

G.I.E.T.

Public Relations Summary

2012

Goals & Objectives

- Provide a full media relations service for the Global Ireland Football Tournament 2012 games and ancillary events
- Generate substantial media coverage in the Ireland host market to drive awareness, ticket sales and attendance at three venues
- Achieve U.S. print media coverage in the markets of the participating schools
- Provide resources and information to enable participating schools to generate media coverage in their markets
- Create a week of event and day of game PR strategy to ensure all three venues operate efficiently to accommodate media
- Integrate sponsor and partner brands into media coverage
- Promote the Global Football and GIFT brands
- Utilize social media outlets, specifically Facebook and Twitter
- Provide broadcast services to webcast production company
- Generate a photographic record of the event

PR Strategy - pre-event

A full public relations and media services strategy for the GIFT 2012 event encompassed multiple components:

- Made event announcement 18 months prior to the event kickoff
- Integrated all participating schools into the PR process
- Ensured ongoing communication with all stakeholders, including participating schools, partners, sponsors, staff and media
- Established relationships with media in Ireland, Canada and the U.S.
- Pitched a consistent stream of relevant information to media and stakeholders
- Held June 9 media event in Dublin to form relationships with key Irish media
- Established communication with non-sports media in Ireland in the areas of education, business, entertainment and news
- Communicated with American football teams and federation in Ireland
- Identified Sportsfile agency to provide top-quality photos
- Arranged for key U.S. media to receive event and game photos and recaps
- Worked on joint ventures with Navy, Notre Dame and Fleishman Hillard
- Credentialed media from Ireland and those visiting from U.S.
- Liaised with Argard Productions regarding event webcast
- Created week of event and day of game media operations plan
- Worked with Leinster Rugby and Trim Bulldogs to promote games
- Created social media and newspaper competitions to increase engagement
- Sourced PR volunteers for week of event
- Wrote and edited game program

PR Strategy - onsite

Previous Global Football events have involved either two teams playing one game or multiple teams participating at a single venue, but the GIFT 2012 event - 12 teams, 6 games, 3 venues - presented additional challenges.

The onsite PR strategy onsite required assistance from local volunteers, while the PR goal was consistent with previous events: Create media coverage in-market and in the participating schools' markets to drive attendance and awareness. The following methods led to achieving those goals:

- Secured radio and newspaper interviews for Patrick Steenberge during the build up to kickoff in Ireland
- Ensured a strong TV, radio, print and photo media presence at Parade & Pep Rally
- Liaised with media in attendance at all events
- Secured local week of event media coverage key to driving attendance
- Familiarized PR volunteers with venue and PR operations
- Familiarized relevant Global Football staff with venue media operations
- Engaged local and U.S. media throughout the week of event
- Liaised with UCD staff to service and control media attending practices
- Created and provided relevant media materials
- Worked with Sportsfile to ensure U.S. media received photos of events and games
- Provided webcast support and dealt with subscriber inquiries
- Accommodated ongoing media credential requests
- Provided game recaps to Irish and U.S. media and stakeholders

Hits

- Substantial Irish media coverage, including RTE national television, prime time radio interviews, presence in national daily newspapers, features in all major Irish media outlets. More than 220 media clippings
 - Prominent front page coverage of GIFT Parade in Irish Independent
 - TV news coverage of GIFT Parade on RTE 6pm and 9pm news bulletins
 - Meath newspapers extensive coverage since January
- U.S. and Canadian print coverage in major daily titles local to participating schools including: USA Today, SI.com, Los Angeles Times, Chicago Sun Times, Chicago Tribune, Toronto Star, Dallas Morning News, Cleveland Plain Dealer, Green Bay Press Gazette, Philadelphia Inquirer, LA Daily News, Arizona Republic
- Integration of U.S. media covering Emerald Isle Classic
- First class photography provided by prominent photo agency Sportsfile
- Successfully executed week of event and day of game media operations
- More than 90 credentialed media in attendance at games
- Strong working relationship established with all GIFT staff and volunteers
- Production of 40-page game program
- American Airlines magazine feature on GIFT event

Media attendance

- More than 90 media from outlets in Ireland, the United States, Austria, France, Poland and the UK were credentialed for the GIFT events:
 - Practices at UCD and additional venues
 - Lord Mayor's reception
 - Dublin City Centre Parade
 - Pep Rally at Trinity College
 - GIFT games at Donnybrook Stadium, Pairc Tailteann and Parnell Park
 - GIFT Tailgate at CityWest Hotel

Media represented in Ireland included:

