



2024 SEASON

TREATY UNITED FC

Sponsorship Opportunities





# WE ARE TREATY

Football in Limerick has a deep history. From the inception of the club in 1938 to Limerick winning the inaugural League of Ireland Women's Championship in 1973, to countless memories of European football in the 1980s in a packed Market's Field, the game has produced some of the city's most memorable moments.

Treaty United FC launched in 2020, with the Women's team joining the SSE Airtricity League Premier Division in 2020, while the Senior Men joined the SSE Airtricity Men's First Division in 2021. In addition to the Senior Men's and Women's teams, the club now has 7 youth academy teams filled with Irish youth internationals and some of the brightest up-and-coming stars in the country.



“Treaty United FC is the lifeblood of football in Limerick, with a robust team and a pipeline of amazing talent.”

- *Football Association of Ireland (FAI)*

# TREATY AT A SNAPSHOT



## COMMUNITY DRIVEN

Deep community ties with countless camps and clinics in the region.



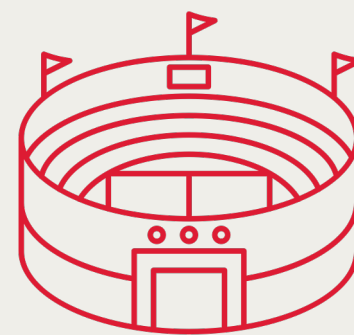
## LICENSE HOLDERS

Sole senior football license holder for the Mid West, an area of 475,000 people.



## ROLE MODELS

Senior Irish and Ireland youth internationals in the senior and youth squads.



## MARKETS FIELD

Sole tenant of this historical, iconic venue of senior football in Limerick.



## GLOBAL BACKING

Deep ties with clubs and people across Europe and North America.



## FEMALE HISTORY MAKERS

The first time in history that a Men's and Women's League of Ireland club has had a female CEO.



## PROFESSIONALISM

With committed investment from long-term owners, Treaty has a vision and goal to be a fully professional club and a leader for other football clubs in Ireland.



# COMMUNITY IMPACT

Through Treaty's commitment to community impact and fostering a premier player pathway, the club is working towards becoming the beacon of excellence in the Mid West. The club's dedication to player development extends beyond local boundaries, as international recruiting is already taking place which creates a diverse environment for players to learn and grow. Treaty's aspiration is to be the one-stop shop for football enthusiasts in the Mid West and to provide a top-tier experience - from grassroots beginnings to elite levels of competition. Currently, Treaty focuses on impacting youth development through dedicated coaching and mentorship. This purpose has created an energetic community hub that promises a bright future for Treaty and allows aspiring athletes to find a home in the academy and reach their full potential.



# AN EXCITING TAKEOVER

In October 2023, it was announced that Ciara McCormack, a former Irish national team player, and Tricor Pacific Capital, a Canadian based family investment office, partnered in acquiring Treaty United FC.

This partnership was made with the intent of supporting Ciara's vision for the club. The investment Tricor made comes from the belief in the immense potential for the game's growth in the city of Limerick and the Mid West region, and the idea that with strong support on and off the field, Treaty could become a blueprint for football clubs globally, on and off the field.



*Tricor Pacific Capital Inc. is a leading Canadian family office based in Vancouver, actively investing its own capital and operating knowledge in a diverse group of companies and investments. The firm's intention is to build and hold investments intergenerationally to create a lasting impact on the lives of their partners, employees, families, and their community.*



# VALUES

**01**

## **POSITIVE SOCIAL COMMUNITY IMPACT**

Making a difference in the community through a wide variety of programs.

**02**

## **INTEGRITY**

Doing things the right way matters to us.

**03**

## **ACCESSIBILITY**

The impact of the game reaching everyone no matter what their circumstance.

**04**

## **RESPECT**

Treating our players, coaches and community the way we'd like to be treated.

**05**

## **EXCELLENCE**

A desire to be our best, break barriers and be the standard.

**06**

## **DIVERSITY**

We believe we grow the different kinds of perspectives and voices we have, making decisions on and off the field.

