



# Briefing Document- Lakewood Development Plan 2016-2021

A presentation requesting support from local businesses

September, 2016



# Thank you for being here .....

- Today's meeting is to brief you on building Lakewood Athletic AFC in the next 5 years and to explore working together
- Presentation answers 8 key questions .....
- ....then its is over to you to ask whatever else you want to know!

1. Where is the club in 2016?
2. Where does the club want to be in 5 years?
3. What's in the development plan and when?
4. How much will it cost?
5. Where is the money going to come from?
6. Why be a donor / sponsor?
7. How will we be organised to get there?
8. How could we work together?



# Where is the club in 2016?

A major community resource.....

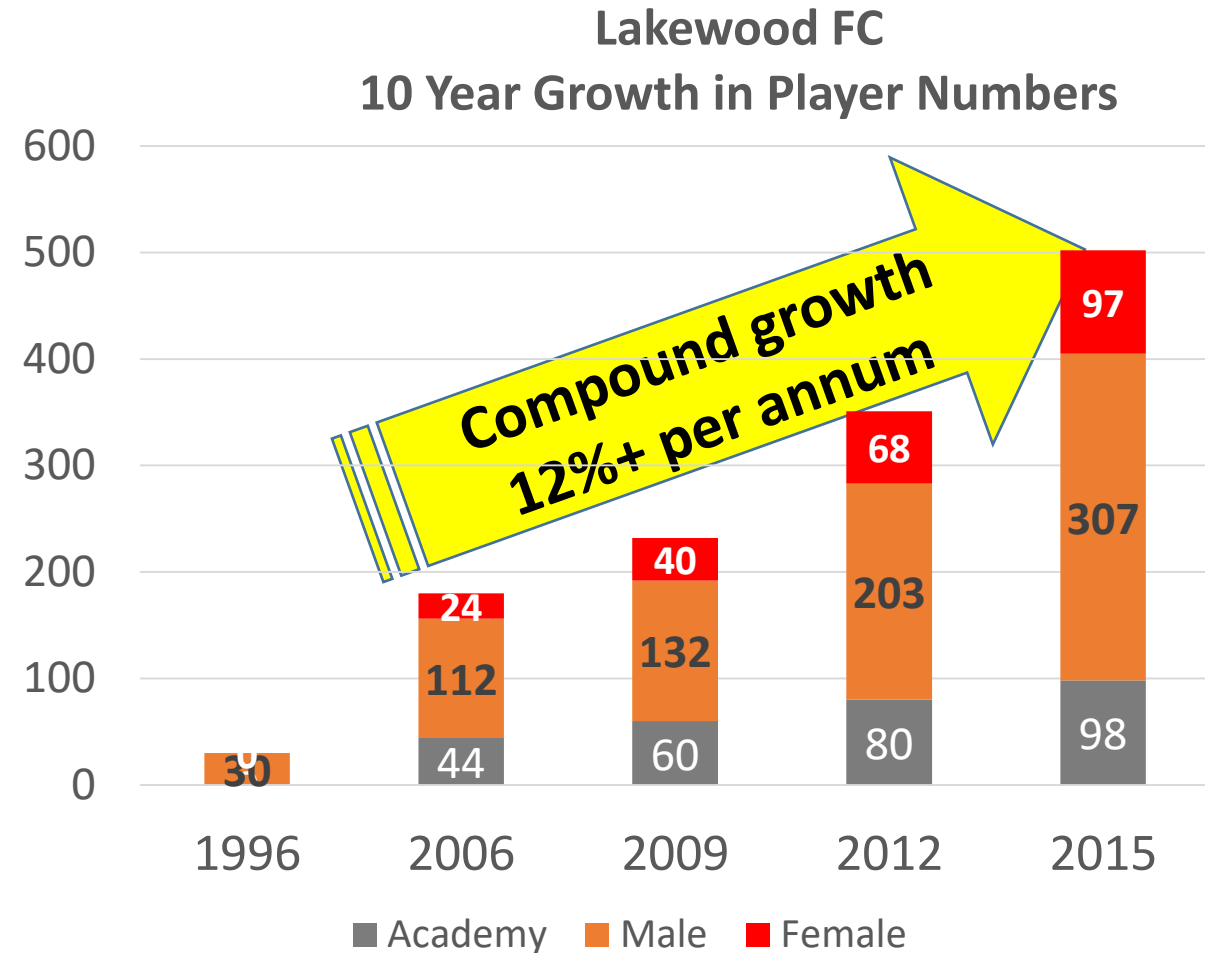
- Founded 1981
- Catchment of 35,000 people
- 502 playing members
- 26 teams in competitions
- Average of 13 home games each weekend
- At max that current facilities will hold



## Where is the club in 2016?

.....growing strongly .....