- Ireland: RTE Television, RTE Radio, Today FM, FM 104, Irish Daily Mail, Mail on Sunday, Irish Independent, Irish Sun, Dublin Echo, Dublin Evening Herald, Raidio na Life, Sportsfile, Meath Chronicle, Meath News & Sport, Derry Journal, Southside People, Drogheda Independent, Dublin Gazette, Inpho Photography, Sunday Life Magazine, RTE Online, Dublin Community Television, NFL-Ireland.com, College Times, Photocall Ireland, Demotix Online Agency, SEPA Photo Agency, SportingPix.com, Trim GAA, O'Mahonys GAA, Joe.ie, Barry Cronin Photography, US Embassy photo, Insport Photography, Guide2Dublin.com, RinceInniu.ie
- USA: Dallas Morning News, Chicago Sun Times, Blue&GoldIllustrated.com, Irish Illustrated, South Bend Tribune, CBS Sports Network, Irish Sports Daily
- Other: ESPN America (UK), BluePennant.com (France), FootballAmericain.com (France), The American Magazine (UK), Football Austria (Austria), NFL24.pl (Poland)

Media Coverage Samples



The GIFT Parade through Dublin City Centre featured on the front page of the Irish Independent national newspaper the following day of game morning, August 31

- 144,896 circulation
- Largest newspaper circulation in Ireland
- Front page photo featured Jesuit Prep Dallas Rangerettes
- Full GIFT Parade and Pep Rally feature on Page 5

Media Coverage Samples

MEATH NEWS & SPORT

Flynn calls for clean out of Meath County Board
Page 5

Saturday 8th September, 2012 Vol 3 No. 36 Telephone: (046) 9072240 Fax: (046) 9027227 Email: sports@newsandsport.ie

CRUNCH TIME IN THE PAIRC

American Football rules in Meath
Shane Cassells

YOU EITHER love it or hate it but the American Football showdown in Pairc Tailteann last Friday night certainly left an impression on all who attended.

And the 5,000 fans who turned up were certainly not disappointed in the entertainment stakes. The floodlit action delivered all the rough and tumble it was not about who won but rather to experience something new with plenty of excitement, noise, glamorous cheerleaders and 300 pound footballers crunching into each other for the crowd to enjoy.

It all made for an action packed night at the famous old ground.

See pages 2&3 for reports

which the fans expected to see with Notre Dame Saints delivering a convincing 20-6 win over Trillick HS.

In the Canadian game which preceded it Oak Park Raiders overcame Villanova College by 18-9.

However, for most people it was not about who won but rather to experience something new with plenty of excitement, noise, glamorous cheerleaders and 300 pound footballers crunching into each other for the crowd to enjoy.

It all made for an action packed night at the famous old ground.

See pages 2&3 for reports

Pomp and pzazz in Navan for Prep Parade to the Pairc

Shane Cassells

THE STREETS of Navan were taken over by fire engines, Mr Taylo and a bunch of noisy Canadians last Friday as the 'Prep Parade' came to the town ahead of the American Football double bill in Pairc Tailteann.

The lunchtime parade - which was organised by Navan Town Council - was followed by the Villanova College team and their supporters of the Villanova College team and they certainly made a lot of noise chanting High School songs and blowing whistles and trumpets.

Canadian Ambassador Loyola Hour, followed along with a pink hummer car while the rear of the group was brought up by a large US style truck from TMC motors which gave regular blasts of its horn for sound effects.

The main part of the parade was made up of the mentors, parents and supporters of the Villanova College team and they certainly made a lot of noise chanting High School songs and blowing whistles and trumpets.

Canadian Ambassador Loyola Hour,

Students from Loreto Convent and a Group from Education in Ireland with Players from the Father Judge American Football Team. (Pic by Kieran Maguire).

The Meath Chronicle and Meath News & Sport consistently featured the GIFT event build up, ancillary events and the games at Pairc Tailteann

Media Coverage Samples

Gridiron day at the Páirc proves to be a big success

Great day for Meath GAA officials

AMERICAN FOOTBALL

FERGAL LYNCH

BILLOWING from the belly of the crumbling old giant of Meath GAA, the decibel levels rose and the temperatures soared as Gridiron came to Páirc Tailteann on Friday afternoon.

Over 3,000 spectators gathered at the Brews Hill venue to see what all the fuss was about. And they weren't disappointed.

Those in attendance helped to make the occasion so special, but numbers were well below what the GAA hierarchy had hoped for and expected. The general public who opted to stay away missed a special occasion, one that might not be repeated at the home of Meath.



American football visitors bring late season boost for local hotels in Trim and Navan

NOELLE FINEGAN

LOCAL hotels received a very welcome boost to the tune of some 700 bed nights last week as Trim and Navan played host to two visiting American football teams and their followers for the GIFT clash at Páirc Tailteann.

Knightsbrook Hotel in Trim hosted the Notre Dame Prep side, while Navan's Newgrange

Hotel was host to Canadian side, Villanova. Their visit came at a particularly welcome time for local hotels as the summer season was winding down, helping to lengthen the season.

It wasn't just the hotels that benefited, however, with many local pubs, restaurants and shops also reporting an increase in business, thanks to the American and Canadian visitors who travelled to Ire-

land to support their respective sides.

Knightsbrook Hotel manager Patrick Curran said they had sold 400 bed nights in addition to meals over the week.

"Given the time of year, with the children going back to school, there would usually be a lull for the first two weeks after they go back, but this has lengthened the summer season for us," he said.