# OUR FUTURE VISION

Committed to excellence on and off the pitch, we strive to **create a legacy** that leaves a lasting impact on the players, supporters, and the football landscape. Our vision for Treaty includes:

- A new practice complex and upgrading Markets Field
- Deep engagement in the community of the Mid West and Limerick
- Inspiring role models for young players
- An amazing game day experience
- An entity that is a **source of pride** for the region



# MOMENTUM

## GROWTH IN IRISH FOOTBALL ATTENDANCE

### LEAGUE OF IRELAND

- League of Ireland attendance has **risen by 126%** since 2016
- **40,000** attended and **sold out** the 2023 FAI Cup Final
- **Top 10** crowd for a Cup final in Europe

### Treaty United FC

- The **only** League of Ireland club in the Mid West (population of 473,000)
- **2,100 programs** sold in the 2023 season

## 2023 SOCIAL MEDIA STATISTICS



### FACEBOOK



**9.5k** Followers



**255,816** Reach



**272,929** Visits



### INSTAGRAM



**5k** Followers



**66,042** Reach



**5k** Visits



### YOUTUBE



**450** Followers



### TIKTOK



**67k** Followers



### X (TWITTER)



**10k** Followers



**880k** Visits in July 2023



# MEDIA ATTENTION

Home / Sport / Soccer / League of Ireland

## Former Ireland international Ciara McCormack becomes first female co-owner and CEO of League of Ireland club



CONFIRMED: Treaty United a by new partnership led by inc CEO Ciara McCormack



Home / Sport / Soccer / International Soccer

## Dominic Foley 'can't wait' to get started in new full-time role as manager of Treaty United women's team



Soccer

## Former Ireland international Ciara McCormack leads Canadian acquisition of Treaty United

The 44-year-old will become the first woman chief executive of a men's or women's soccer club in Ireland

Move over, Ryan Reynolds: Canadian soccer whistleblower now co-owner, CEO of Irish football club

Ciara McCormack has partnered with a Vancouver investment company to buy semi-pro Treaty United FC in Limerick



Karin Larsen · CBC News · Posted: Oct 20, 2023 5:00 AM PDT | Last Updated: October 20



Sport > Football > League of Ireland

NEW ERA Treaty United star Anne-Marie Ulliac believes female led takeover can be catalyst to improve teams



THEGUARDIAN.COM

Ciara McCormack: the Canadian whistleblower turned soccer CEO

# WHY BECOME A SPONSOR

Your company will:

- **Gain Local and Global Exposure**
  - Deep community ties in Limerick, the Mid West and a global interest in the acquisition with a rare female leadership. A great deal of media exposure around the takeover.
- **Support Senior Football**
  - Highest level for football in the region and a pathway for the most talented youth players to make the Irish World Cup squads.
- **Be a Part of the Greater Community**
  - Support the top local talent and join a positive gathering place at matches with a loyal fan base that makes Limerick and the Mid West proud.
- **Make a Positive Impact**
  - Align your brand with Treaty Senior Player role models, provide healthy living initiatives and scholarships for lower-income players.

Additionally, you will receive **customizable sponsorship packages** tailored to meet your **business objectives** and **enhance your presence** on a local and global scale.

## PAST & CURRENT SPONSORS:





# SPONSORSHIP TIERS

## **GOLD**

Maximize Exposure On and Off the Field

## **SILVER**

Meaningful Contribution to the Club with Significant Exposure

## **BRONZE**

Receive Exposure Within the Community via Supporting Specific Individuals and Events

# SPONSORSHIP BENEFITS

Sponsors of any level all receive the following:

- Special **Pre-Season Sponsor Event** with a **Meet and Greet** with the Men's and Women's **Players**
- **Children's Clinic Day** – clinic hosted by Treaty players for our corporate supporters
- Quarterly **Leadership Webinar**
- Partner **Discounts and Offers**
- Exclusive access to virtual and in-person **club events**
- Voice in **important decisions** we make in the club
- Virtual **Meet and Greet with Tricor**

In addition, based on the tier chosen, the sponsor will also receive a plethora of **tier-specific benefits**. Treaty is pleased to offer the following partnership opportunities for our 2024 season.





