



# Indianapolis GAA

## Sponsorship Report - 2021

### Brett Mahoney

This as everyone knows was a different year. We went from not having any income from Sponsors during COVID-19 and doing SOS (support our sponsors) events to keep the relationships alive, to getting back to playing.

I am happy to say during COVID-19 we officially only lost one sponsor and that one is possibly coming back if we have room for them.

Speaking of SOS events: I officially planned and held 11 events, be it SOS, Jersey Releases and deliveries to club members.

I have been in touch with several new sponsors that would fit with our mission as well as culture. As we all know our culture and social events are what make this club so great.

I brought in Kona Ice as a trial and it had some bugs. They left during the times I told them they would be busiest. It worked out well though.

Brought on Craig, Kelley and Faultless LLC as a rotating website sponsor. So I would appreciate everyone checking out their website via our Indy GAA site to give them hits. I will be able to get more of these sponsors in the future if traffic driven is effective.

Lastly: a huge opportunity for growth and funding of the Indy GAA. Upon further board discussion...

I have personally reached out to a network that is willing to partner with us to produce our own content for streaming TV. This will allow me to further bring in funds to the club in a passive way, from sponsors and serve our sponsors in the long run.

If anyone would like to help me moving forward with this opportunity I would like to consider a subcommittee and help would be needed. Volunteers can reach out to me.

Thank you and it has been my honor and privilege serving on this board through such tough times.