The most high-profile visitor to the hotel was US professional golfer Tom Lehman, whose son Thomas is a quarterback with Notre Dame Prep.

Mr Curran said the former US Ryder Cup captain had given a lot of time to people during his stay and also played pitch and putt with his nine-year-old son Sean at the Trim course on Sunday morning. Many of the visitors also

visited local pubs and restaurants.

The manager of the Newgrange Hotel in Navan, Jim Carlton, said they had sold 300 bed nights thanks to the visiting team and their followers.

He said it was a very good close to the summer season and had been very positive for the hotel. Navan Town Council also hosted a reception on Tuesday night of last

week and the group went on various trips, including a visit to Newgrange. Mr Carlton said there had been a great buzz in the hotel all week.

Trim Chamber of Commerce president Noel French said the tournament had been a major opportunity to promote Trim and Meath as a place to visit and the feedback they got from the visitors was very positive.

CONTINUED ON PAGE 10

Media Coverage Samples

Council puts on pre-match parade

A PARADE by the parents and supporters of Villanova took place in Navan last Friday in the build-up to the match.

PROUD NIGHT FOR MEATH GAA



which were located out on the 13 metre line. County Board Chairman Barney Allen welcomed everyone to the ground and paid tribute to Joe Rayfin and Garland Drake who had put in such an enormous amount of work to support this year's event.

Barney's before-kick-off thanks to Páirc Tailteann official George King who had sourced the required music. Merchandise outlets and that Dog stalls were plentiful throughout the ground and they were needed considering you would have spent six hours there if you stayed for both games.

Perhaps the most surreal moment of the night came in the third quarter when Fr Judge player Marquis Stanton was stretched from the field with an injury. Moments later came an announcement that the 'news from the locker room' was good and Stanton was OK.

Most people are still scratching their heads wondering where the 'locker room' in Páirc Tailteann actually are!

MEATH
NEWS & SPORT

THE PALACE
NAVAN

Navan's **Number 1 Nite Club**

SPORT 3



GRIDIRON AND DANCING GIRLS LIGHT UP PAIRC TAILTEANN

Shane Cassells

GIRATING girls shaking their bodies on the hallowed turf as the song 'Twist it' blared out over the PA system in Páirc Tailteann. Who needed football?

American Football had well and truly landed in Navan and if the ghosts of Meath GAA heroes were spinning in their graves it wasn't bothering the mostly young crowd in the old ground last Friday night.

They lapped it all up as a real show of razzmatazz and glitz came to the old stadium and lit up the last night of August in sparkling fashion.

Over three thousand people turned up to cheer on the American and Canadian teams on what turned out to be a thrilling experience.

This was one of those

occasions where families turned up for a good time and they weren't left disappointed.

American Football might not be everyone's cup of tea but the event was bigger than the game on this occasion and the crowd went wild for it.

When you see scores of local children crowding over the tunnel to get a high five from one of the players or an autograph from a cheerleader you know this has been a winner.

Hearing the 'Star Spangled Banner' as well

as the Canadian national anthem being played in the ground brought home how truly international this event was.

Stadium announcer Stephen McDonnell - a player on the Trim Bulldogs team - did a fantastic job from his CBS Sports booth at the back of the main stand as he explained the rules to people over the PA system as the night progressed.

Understanding the rules of this human chess game though was not as important as cheering on the sheer physical action and



Villanova player Domenic Battistella to support him at Páirc Tailteann last night.

McDonnell - as well as the Notre Dame cheerleaders

FOOTBALL MOMS OVERWHELMED BY RECEPTION



SONYA:
It has been a great experience for our boys and they have learned a lot about your culture and your games.

SABRINA:
The guys are just in awe of all that has happened and it has been a fantastic and amazing trip. We have been treated like royalty.

SANDY:
Everyone has been so good to us and opened up their homes and lives to us. It felt like we were coming home when we came back to Navan that night.

AMY:
It has been an amazing experience and we had no idea you guys would give us such a warm reception.

JOANNA:
The hospitality has been amazing and we have been so touched by the warmth of the reception, especially here in Navan O'Mahony's.

Villanova High School moms at Páirc Tailteann (L-R) Sonya Battistella, Sabrina Sarnese, Sandy Rowland, Amy Divincenzi, Joanna Cipriani.



Media Coverage Samples

WIN TICKETS TO

Today, The Irish Mail on Sunday and Global Football are offering one lucky reader the chance to WIN a pair of tickets to the Emerald Isle Classic at the Aviva Stadium on Saturday, September 1st 2012. The lucky winner will also receive two tickets to the Global Ireland Football Tournament (GIFT) in Parnell Park on Friday 31st August 2012.

American football fever hits Ireland next weekend as 12 high school and college teams from the U.S. and Canada touchdown at the Global Ireland Football Tournament (GIFT) on Friday night and then on Saturday, college powerhouses Navy and Notre Dame clash at the Aviva Stadium in the Emerald Isle Classic. See www.tickets.ie/gift2012 for more.