# SPONSORSHIP TIER OVERVIEW



## GOLD

### FRONT OF JERSEY (MEN or WOMEN): €30k (50k FOR BOTH)

- Front of Jersey for the Senior Men or Women or Both.
- Recognized as the Senior Team's Lead Sponsor in all media.
- Private Club Corporate Day for Jersey Unveiling with Senior Team Meet and Greet and Official Photos
- **2** Game Day Boards for Season
- **10** Club Season Passes with Members Suite Access
- Game Program and Website Recognition as Gold Sponsor
- Treaty Branded Plaque with Gold Status Recognition



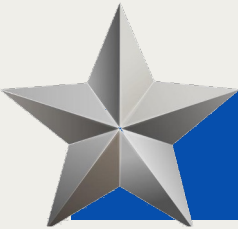
### TREATY ACADEMY NAMING RIGHTS: €30k

- Naming Rights on all Media and Social Media for Treaty Academy
- Logos on warm-up shirts and small patches on home academy game jerseys
- Corporate Launch Day - event for up to 100 people in your corporation, meet the academy coaches and players
- **2** Game Day Boards for Season at Senior Games
- **10** Club Season Passes with Members Suite Access
- Game Program and Website Recognition as Gold Sponsor
- Treaty Branded Plaque with Gold Status Recognition

### FOOTBALL SCHOOLS NAMING RIGHTS: €30k

- Naming Rights on all Media for Treaty Community Clinics and football Schools
- Prominent logo on all football School merchandise
- Company mentioned in all correspondence for football schools
- Corporate Launch Day for a free community camp in a location of your choice for players aged 5-12
- **2** Game Day Boards for Season
- **10** Club Season Passes with Members Suite Access
- Game Program and Website Recognition as Gold Sponsor
- Treaty Branded Plaque with Gold Status Recognition

# SPONSORSHIP TIER OVERVIEW



## SILVER

### TEAM SPONSOR: €10k

- Front of Jersey Sponsor for Youth Academy Team of Your Choice
- Team Naming Rights (Your Company Treaty U17 Team) on all social media
- 6 Club Season Passes with Members Suite Access
- Game Program and Website Recognition as Silver Sponsor
- Treaty Branded Plaque with Silver Status Recognition
- Stadium Board for Game Day

### SMALLER JERSEY PATCH: €10k

- A patch on the small area of your choice (shorts, back of neck, sleeve) for men's or women's team (15k for both)
- One Stadium Board for Game Day
- 6 Club Season Passes with Members Suite Access
- Game Program and Website Recognition as Silver Sponsor
- Treaty Branded Plaque with Silver Status Recognition

### STADIUM WALL SIGN: €10k

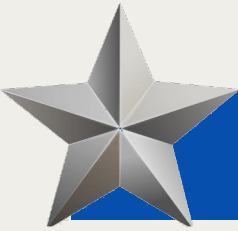
- Large Sign on the Back Wall
- 2 Stadium Boards
- 6 Club Season Passes with Members Suite Access
- Game Program and Website Recognition as Silver Sponsor
- Treaty Branded Plaque with Silver Status Recognition

Example of Smaller Jersey Patch





# SPONSORSHIP TIER OVERVIEW



## SILVER

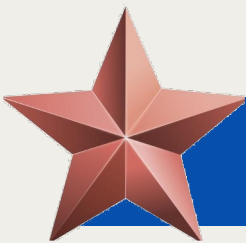
### ONLINE STREAMING TITLE SPONSOR: (SILVER) 10k

### NAMING RIGHTS OF THE MEMBERS SUITE: €10k

- Identified as (Company Name) Treaty United FC Game Day Stream
  - For both the men’s and women’s game streams, home and away
  - Global reach with Canadian investors, players, and global focus
  - Logo watermarked into YouTube stream
  - One Stadium Board for Game Day
  - 6 Club Season Passes with Members Suite Access
  - Game Program and Website Recognition as Silver Sponsor
  - Treaty Branded Plaque with Silver Status Recognition
- (Your Name) Treaty Members Suite for the men and women for the duration of the season
  - Opportunity to have exclusive logos and company info in the Member’s Suite
  - One Stadium Board for Game Day
  - 6 Club Season Passes with Members Suite Access
  - Game Program and Website Recognition as Silver Sponsor
  - Treaty Branded Plaque with Silver Status Recognition