- Population growing +2.5% pa but Lakewood has tripled player numbers in 10 years
- Compound growth rate of 12% per annum over 10 years
- **Female participation is the fastest growing, +17% pa in last 10 years**
- 100 women and girls playing



# Where is the club in 2016 ?

.....and achieving  
success.....

- 16 schoolgirls and 4 schoolboys capped for Ireland
- 3 Lakewood players have captained the national team in full internationals
- 120+ players represented Cork and Munster



**Feb 2016  
International  
honours**

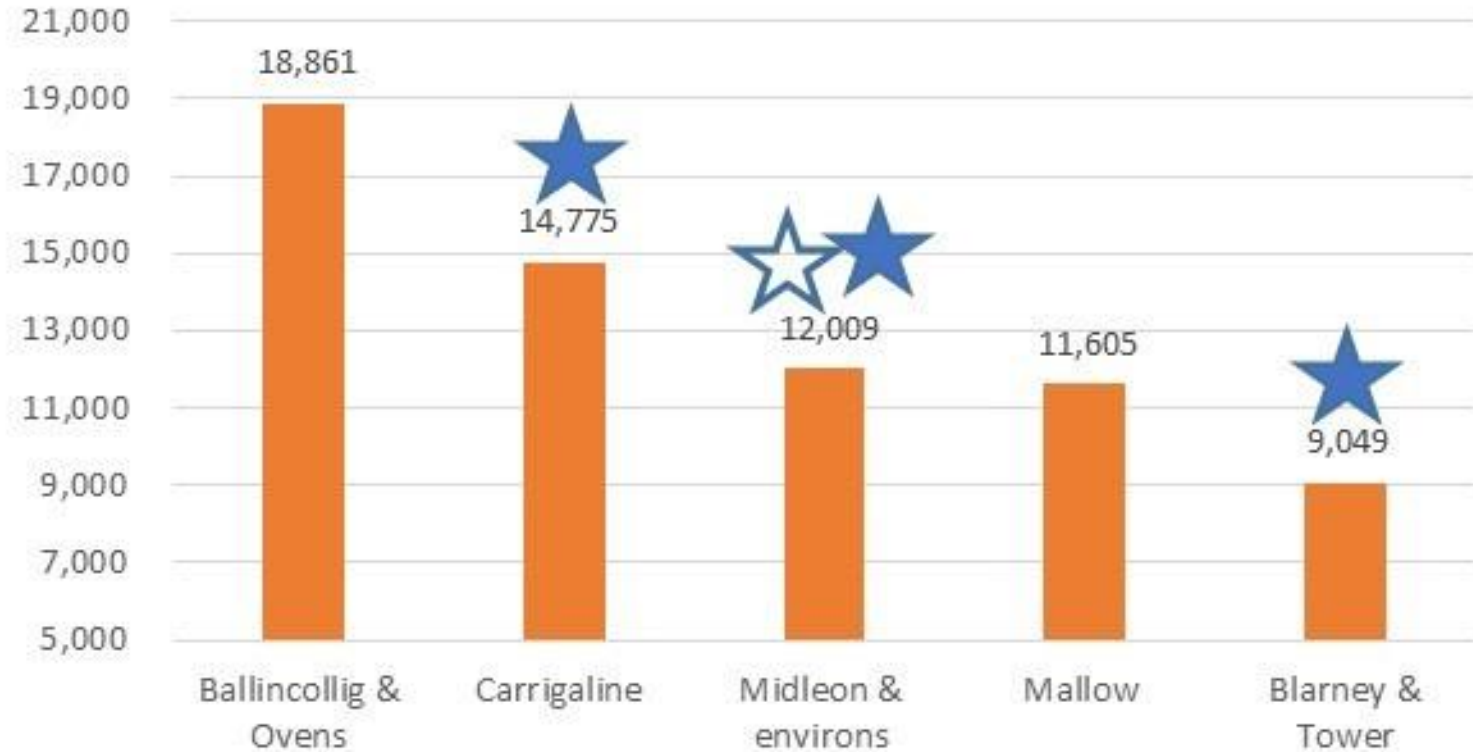


Tyreik Wright of Lakewood who scored for Ireland vs Holland in U15 International tournament held in Turkey.  
Zara Foley, Maria O'Sullivan, Eabha O'Mahony all of Lakewood who played for the Ireland U15 team vs Northern Ireland.