TERMS AND CONDITIONS: Lines close at midnight on Tuesday 28th August 2012. The winners will be contacted on Wednesday 29th August 2012. The prize is as stated and there is no cash alternative. The MD's decision is final. 1516 calls cost €1.50 per call. 0901 calls cost 60p. Messages from 57272 cost €2. SMS entry requires one message to be delivered. Standard network charges apply. BDC Helpline: 0818 28 66 00. Over 18s only. Usual promotion rules apply - see www.dailyemail.ie/promorules.

THE EMERALD ISLE CLASSIC!

HOW TO WIN

To be in with a chance to win this fabulous prize, simply answer the following question:
A touchdown is worth 6 points in American football.

TRUE OR FALSE?
CALL (ROI) 1516 999 009 (€1.50)
or (N.I) 0906 447 5452 (60p)
Or text the word **SPORT** to 57272 (€2) followed by your answer.



Schools out in Dublin and Navan

AFTER two years in the making the Global Ireland Football Tournament rolls into Dublin and Navan on Friday for what will be a prelude to the Emerald Isle Classic between Notre Dame and Navy at Croke Park the following day.

Twelve American football teams from high schools in the USA and Canada, as well as a UK all-star team, will descend on Donnybrook, Parnell Park and Páirc Tailteann, Navan for six games as part of their regular season back home.

By **David Sneyd**

The Friday Night Lights experience will be the biggest overseas event of its kind in the sport's history and Patrick Steenberge, president of organisers Global Football, said: 'There will be some intense and exciting games played on Irish soil.'

'These are not exhibitions. For most teams this will be their big season-opening game and for some their second of the new campaign and while

they are excited to be visiting Ireland, make no mistake – they are here to win.'

The games will be preceded by a Pep Rally on Thursday which sets off from St Stephen's Green at 5.30pm and concludes at Trinity College.

As well as that, Trim will host a five-day festival showcasing the very best of music, arts and cuisine from both sides of the Atlantic from August 29 to September 2.

Match tickets are available priced €15 at www.tickets.ie/GIFT2012.

[Tickets.ie/GIFT2012](http://www.tickets.ie/GIFT2012).

● **Fixtures (Friday, August 31):** Donnybrook Stadium: Loyola Academy v Jesuit Prep Dallas (4pm); St Norbert College v John Carroll University (7.30pm).

Parnell Park: Kent School v National School of American Football (4pm); Notre Dame HS v Hamilton HS (7.30pm).

Páirc Tailteann: Villanova College v Oak Park High School (4pm); Notre Dame Prep v. Father Judge (7.30pm).

The Irish Mail on Sunday national newspaper ran a competition to win GIFT and Emerald Isle Classic tickets supplied by Global Football

Media Coverage Samples

Los Angeles Times | SPORTS

LOCAL U.S. WORLD BUSINESS SPORTS ENTERTAINMENT HEALTH LIVING TRAVEL

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Sherman Oaks Notre Dame wins in Ireland

After some travel hiccups, the Knights record a 27-15 victory over Hamilton of Chandler, Ariz.

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Notre Dame's J.J. Muno tries to break a tackle by Chandler (Ariz.) Hamilton's Josiah Pola during their game Friday night in Dublin. (Brendan Moran / Sportsfile / August 31, 2012)

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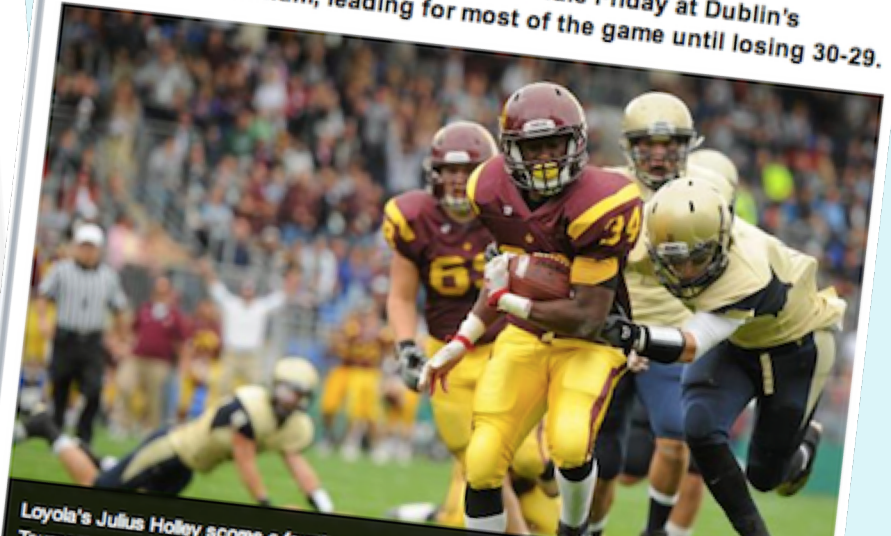
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Fumbles, missed kicks doom Loyola

08/31/2012, 3:35pm CDT By Mark Lazerus mlazerus@suntimes.com

SHARE

Loyola gave Dallas Jesuit all it could handle Friday at Dublin's Donnybrook Stadium, leading for most of the game until losing 30-29.