# SPONSORSHIP TIER OVERVIEW



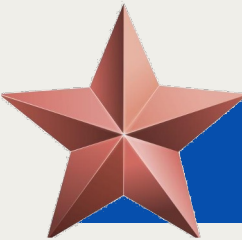
## BRONZE

COMMUNITY CAMP: €2K	PROGRAM PAGE SPONSOR: €300 - €1.5k	ONLINE STREAMING MATCH SPONSOR: 1K per game
<ul style="list-style-type: none"><li>• <b>1</b> Club Season Pass and Members Suite Access</li><li>• <b>10</b> free scholarships to players in need at the camp</li><li>• Logo on front of camp t-shirt</li><li>• Website Recognition as a Bronze Sponsor</li><li>• Social Media Identification as Community Camp Sponsor, Day of Camp Start</li><li>• Mention on All Correspondence</li><li>• Material about the company handed out online and in person to the players at the camp</li><li>• Opportunity to choose a club/area to be the camp sponsor</li></ul>	<ul style="list-style-type: none"><li>• <i>Full Season</i><ul style="list-style-type: none"><li>• €1500: Whole Page</li><li>• €1000: Half Page</li></ul></li><li>• <i>One Match</i><ul style="list-style-type: none"><li>• €600: Whole Page</li><li>• €300: Half Page</li></ul></li><li>• <b>1</b> Club Season Pass for Whole Page, Half Page, and Full Season Sponsors</li><li>• <b>2</b> Game Day Tickets with Members Suite Access for the Day of Chosen Game</li><li>• Website Recognition as Bronze Sponsor</li><li>• Half or Full-Page Advertisement of the Company in Match Day Program</li></ul>	<ul style="list-style-type: none"><li>• <b>1</b> Club Season Pass and Members Suite Access</li><li>• Match presented by (Name of Sponsor)</li><li>• Website Recognition as a Bronze Sponsor</li><li>• Highlights of the game on social media and YouTube channel, with your logo prominently displayed for the game your company sponsors.</li></ul>





# SPONSORSHIP TIER OVERVIEW



## BRONZE

MATCH NIGHT SPONSOR: €1.5k	INDIVIDUAL SENIOR SPONSOR: €1k	INDIVIDUAL YOUTH ACADEMY PLAYERS: €600
<ul style="list-style-type: none"><li>• <b>10</b> Game Night tickets &amp; Members Suite access of choice</li><li>• Stadium Board for One Game Day</li><li>• Broadcast recognition</li><li>• Gameday Social media recognition</li><li>• Program Cover recognition and Message</li><li>• Website Recognition with logo as Bronze Sponsor</li></ul>	<ul style="list-style-type: none"><li>• <b>1</b> Club season pass &amp; Members Suite access</li><li>• Listed as Sponsor under Player on the online roster</li><li>• Listed on Match Day Program under Player</li><li>• Recognized on social media on players birthdays</li><li>• Website Recognition with logo as Bronze Sponsor</li></ul>	<ul style="list-style-type: none"><li>• Listed as Sponsor under Player on the online roster</li><li>• Website Recognition with logo as Bronze Sponsor</li><li>• Listed on the Senior Game Day Roster as Bronze Sponsor</li><li>• Recognized on birthday posts on Youth Academy Social Media</li></ul>





# MANAGEMENT TEAM



**Ciara McCormack, CEO**

**Hometown :** Vancouver, Canada

**Email :** [cmccormack@treatyunitedfc.com](mailto:cmccormack@treatyunitedfc.com)

Ciara McCormack is the CEO of Treaty United FC. She was a Champions League Finalist, played for the Republic of Ireland, and was a pro football player in 5 different countries, graduated from Yale University and the University of Connecticut. She is a global safe sport advocate and has run events in North America for 15 years helping players receive university scholarships

**Hometown:** Athlacca, Co. Limerick, Ireland

**Email:** [mcurtin@treatyunitedfc.com](mailto:mcurtin@treatyunitedfc.com)

Marie Curtin is one of the most capped players for the Republic of Ireland from the Limerick area, appearing 55 times for the Irish Senior Women's team. She played university soccer at Hofstra University, New York on a soccer scholarship from 2004-2008. She played semi-professionally in the US and Norway and finished out her playing career in the League of Ireland captaining Treaty United Women's team in 2020. Marie has been coaching in the club since 2021 and was successful in 2023 leading the U17 Girls Academy team to a Shield Final win.



**Marie Curtin, COO**



**Tommy Barrett,**  
*Head Coach, Sr. Men*

**Hometown:** Limerick, Ireland

**Email:** [tbarrett@treatyunitedfc.com](mailto:tbarrett@treatyunitedfc.com)

Tommy Barrett is a well-known Limerick local, having starred on the football pitch before landing a leading role as a coach. Tommy joined Limerick FC from Fairview Rangers, making 72 league appearances for the club over the following 2 seasons, netting 14 league goals. He went on to play for Shamrock Rovers before returning to Limerick, where he played until a stint for Athlone Town in 2011. Tommy hung up his boots in 2012 to take up coaching and has led Treaty since 2021, with an impressive AI Cup semi-final appearance in 2022.