## Where is the club in 2016 ?

.....facilities  
lagging  
behind other towns .....

Cork Satellite Towns - population and facilities



Location of recently enhanced or  
Announced all weather facilities for soccer



# Where is the club in 2016 ?

.....grass pitches, weather disruption and a small enclosure.....but planning permission for the future



# Why be a donor / sponsor?

- **Strong association of your brand with a local, national and international success story.** (Helps businesses in brand, community relations, employee relations and recruitment)
- **Contribute meaningfully to public policy objectives** - health, obesity, gender participation, social inclusion, mental health etc.
- **Increased player participation** – giving the club critical resources to grow its numbers by 30% over the course of this plan
- **Increased social inclusion** in world's most popular sport
- **Build on the great support/lead the club has shown on diversity**
- **Further increasing female participation** at a rate of 10% p.a.
- **Allowing soccer to grow with the population** in the largest satellite town in Cork. Without this investment, participation numbers will stall or fall
- **Enhance the attractiveness and reputation of the locality** by creating a valuable amenity







# Where does the club want to be in 5 years?

... 5 key pillars that we must build to grow and improve.....



# What's in the facilities development plan and when?

1	<b>All weather facilities</b>	2017/18
2	Dressing rooms upgrade and expand	2019/20
3	New storage units	2019/20
4	Improve surfacing grass pitch	2020
5	Floodlights on Pitch 1	2021





(What's in  
it for my  
child?)

- Dependable surface to learn/practice soccer skills!
- More + consistent exercise! Less weather disruption
- Expands space 4-5 times - new pitch subdivided
- Convenient, accessible times for soccer –
  - Floodlit evening matches
- Safer participation –
  - More space per child, increased levels of lighting
- Male/female dressing room segregation

## How much will it cost?

- Total cost circa €600,000
- Pace of funding will dictate timeline but we have a line of sight to success over next 12 months
- New All Weather is a 12 week build project
- Planned to open pitch in September 2017





# Where is the money going to come from?

- Funders like € support from players/ families (c.€80,000)
- Corporate sponsorship – big and small (c.€150,000)
- FAI support (c.€150,000)
- Public/municipal support – SCG round (c.€150,000 - €200,000 )
- Community events/giving and philanthropy (c.€50,000)
- Prudent borrowing (any balance) – repaid from rental.





## Funding Progress to Date

- FAI has committed €150,000 to the plan
- FAI will also highlight its support as part of the government's Sports Capital Funding (SCF) round for late 2016/early 2017
- Imperative for SCF that we have significant non-governmental funding committed to and in place for the project.
- Successful launch of individual campaign for member giving in Summer 2016
- Lakewood benefits from a long lease to 2040 (i.e. 24 years unexpired)
- All funding received for the Development Plan will be ring-fenced for Lakewood FC development purposes only.



Brendan Lenihan, Fergus Buckley and Mark O'Keeffe meeting with John Delaney CEO of FAI in August to progress FAI's commitment to the Lakewood Development Plan.



## Platinum Supporter

- Naming rights on all weather pitch 5 years
- Platinum supporter on digital platforms
- Prominent advertising rights on AWP
- Access to the facility

**€40,000**

## Corporate Champion

- Prominent and regular acknowledgement of Corporate Social Responsibility giving and support of the community

**€40,000**

## Gold Sponsors

- Facebook, Twitter, Text mentions
- Shirt/Bib sponsors in their sections
- Internal competition naming rights
- Summer camp sponsorship
- Pitch sponsor for #1, #2
- Advertising rights on AWP

Academy

Women & Girls

Men & Youths

Junior Schoolboys

Middle Schoolboys

**€20,000**

€12,500 upfront plus annual payments  
over 5 years \* 5 sponsors

## Lakewood Patrons

- Prominent acknowledgement
- Roll of patrons on a large sign +Advert in Ballincollig Newsletter
- Concessionary advertising rates on AWP for business

**€30,000**

from individuals and small businesses

## Friends of Lakewood

- Permanent acknowledgement in/near the pitch

**€50,000**

(by monthly direct debit giving of €10)