Loyola's Julius Holley scores a fourth quarter touchdown at the Global Ireland Football Tournament 2012 against Dallas Jesuit Donnybrook Stadium, Donnybrook, Dublin. Stephen McCarthy | For Sun Times Media

DUBLIN, Ireland — Loyola senior Luke Ford and his teammates spent much of the past week accepting good-lucks and bon-voyages from classmates leading up to

Media Coverage Samples

THE SCORE

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GAA Soccer Rugby Golf Other Sports

Tags AMERICAN FOOTBALL ARIZONA BERNARD ALLEN COISTE NA MI

Friday night lights: Navan's Páirc Tailteann to host high-school American football game

6 hours ago 378 Views 1 Comment

NAVAN WILL HOST an American football game between two of the United States' top high school teams next summer.

As part of the Global Ireland Football Tournament (GIFT) 2012, Notre Dame Preparatory High School Saints from Scottsdale, Arizona and Father Judge High School Crusaders from Philadelphia will kick off their regular season on Friday, 31 August at Páirc Tailteann, the



Image: Adam Davy/EMPICS Sport

First down

Co Board ready to welcome American Football PAGE 6



SPORT

Countdown to American football at Páirc Táihteann

Teams set for stay in Meath

GLOBAL IRELAND FOOTBALL TOURNAMENT

JIMMY DOUGHERTY

QUARTERBACK, direct snap, double reverse, short ball, and punt and automatic first downs. They're not players usually associated with any game normally played at Páirc Tailteann in Navan, but for one day in August they will be common currency at the Breens still venue.

On Friday last August two American football games will be staged at the home of Meath GAA, making a little piece of local sporting history.

The winners will be between high school teams, with go-kick about two and a half hours and involving the best American football games to be played at the ground.

The contest will be a clash between two Catholic high schools, Oak Park High School (Winnetka) and Villanova College (Chicago). G.O. Later that evening at 7.30 it's Notre Dame

will be of a high quality as high schools put a big emphasis on developing their teams. It's about pride and getting over their rivals.

The main man behind GIFT is Patrick Steenbergh, who played quarter back with Notre Dame, or the Fighting Irish as they are also known, back in the 1970s.

He claimed that GIFT should generate over €10 million in the Dublin area where the games are played with most of that money whittled up by the 30,000 spectators who will fill the stadium for Notre Dame's game on Saturday.

Steenbergh is based in Ireland and is involved in spreading the American football gospel to many parts of the world with Ireland the latest stop.

Last week Steenbergh paid a visit to Páirc Tailteann where he met Co Board chairman Barney Allen (pictured) to put the finishing touches on arrangements for the late August event.

Earlier in the day Steenbergh was the main speaker at a press conference in the Bluebird Hotel, Dublin, the hotel already visited Páirc



At the launch of the 2012 August American football game at Páirc Tailteann were Regis Scott (left), Global Football president Patrick Steenbergh, Meath Co Board chairman Barney Allen, event co-ordinator Jennie Phillips and Trím Buildings manager Joe Raynes. (Photo: Adam Davy/EMPICS Sport)

Media Highlights - Ireland

Media Outlet	Story / Headline
Irish Independent	Front page prominent photo story – ‘Getting Ready To Rumble’
RTE Television	GIFT Parade & Pep Rally featured on 6pm and 9pm news
Irish Mail on Sunday	GIFT preview – ‘Schools Out In Dublin & Navan’
Irish Mail on Sunday	Exclusive competition – ‘Win GIFT & Emerald Isle Classic Tickets’
Irish Daily Daily Mail	Various content within week-long build up to Navy-ND game
Irish Daily Star	Announcement of GIFT, preview and recap
Irish Sun	Announcement of GIFT, preview and recap
RTE Radio	20-minute interview with Patrick Steenberge on Sport at 7
Today FM	Interview on The Last Word with Matt Cooper drive time show
Meath Chronicle	Front page photo, headline and economy boost story
Meath Chronicle	Full page color feature on games in Navan / 5 photos
Meath Chronicle	Multiple preview features from January onwards
Meath News & Sport	Headline and photo on full front page of sports section
Meath News & Sport	Two-page recap within news section
TheScore.ie	Consistent coverage following GIFT announcement
Dublin Gazette	Ran GIFT tickets competitions in 8 titles around the city
Dublin Echo	Feature on GIFT Parade and preview of GIFT games
	Feature on GIFT Parade and preview of GIFT games

