DOMESTIC GAME – MARKETING / PROMOTION / COMMUNICATION

Over the last number of months key professional personnel in Leinster Rugby, Peter Breen, Media & Communications Manager, Keira Kennedy, Commercial & Marketing Manager, and David Ross, Provincial Domestic Game Manager have been addressing this key area in relation to the Domestic Game and we are pleased to announce the following link up with the Evening Herald.

- **The Evening Herald will be running a Leinster Club Page each Friday throughout the season running from 4 to 6 Pages**
- **The responsibility will be over to all Clubs to provide the necessary material on an ongoing and up to date basis**
- **We will also put selected material received up on our new designated section of the Leinster website for the Domestic Game**
- **Articles are to be of a "newsy nature" not actual match reports with quotes as an example from the Club Coach / Club Captain / Key Club Official**
- **League tables, match previews, and upcoming key fixtures will be included**
- **Photographs will be a key feature particularly squad or group photographs and good action pictures. Quality and format they are sent to us will be important**
- **All articles, photographs etc to be received by us every Monday for inclusion in the Herald the following Friday**
- **The Evening Herald will be sponsoring our Volunteer of the Month Award which will run throughout the season**
- **Key initiatives, information and details in relation to the Rugby Dept, Club Development and other areas will also be covered in the weekly column**

This announcement clearly demonstrates our commitment and drive to Market and Promote the Domestic Game and to identify how our professional personnel can link synergies and opportunities between the Professional and Domestic Game.

Our joint initiative is fully supported and endorsed by the Chairman Domestic Game Committee who has already clearly identified Marketing, Promotion and Communication as a high priority for the Domestic Game this season. This further supports the efforts and work carried out by Paul Deering and John Walsh – Domestic Game Marketing and Commercial Committee.

It is now over to all Clubs to respond and not lose this opportunity

Articles, Photographs etc by email to: clubnews@leinsterrugby.ie