



ULSTER GAA

COMMERCIAL OPPORTUNITIES 2025



ABOUT ULSTER GAA

The Gaelic Athletic Association is a national organisation, promoting and managing the games of Gaelic Football, Hurling, Handball, Rounders, Scór and culture and supports the promotion of Camogie and Ladies Football through its sister organisations, the Camogie Association and the Ladies Gaelic Football Association.

Ulster GAA is one of five provincial bodies of the GAA, and it supports the efforts of its nine constituent County Committees, 300+ clubs and 250,000 volunteer members and players. It also has close links with the respective provincial bodies of its sister organisations – namely Ulster Camogie and Ulster Ladies Gaelic Football. We will continue to work closely with both organisations as we progress towards integration into one GAA organisation.

We believe Ulster GAA is unique. We are ambitious and eager to provide support to sustain and grow our clubs and counties, while striving to succeed at every level. Ulster GAA works with a range of central government and other public bodies to deliver on its key strategic objectives. Core to this work is providing support and services to both clubs and counties which strengthens the ongoing grassroots development of the Association.



ULSTER GAA



OUR VALUES



COMMUNITY IDENTITY

Community and Club is at the heart of our Association. Everything we do helps to enrich the communities we serve. We foster a clear sense of identity and place. We support our members in contributing to the well-being of their respective communities.



RESPECT

We respect each other on and off the playing field. We operate with integrity. We listen to and respect the views of all.



AMATEUR STATUS

All our players and members participate in our games as amateurs. We provide a games programme at all levels to meet the needs of all our players. We safeguard our position as the leading amateur games organisation in the world.



PLAYER WELFARE

We provide the best playing experience for all our players. We structure our games to allow players of all abilities to enjoy our sports and reach their potential. As with our players, we value the welfare and wellbeing of all our members.



INCLUSIVENESS

We welcome everybody to be part of our Association. We are open to diverse opinions and cultures while respecting our Irish heritage and language. We cater for all abilities.



TEAMWORK AND VOLUNTEERISM

We are a volunteer-led and democratic organisation. We flourish through the voluntary efforts of our membership. The cornerstone of our Association and sustainability is effective teamwork on and off the field.



ULSTER GAA IN NUMBERS

Clubs

382

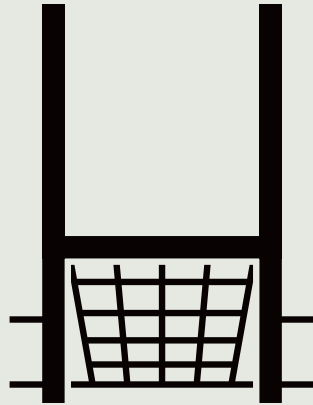
GAA Clubs

129

Camogie Clubs

293

Ladies Gaelic Clubs



33

Handball Clubs

12

Rounders Clubs



Social Media

No. of Ulster GAA Followers

200,000+

GAA

79,715

Players

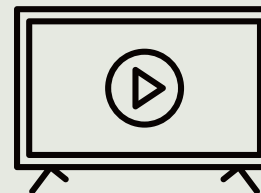
5,163

Teams



137,320

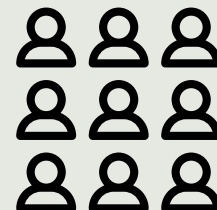
Total Registered Members



Ulster GAA TV

50 games

live streamed per season



Attendances

250,000

Spectators at Ulster GAA Games



CASEMENT PARK

Casement Park will provide Ulster GAA with its provincial stadium in Ireland's second city. The new stadium will be the catalyst for the further development of Gaelic games in Belfast and throughout Ulster, inspiring a new generation and bringing colour and capacity sporting attendances.

Sport will be the core purpose of the stadium serving our national games – football, hurling, camogie, handball and rounders – and it will become a venue for some of the largest, most significant, and most exciting GAA games that will be played on the island.

As an inclusive seven-day-a-week facility, Casement Park will put the community at its heart delivering long-lasting community benefits, socially, culturally and economically. As well as providing jobs to local people there are plans for a community café, an education and heritage centre, event space and conference facilities within the new stadium.

The stadium is being designed by global award-winning architects Populous and when completed will have a capacity of more than 30,000. Using cutting-edge 3D visualisation, the design team has been able to ensure that the best possible sightlines are achieved from every seat in the stadium, providing an enhanced viewing experience for patrons.

The revenues created by Casement Park on match days and throughout the year will be reinvested back into the GAA community by the Association. As with the generations who grew up playing Gaelic games at the old Casement Park, the new stadium will help nurture the development of GAA players from across the province.



PARTNERSHIP OPPORTUNITIES

The GAA in Ulster is enjoying a period of positivity at all levels, including progression of the new provincial stadium at Casement Park, and there are many exciting opportunities for organisations to play a part in our journey.

At Ulster GAA, we aim to create long term relationships with our sponsors based on discussing your objectives and interests in order to tailor packages to suit best.

A partnership with Ulster GAA offers a high level of brand awareness, providing a business with opportunities to connect with new audiences linked with a modern organisation that is part of the fabric of communities across the island.

We have numerous types of partnership opportunities available, including options in the following areas of our work:

- Ulster GAA TV main sponsor
- Games for All initiatives
- Coaching initiatives
- Club & Community initiatives
- Games/Competitions
- Ulster GAA Business Club

Please feel free to get in touch to discuss what could work best for your organisation.





**FOR FURTHER INFORMATION REGARDING CORPORATE
OR SPONSORSHIP OPPORTUNITIES WITH ULSTER GAA,
PLEASE CONTACT:**

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