Media Highlights - US / Canada

Media Outlet	Story / Headline
Los Angeles Times	Sherman Oaks Notre Dame wins in Ireland / Event preview
Chicago Sun Times	Fumbles, missed kicks doom Loyola / 6 articles on GIFT
USA Today	Preview and game recap featuring NDHS and Hamilton
SI.com	News of Loyola traveling to Ireland
Toronto Star	Villanova College preview and recap
Dallas Morning News	Jesuit's Cody Wicker kicks game-winning 29-yard FG / photos
Green Bay Press Gazette	St. Norbert routed in football opener in Ireland / 7 GIFT articles
Cleveland Plain Dealer	John Carroll preview and recap
Philadelphia Inquirer	Father Judge preview and recap
MaxPreps.com	Seven US high school teams to play in Ireland this weekend
LA Daily News	Game recap and multiple photo galleries
Chicago Tribune	Photos: Loyola vs. Dallas Jesuit
ESPN Chicago	Loyola football to play 2012 game in Ireland
D3Football.com	Blue Streaks' eyes are smiling / player blog
Rivals.com	Green with envy? Ireland trip could be boon
Boston Herald	Kent School preview and recap
Winnipeg Free Press	Oak Park preview and recap / 5 GIFT features
NCAA.com	John Carroll-St. Norbert also open season 'across the pond'

June Media Initiative

During a planning visit to Ireland, media, sponsors and partners were invited to the Burlington Hotel in Dublin on June 8 to meet with GIFT organizers and participants, including Patrick Steenberge and John Carroll University head coach Regis Scafe.

- Media committed to future coverage of the GIFT event and familiarized themselves with the GIFT event and its participants
- Radio interview on 98FM
- Met with webcast producers Asgard



- PR volunteers from UCD were sourced in the absence of any nominations from IAFA despite repeated requests
- Sportsfile were identified and secured as the official GIFT photographers
- GIFT representatives met with media and promoters at Pairc Tailteann in Navan
- Visits were made to all venues for games, practices and the Parade to view media facilities and determine operations needs
- Mail on Sunday committed to coverage
- Met with Leinster Rugby officials



Practices at UCD



- Five teams practiced on the morning of August 30 and five more in an afternoon session on adjoining fields at UCD
- A sample of general practice photos were supplied to local and U.S. media through Sportsfile

- Media in attendance included: Sportsfile, Dallas Morning News, Irish Sports Daily, CBS Sports Network, UCD in-house TV production
- Webcast presenters in attendance were able to familiarize themselves with teams at practice
- Teams with SID or PR staff in attendance dealt directly with local media



Additional activities

- Lord Mayor's Reception

Patrick Steenberge, GIFT staff and representatives of each participating school were welcomed by the Lord Mayor of Dublin Naoise Ó Muirí at his residence prior to the GIFT Parade

- Navan Press Conference & Pairc Tailteann promotion

The local Trim Bulldogs team held a media event and dressed the stadium



- Media availability during visits to Donnybrook Stadium, Parnell Park and Pairc Tailteann

Patrick Steenberge and other GIFT staff were interviewed during operations visits to stadiums by media including: Irish Daily Mail, FM104 Sport, College Times

- In-studio radio interviews with Today FM *The Last Word* and WSBT South Bend (US)

Dublin City Centre Parade



- On Thursday, August 30, the GIFT Parade weaved its way down Dawson, Nassau and Grafton streets from St Stephen's Green to Trinity College during rush hour as the general public lined up five-deep to watch
- Bands and cheer teams from Loyola Academy, Jesuit Dallas Prep, Notre Dame Prep, Notre Dame High School and Hamilton High School led the way as Dublin's commuters and some of the anticipated 30,000 Americans arriving in Dublin for a weekend of American football action enjoyed the spectacle

The Parade captured the attention of key local media:

- RTE Television (for 6pm & 9pm news)
- Evening Herald (photo and reporter)
- Dublin Echo (photo and reporter)
- Irish Independent (for front page story)
- Dublin Community TV
- 4 photo agencies
- 3 freelance photographers
- NFL-Ireland.com



Trinity College Pep Rally



- At Front Square at Trinity College, the marchers and onlookers were welcomed by a series of speakers including Canadian Ambassador Loyola Hearn (left), Patrick Steenberge, GIFT Honorary Chairman Mike McCoy, Trinity College senior lecturer Patrick Geoghegan, U.S. Embassy Public Affairs Officer Susan Cleary and CEO of Tourism Ireland Niall Gibbons
- Bands from Loyola Academy, Jesuit Dallas Prep, Notre Dame Prep, Notre Dame High School and Hamilton High School performed

PR worked with Trinity College to accommodate key local media:

- RTE Television (for 9pm news)
- Evening Herald (photo and reporter)
- Dublin Echo (photo and reporter)
- Irish Independent (for front page story)
- Dublin Community TV
- 4 photo agencies
- 3 freelance photographers
- NFL-Ireland.com



Gameday - Donnybrook Stadium

Jesuit Prep 30 Loyola Academy 29 at 4pm JCU 40 St Norbert College 3 at 7.30pm



- 45 members of the media were accredited for the GIFT games at Donnybrook Stadium, including:

RTE TV, Irish Daily Mail, ESPN America, Sunday Life Magazine, Dallas Morning News, Chicago Sun Times, Southside People, The American Magazine, Dublin Gazette, Sportsfile, FM104 Radio, UTV Radio News, Inpho, BluePennant.com, FootballAmericain.com, College Times, NFL-Ireland.com, Football-Austria, freelance photographers

