



Naomhóga chorcaí

Sponsorship Proposition:

Introduction

Naomhóga Chorcaí is a traditional Currach rowing club based on the banks of the river Lee, in Cork City, Ireland. We are currently offering marketing and sponsorship opportunities to commercial organisations who may want to raise their profile at public events in Ireland and in the UK.

Our goal is raise enough sponsorship to send 9 currachs and a crew of 60 to the Great River race in the London in September 16th 2006.

Our Club:

In existence for 9 years, the club has 140 full time members and has a range of traditional Currachs types from different regions of Ireland. The club has dedicated rowing sessions every Saturday morning where members of the public are invited to come along and try out Currach rowing for themselves. Currachs can regularly be seen being rowed on the Lee through the city on Saturday mornings and summer evenings.

Our proposition:

The club is currently seeking to finance the infrastructure, which will allow it to attend regattas in both Ireland and the UK. The marketing opportunities consist of placing the company logo on the side of the Currach, displaying the company logo on the rower T-shirts and mention of sponsorship by companies in any press releases, photo-ops and a banner on the club website www.naomhogachorcai.com (which is currently in development).

Your Opportunity:

Currachs are iconic boats, world renowned and instantly recognisable as being uniquely Irish, thanks in part to Guinness Adverts and postcards! This opportunity enables your organisation to be associated with an important living part of Irish culture.

The Thames Great River race is taking place in the centre of London on September 16, 2006. In existence now for 18 years, the race attracts more than 500 boats, over 22 mile stretch of river and it watched by an estimated 250,000 spectators. The race is the largest of its kind in England and gets a large media coverage, both in print and on Tv. Irish currachs generally attract a great deal of attention in events like this in the UK and never before has a flotilla of this size travelled to the race. Sponsors, therefore, have a unique opportunity of exposure both from local media links in Cork and on the race day in London.



Sponsorship packages:

2 boat sponsorship:

- 10 x crew t shirts - incorporating company logo back and front.
- 4 x boat banners - each currach will have a 15ft. banner running along both sides of the boat for duration of race.
- 2 x flags - 100 cm x 100 cm (hanging from the stern of each boat)
- Press releases - we have articles being released in the Evening Echo and Examiner publications prior to the race and one post race.
- Website: 100 pixel x 100 pixel logo placement on site home page for 6 months

Cost: €5,000

Flotailla sponsorship – (9 boats)

- 60 x crew t shirts - incorporating company logo back and front.
- 36 x boat banners - each currach will have a 15ft. banner running along both sides of the boat for duration of race.
- 9 x flags - 100 cm x 100 cm (hanging from the stern of each boat)
- Press releases - we have two articles being released in the Evening Echo and Examiner publications prior to the race and one post race.
- Website: 100 pixel x 100 pixel logo placement on site home page for 12 months

Cost: €20,000

Sponsors can nominate upto 4 persons for one year's honorary membership of Naomhóga Chorcaí. (Membership is normally €125 per person.) This entitles them to lessons in how to row and handle a currach. Once mastery of the currach has been achieved, honorary members are welcome to join club members on rowing excursions. The club undertook several offshore island rows last year including Cape Clear, Sherkin, The Saltee's and Inis Beg.

Contact us:

Our fundraising officer is Martin O Donoghue and can be contacted on 087 2287160 or email martin@naomhogachorcai.com



Naomhóga chorcaí

About the Currach boats:

Currachs are traditional boats, which were used in great numbers in the past to harvest seaweed and fish such as Mackerel, Whiting and Herring. These boats are built by covering a light timber frame with cotton canvas and coal tar. Very seaworthy and light enough to be carried by a couple of men, they were the ideal boat for the rocky exposed coastline of Ireland. The Irish skin boat is unique to the North Atlantic and the boats come in various designs, with local flavours from Kerry, Clare, the Aran Islands and Donegal being the most well known. Boats differ in design according to local conditions. A few Currachs are still fished in the traditional manner in parts of the country and a vibrant racing circuit exists nationwide. Naomhoga Chorcaí's club Currachs are built in the centre of Cork city by Meitheal Mara, which enables youths from disadvantaged areas of the city to learn boat building and carpentry skills. There are close links between the club and Meitheal Mara.

Thank you for taking the time to view this proposal, I look forward to receiving your response.

Slán go fóill,

Martin O Donoghue
Club Secretary
Naomhóga Chorcaí.
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Cork