Official Sponsors of the Irish Rugby Club

### Electrika

Electrika focuses solely on home electrical repairs, installation and renovation in the greater Montreal area: downtown, West Island, South Shore and Laval.

### Hurley’s Irish Club

Established in 1993, Hurley’s lies in the heart of Montreal. Offering live traditional music every night, and it has the world record of selling the most Guinness in North America.

### United Irish Societies of Montreal

It is a non-profit organization which was founded in 1834 to unite the members of the Irish Canadian community and to promote the charitable, educational, and cultural interests of the community. Three specific aims of the society are to promote and foster tradition, to speak, when necessary on behalf of the Irish Canadian Community.

This organization plays a very important role in making the **Canadian Hurling League** possible in Canada because this organization always looks for the interest **of the Irish people** and it is also sponsoring the Irish rugby team, so this will be our major sponsor, and this society will help us to engage more sponsors which are the part of the Irish rugby club. This society will also help us in connecting with **Irish community** living all around Canada, and players of the **Irish Rugby Team will also be a part of the league.**

Obviously, this game is similar to Rugby and American Football, and in **Montreal** Irish Rugby club has its own **grounds**, so is not going to be difficult for us to launch a league in these grounds, and we do not need to pay anything for this. This will help in reducing the expected cost to launch a league; moreover it will help us to build relations with the Irish Community. For **Promotion** the best idea would be (GAA) which is the **Gaelic Athletic Association.** This organization helps in promoting Irish Sports all over the world and this organization played an important role in collaborating with United Irish societies of Montreal to make Irish Rugby Club in **Montreal,** and this organization will help in making **(CHL)** a Grand Success because they are connected to the Irish people living all around the world. With the help of **(GAA)** and **United Irish Societies of Montreal**it is going to be easy to build **4 teams** of **15 players** in each team, and more and more fans from all over the world will come to watch this league.

The most important thing which is also mentioned in the marketing strategy is **Social Media**. We know that without social media it is not going to be easy to engage with the customers, so we will have our own social media website named **CHL.COM.** In this website we will provide the information about the league, and also there will be the option of booking online tickets to watch the league, moreover we launch a **mobile app** which will be more convenient for the sports lovers to book tickets. We will also upload a page in **Facebook** and in **Instagram for the purpose of getting feedback from the customers about the league which will help to make improvements in the league.**

For online booking of tickets we will make certain discount policies:

* Customer will get a 10% discount; in addition to that they will get the jersey of their favorite team.
* If they are paying from credit card they will get a 5% discount.
* Free membership in a fan club.

Secondly, we will promote the league in newspaper and magazines because there is famous Irish News and Magazines for Toronto and Canada. This will help to involve more players in the league