- U.S. Ambassador to Ireland Dan Rooney joined Patrick Steenberge and Honorary Chairman MIDN 1/C Colin Bruton to perform the coin toss (pictured left)
- Bands and cheer teams performed from Loyola Academy and Jesuit Prep Dallas
- UCD students provided PR and stats volunteer support
- Press seating area accommodated media and coaches
- Webcast accommodated on broadcast gantry
- 8,000 estimated attendance over two games, consisting of a mix of local and U.S. spectators



Gameday - Pairc Tailteann

Oak Park 18 Villanova College 9 at 4pm

Notre Dame Prep 20 Father Judge 6 at 7.30pm



- 24 members of the media were accredited for the GIFT games at Pairc Tailteann, including:

Meath Chronicle, Meath News & Sport, Irish Sun, Sportsfile, Derry Journal, Drogheda Independent, RTE website, Navan Town Council, Inpho, Trim GAA, O'Mahonys GAA, freelance photographers

- Canadian Ambassador Loyola Hearn performed the coin toss with Honorary Chairman Mike McCoy
- Members of the local Trim Bulldogs team provided PR and stats volunteer support
- Press box were able to accommodate all media, webcast and coaches
- The event was ideally promoted by the Trim Bulldogs and town of Navan
- The crowd consisted mainly of spectators new to the game of American football
- 3,500 estimated attendance over two games



Gameday - Parnell Park

Kent School 26 National School of American Football 2 at 4pm

Notre Dame High School 27 Hamilton High School 15 at 7.30pm



- Honorary Chairman Brian Mullins performed the coin toss and bands of Notre Dame and Hamilton High Schools performed pregame and at halftime
 - UCD students provided PR and stats volunteer support
 - Press box and aux press tables were able to accommodate all media and coaches
 - Webcast accommodated in separate press box area
 - The crowd consisted mainly of traveling U.S. fans
 - 1,500 estimated attendance over two games
 - Failed local broadband service prevented live webcast
 - PR dealt with inquiries regarding webcast issues
-
- 19 members of the media were accredited for the GIFT games at Parnell Park, including:
Irish Daily Mail, Sportsfile, Irish Examiner, South Bend Tribune, Blue & Gold Illustrated, Raidio na Life, Irish Illustrated, Sports News Ireland, NFL24.pl, Football-Austria, SEPA Photo Agency, freelance photographers



Tailgate

The CityWest Hotel Conference Centre hosted the GIFT Tailgate prior to the Emerald Isle Classic

- Performance by Irish dancers
- Scot Bemis Play Like A Champion Today presentation to a member of each team and overall winner Peter Pujals of Loyola Academy



- Presentations were made by by Patrick Steenberge, Mike McCoy and Kristin Sheehan of PLACT
- Media coverage by Rince Innis and PlayLikeAChampion.org

Press Releases

Since first announcing the Global Ireland Football Tournament in February 2011 to the period following the event, a total of 54 press releases were created and pitched to media:

- Event announcement
- College Teams to play in Ireland
- High School Teams to play in Ireland
- School-specific releases
- Weekly focus on schools' results and 2011 season progress
- School-specific build up features
- Mike McCoy named Honorary Chairman
- General Overview updates
- Teams to play at Pairc Tailteann
- Teams to play at Parnell Park
- Teams to play at Donnybrook Stadium
- Play Like A Champion Today awards
- Education in Ireland partnership
- Tickets on sale through Tickets.ie
- Brian Mullins Honorary Chairman
- Canadian teams to play in Ireland
- Invitation to June Dublin media event
- Anticipated economic impact of GIFT
- GIFT live webcast available
- Playing by Canadian rules in Ireland
- Teams to practice at UCD
- GIFT Parade set for Dublin City Centre
- GIFT Pep Rally at Trinity College
- Media credential applications open
- Full GIFT event preview
- Review of practices at UCD
- Review of Parade and Pep Rally
- Game recaps from all venues
- Final recap of GIFT 2012

Social Media

Global Football @globalsportsguy 31 Aug
 Jesuit Prep Dallas Wins Thriller, Oak Park Claims Canada Bragging Rights, Kent School Triumphs in GIFT 2012 [fb.me/1NscUzMZA](https://www.facebook.com/1NscUzMZA)
 Expand

Global Football @globalsportsguy 31 Aug
 GIFT results from Ireland tonight: Notre Dame Prep 20 Father Judge 6 Oak Park 18 Villanova College 9 Kent School... [fb.me/1UfOcv1yH](https://www.facebook.com/1UfOcv1yH)
 Expand

Global Football @globalsportsguy 31 Aug
 Photos from the GIFT Parade, Pep Rally and Practices: gift2012.com/parade-pep-ral... [fb.me/26DZwa8IJ](https://www.facebook.com/fb.me/26DZwa8IJ)
 Expand

Global Football @globalsportsguy 30 Aug
 #gift2012 takes over Dublin with a parade and pep rally at Trinity College. [pic.twitter.com/CH9gRLYD](https://www.pictwitter.com/CH9gRLYD)
 View photo

