

FOOTBALL ASSOCIATION OF IRELAND

Case Study



FAI

With the redevelopment of Lansdowne Road Stadium, the Football Association of Ireland wanted to understand the needs

and requirements of Corporate event sponsors in providing tailored Sponsorship packages to Irish Soccer supporters. iReach undertook this project to investigate the interest in purchasing executive seating at the newly developed Lansdowne Road Stadium.

iReach Methodology

This research study required iReach analysts to conduct an online survey of 150 Business Executives that are responsible for Corporate Entertainment budgets as well as 50 face-to-face interviews with various organisations in Leinster utilising a complex conjoint questionnaire for granular analysis of the various pricing schemes proposed.

We implemented CAPI to ensure the face to face interviewees were prompted with the same stimuli as the online survey respondents. The aim of the survey was to ascertain which types of corporate packages (based on 36 sets of multiple choice questions) were the most popular and how much were people willing to pay for a wide range of seating and hospitality options at the new Lansdowne Road.



Project Summary

A mix of Online and CAPI based face to face interviews across 200 Corporate Sponsors to measure the wide range or mix of individual company requirements from seating location and entertainment options to cost variables for Corporate Packages.

Research Connect Answer

Research starts with YOU - not us. Our approach is to use the most relevant and cost effective research methodologies and technologies to deliver tailor made insight to maximise business performance for our clients.

We **Connect** line of business executives to share experience and best practices.

We **Answer** our client's questions and provide trusted, objective advice and actionable insights.

