



## Overview

### Event Overview

Vancouver, Canada will be host to the WFDF (World Flying Disc Federation) World Ultimate Championships from August 2-9, 2008 ([www.wugc2008.com](http://www.wugc2008.com)). More than one hundred teams from over 30 nations will gather to compete for the world title. Given the massive ultimate following in Vancouver in combination with all of the teams and supporters attending the event, there will be an audience of well over 8000 sport enthusiasts.

### About the Irish Ultimate Team

Ireland has competed at international competitions since 2000 when both an open and co-ed team traveled to Hiellbron in Germany for the World Ultimate Championships.

Since then a mens and womens team have competed at the European Ultimate Championships in 2003 and 2007 and also a return trip to the World Ultimate Championships staged in Finland in 2004. It was at the 2004 WUGC that Ireland won an unprecedented double with both teams taking home the prestigious 'spirit' prize awarded in recognition of fair play. After their recent 6<sup>th</sup> place finish at the 2007 European Ultimate Championships and more recently a 5<sup>th</sup> place finish at the 2007 World Beach Ultimate Championship in Brazil, their vision is now set on WUGC 2008 in Vancouver, Canada.



[www.irishultimate.com](http://www.irishultimate.com)

Team Ireland will be composed of approximately 40 self-funded amateur athletes (20 men and 20 women) and have already started their preparations for what will be the biggest event in Ultimate Frisbee in the world in 2008. Team Ireland is governed by the Irish Flying Disc Association (IFDA - [www.irishultimate.com](http://www.irishultimate.com)), which is affiliated to the World Flying Disc Federation (WFDF - [www.wfdf.com](http://www.wfdf.com)).

### About the WFDF 2008 World Ultimate Championships

The WFDF World Ultimate Championships have been held every 4 years since the first World Ultimate Championship was held in Gothenburg, Sweden in 1983. Qualifying events in each country typically occur in the year prior to the World Championships.

This year the WUGC will be taking place in Vancouver, Canada. Surrounded by the beautiful Pacific Ocean and the spectacular coastal mountains, games will be played on lush fields at the University of British Columbia. The Pacific Northwest is a flying disc hotbed, with Vancouver and Seattle consistently producing WFDF world champions. With a Greater Vancouver Ultimate community of 8,000+ players, organizers expect a high level of spectator interest, especially for the gold medal games on August 8th and 9th.

### What is Ultimate?

Ultimate is a flying disc team sport played on a grass field with end zones. Teams advance the disc with aerodynamic throws, with one point scored for each catch in the end zone. In games to 17, the athletes must possess an incredible combination of endurance, speed, agility, technique, and teamwork combined with a strong commitment to fair play in top competition without referees. The athletes must arbitrate their own calls in the heat of competition using a refined system of rules. Invented in 1968, organized competition now takes place on six continents.

### Team Ireland Supports the Environment

This year Team Ireland is taking a unique approach to travel. The entire team has challenged itself to ensure that every stage of their trip to Canada will be eco-friendly. In partnership with a state owned forestry company, Coillte. Team Ireland will embark on a carbon neutral trip whereby hundreds of trees will be planted to off-set all emissions resulting from their air and ground transportation.



**2008 WUGC Sponsorship Package – Team Ireland**



## Brand Exposure

### Opportunity for Corporate Sponsors

This year, Team Ireland is eager to represent its country at this international competition. Following their recent performances at the 2007 European Ultimate Championships and World Beach Ultimate Championships, there is now a great opportunity to build on this successful platform at the World Championships. Given the exposure to the media, general public and ultimate players from around the world, this is an excellent opportunity for corporate sponsors to align themselves with a fantastic event and team.

### Coverage

With Team Ireland competing at home, in Europe and in Canada this summer, the opportunity for exposure is wide-reaching. Ultimate Frisbee provides access to the unique demographic of young professional twenty-somethings with an existing and growing purchasing power.

GMTV are currently producing a feature program following Team Ireland through their preparation for EUC 2007 which is due to be aired in the first half of 2008. The exposure associated with Team Ireland for 2008 will include press releases to all the national, regional and local newspapers, as well as radio coverage.