Global Football @globalsportsguy 30 Aug
 Golfer Tom Lehman in the #gift2012 parade crowd here in Dublin. his son Tom is the Notre Dame Saints quarterback.
 Expand

Global Football @globalsportsguy 30 Aug
 Apologies Dublin commuters for creating traffic chaos by closing the streets for the www.gift2012 parade. Roads closed [pic.twitter.com/Y1u0H8aT](https://www.pictwitter.com/Y1u0H8aT)
 View photo

Global Football @globalsportsguy 30 Aug
 @nfl_uk Channel 4's Mike Carlson seen watching practices at University College Dublin before he calls webcast tomorrow gift2012.com

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- A GIFT-specific Facebook page was regularly updated along with the @GlobalSportsGuy Twitter account
- A competition to win tickets to GIFT games and the Emerald Isle Classic boosted Facebook 'likes' and Twitter 'followers'
- The Trim Bulldogs proactively used social media to promote the Navan games
- A lack of resources prevented the desired level of social media engagement on game day

Economic Impact

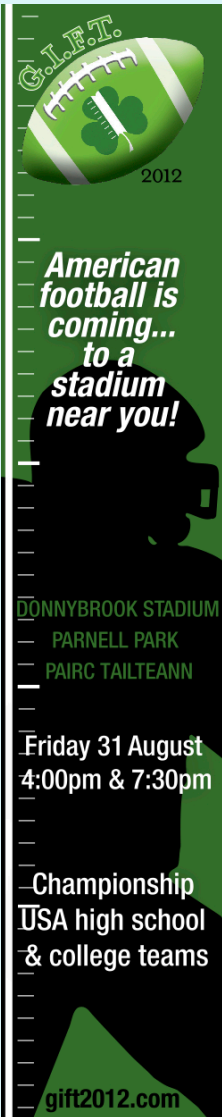
An important element of the Public Relations message regarding GIFT 2012 included alerting media and stakeholders to the potential positive impact the event would have on the local economy in Ireland

The economic impact figure of €4.5 million was calculated by measuring payments made by 2,300 travelers visiting for the GIFT event and their anticipated spend while in Ireland, including:

- Hotel nights during a four-day stay
- Travelers booked on Aer Lingus flights
- Meals at local restaurants and bars
- Public transportation and taxis
- Souvenirs and gifts
- Visits to tourist attractions
- Stadium rental costs
- Additional event operations costs
- Spend at stadium concessions

Visitors for the GIFT event stayed at the Citywest Hotel, Saggart; Bewleys, Leopardstown; Bewleys Newlands Cross; Green Isle, Newlands Cross; Louis Fitzgerald Hotel, Newlands Cross; Knightsbrook Hotel, Trim; Royal Hotel, Bray and Newgrange Hotel, Navan.

Sponsors & Partners



Sponsors and partners that benefited from a partnership with GIFT 2012:

- Abbey Tours
- Anthony Travel
- Asgard Productions
- Education in Ireland
- Failte Ireland
- GAA
- The Gathering Ireland 2013
- Irish American Football Association
- Leinster Rugby
- Play Like A Champion Today
- Rogers Athletic
- Tickets.ie
- Todocast
- Trim Bulldogs
- Trinity College
- Tourism Ireland
- University College Dublin



GIFT sponsors and partners were integrated into all public relations initiatives and at all events and games:

- Introductory press release dedicated to sponsor/partner
- Inclusion in all subsequent GIFT press releases
- Game program presence or advert
- Signage at Pep Rally, Tailgate and all venues



Testimonials

Sincerest thanks Patrick. It was a pleasure to work with such a wonderful group. All those involved certainly did their countries proud and you and the organisers did a masterful job. It was an honour to meet you all and hopefully, our paths will cross again. I wish you every success in all your future endeavours.

Loyola Hearn - Canadian Ambassador to Ireland

Patrick,

Thanks for all your engaging planning over the past 12 – 18 months. I really enjoyed the whole experience of working with you and do hope it is the beginning of something truly lasting for years to come. GIFT turned out to be very special for all of us at UCD.

If there is anything you want me to do just mail me.

Brian Mullins - Director of Sport, University College Dublin

Dear Patrick,

It was great to meet you and have the opportunity to speak at the Trinity College pep rally. I think you have done a great job and deserve lots of credit for all the hard work you have put in to make this such a success. It's great to hear about the good time that everyone has had and we look forward to helping and welcoming you back again.

The number of young families, many in Ireland for the first time, was heartwarming to see and hopefully their memories will live long in their hearts and minds.

Patrick, if you need any advice or assistance in the future, please contact me.

Niall Gibbons - Chief Executive Officer, Tourism Ireland



Global Football media representative Michael Preston draws on more than 20 years of experience in international communications and public relations to ensure a client's sporting event, brand or organization receives prominent exposure on a multi-media platform.

Based in New England, his consultancy firm Preston Consulting has conducted business in the United States, Europe, Tanzania, Japan, Mexico, Australia and China. He has been a member of the NFL PR team at Super Bowl since 1998, focusing on international broadcasters.

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