# Where is the money going to come from?

*Two option for individual giving .....*

## Join the “Friends of Lakewood”

- €10 per month Standing Order
- Continuing for 5 years
- Acknowledgement in a permanent way near new pitch

## Be one of the “Lakewood Patrons”

- Contribute €1,000 up front
- Roll of Patrons on a pitch-side sign and acknowledgement in local press
- Concessionary advertising rates





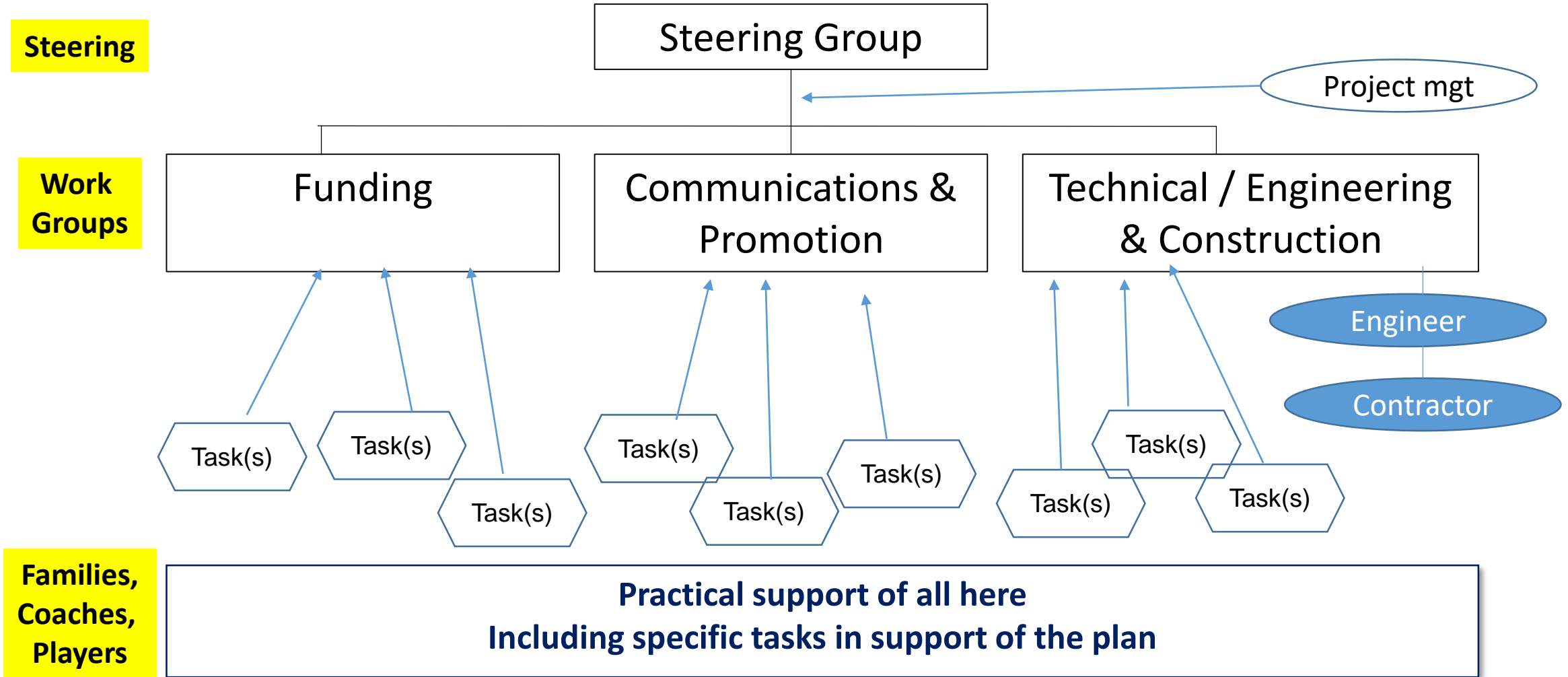
# Where is the money going to come from?

## *Corporate Giving .....*

- Informal approaches have commenced to local businesses
- “Gold Sponsors” – Club segments –
  - Academy, Youths, Girls/Women, Mens
  - Facebook, Twitter, Text mentions
  - Shirt/Bib sponsors in their sections
  - Internal competition naming rights
- Larger packages to cover community partnership and naming rights



# How will we be organised to get there ?



# How could we work together?

- Funding commitments
- Advertising packages
- Other direct areas of support to the plan





# Questions ?

