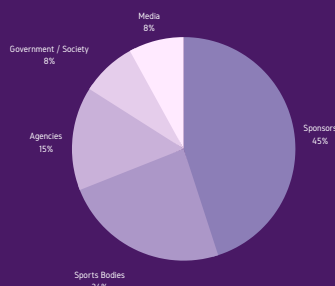
Industry analysis



Thought Leadership

GREAT CONTENT

Agencies	Legal
Ambassadors	Media
Awards	Participation
Betting and Gaming	Research
Children and Sport	Social media
Data	Sponsorship
Education	Sport for Social Good
esports	Sport in the Workplace
Fan Engagement	Sports Clubs
Finance	Sports Retail
Governance	Sports Tourism
Government	Technology
Inclusion	Ticketing
Industry Movers	Women in Sport



GREAT COMPANY

Sport for Business lists almost 250 organisations as members, drawn from almost every individual sporting body, major sponsor and agency, Government Departments, local authorities and state agencies as well as the media.

We also have a growing international reach with UEFA, the European Tour and others becoming part of our expanding network.



GOLD MEMBERSHIP

Best Fit: Larger Business, Sporting National Governing Body, Media Outlet, Agency or Institution

Key Benefits

- Memberships of Ireland's Premier Community of sporting and business leaders
- Full Access to all content for ten individuals
- Daily News Digest and additional exclusive content
- One Month Sponsorship credit for selected sport / sector
- Exclusive Access to Sport / Sector Sponsorship around key campaigns
- Exclusive interview and feature opportunities
- Exclusive Lunch and Learn Opportunity for Team Members
- Five Credits per annum as supporter of Daily news Digest
- Free Access to all online events
- One free place at all Real world events with deep discount on additional places



€1,200 per annum or €120 per month



SILVER MEMBERSHIP

Best Fit: Smaller Business or Sporting National Governing Body

Benefits: Full Access to all content for three individuals
Daily News Digest and additional Exclusive content
Two credits per annum as supporter of Daily News Digest
Deep Discount to all online Events
Deep Discount on Real World events



€600 per annum or €60 per month



BRONZE MEMBERSHIP

Best Fit: for Individuals interested in the Business of Sport
Benefits: Full Access to all content for single individual
Daily News Digest and additional Exclusive content



€300 per annum or €30 per month



PARTNER MEMBERSHIP

Our top level of partnership, limited to those organisations who are clear leaders in their field

Key Benefits

Leadership within Ireland's Premier Community of sporting and business leaders
Sponsorship of Major Feature / Event / Report based on what fits best for you
Close collaboration on projects and programmes
Daily Credit as Sport for Business Partner in Daily Digest on Home Page of Sportforbusiness.com

- Full Access to all content for up to 50 individuals
- Daily News Digest and additional exclusive content
- Sponsorship of selected major sport / sector
- Exclusive interview and feature opportunities
- Exclusive Quarterly Lunch and Learn Opportunity for Team Members
- Daily Credit as supporter of Daily News Digest
- Free Access to all online events
- Two free place at all real world events with deep discount on additional places



On application (limited availability)



Additional Opportunities

Partner and Gold Members

- Podcast Sponsorship opportunities
- Campaign Specific Homepage and Digest placements
- Event and Sponsorship Features
- Creation of bespoke online and real-world sessions

All Members

- Access to exclusive online events
- Use of Jobs in Sport promotion