One of the highlights of the coverage afforded to prospective sponsors by Team Ireland will be the opportunity to showcase their brands at the Nations Cup event to be held in Dublin on July 5<sup>th</sup> & 6<sup>th</sup>, 2008. Naming rights for the tournament as well as brand exposure will be on offer at this international event.

### European Exposure

As preparation, Team Ireland will be participating in four European tournaments in the months leading up to WUGC '08. These will provide corporate sponsors with a further amount of brand exposure in European locations. These tournaments are as follows:

- 'Toms Tourney' ~ Brugge, Belgium
  - 48 teams at a 3-day tournament for European nations and clubs
- 'Windmill Windup' ~ Amsterdam, Holland
  - 3-day international warm-up tournament for all European nations
- Nations Cup ~ Berlin, Germany
  - 2-day invitational tournament involving Germany, Finland, Holland, Denmark, Switzerland and of course Ireland.
- Nations Cup ~ Dublin, Ireland
  - 2-day invitational tournament in Dublin, as described above.





## Sponsorship Opportunities

### Levels of Sponsorship

	Platinum	Gold	Silver
Primary logo space on Team Ireland shirts	●		
Corporate banner displayed at Team Ireland area in Player's Village	●		
Corporate banner carried at World Ultimate Championships Opening & Closing Ceremonies	●		
Naming Rights to Nations Cup – Dublin	●		
Logo on Team Ireland warm-up wear	●	●	
Advertising space at Nations Cup - Dublin	●	●	
Products/leaflets distributed at warm-up tournaments throughout Europe	●	●	●
Photoshoot & Corporate Event with Team Ireland players	●	●	●
Permission to use Team Ireland logo & imagery throughout 2008	●	●	●
Logo and link on <a href="http://www.IrishUltimate.com">www.IrishUltimate.com</a>	●	●	●

Team Ireland is excited to open three levels of sponsorship for companies such as your own; so that we can match your contribution to the level of exposure your company will receive leading up to and at the event.

**Platinum - €15,000 minimum contribution – Available to one (1) company only**  
**Gold - €5,000 minimum contribution – Available to three (3) companies only**  
**Silver - €2,500 minimum contribution – Available to five (5) companies only**

Customised arrangements will be discussed on a case-by-case basis.



**2008 WUGC Sponsorship Package – Team Ireland**



## Contact Us

Thank you for taking the time to review this Sponsorship Package. As you can see there is a great opportunity for your company to align itself with a great team and gain significant exposure to a large audience. Should you have any questions, or would like to discuss your involvement with Team Ireland, please do not hesitate to contact **Katie Twidwell, Corporate Sponsorship Liaison** by email [kathryn.twidwell@gmail.com](mailto:kathryn.twidwell@gmail.com) or telephone **+353 87 9471930**.

Should you wish to secure your position as a corporate sponsor immediately, please complete the attached form and email it to the address above.

**Please note that the opportunity for sponsorship closes on May 1<sup>st</sup>.**



[www.irishultimate.com](http://www.irishultimate.com)

**2008 WUGC Sponsorship Package – Team Ireland**

## Sponsorship Form



Thank you for choosing to support the 2008 Irish Ultimate Team. As a valued partner you will receive significant exposure to both the international Ultimate Frisbee community, as well as the general public. If you have any questions regarding your level of exposure, please contact:

Katie Twidwell  
+353 87 9471930  
[kathryn.twidwell@gmail.com](mailto:kathryn.twidwell@gmail.com)

Please complete the following form and email it to us or contact us directly for further details. Following this you will be contacted to discuss payment options.

**Company Name:** \_\_\_\_\_

**Primary Contact:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Street Address:** \_\_\_\_\_

**City/Town:** \_\_\_\_\_

**Postal Code:** \_\_\_\_\_

**Specify the level of sponsorship that you would like to receive:**

**Platinum** – *Minimum Contribution of €15,000*

**Gold** – *Minimum Contribution of €5,000*

**Silver** – *Minimum Contribution of €2,500*



**2008 WUGC Sponsorship Package – Team Ireland**