



Sponsorship Proposal

**Celebrating the Life and Legacy of Munster and Ireland
Rugby Legend, Anthony Foley, through Orla's Wild Ways**

Orla's Wild Ways

Introduction

Orla's Wild Ways is a heart-led charity founded by Orla Foley, in memory of her beloved brother Anthony Foley, former Munster and Ireland rugby player who died suddenly In October 2016.

In the wake of Anthony's passing, Orla turned to movement, nature and creativity as ways to process grief and reconnect with joy. These experiences became the foundation for Orla's Wild Ways - a personal mission that now raises funds and awareness for CRY, the Irish Rugby Charitable Trust, and the Mid-Western Cancer Foundation.

Guided by Orla's compassionate spirit, the charity continues to grow, reaching people across Ireland and beyond. We're now ready to take Orla's Wild Ways to the next level - and we're inviting kind-hearted individuals and organisations to walk beside us as supporters and sponsors.

Orla's Wild Ways



Our Chosen Charities



CRY passionately supports families affected by sudden cardiac loss in young people through screening, emotional aid, and research. A charity close to Orla Foley's heart, CRY is dedicated to raising awareness and saving lives, working tirelessly to ensure no family faces the tragedy of sudden cardiac loss alone.



The Irish Rugby Charitable Trust is committed to supporting seriously injured rugby players, helping them live fulfilling lives. For the sport that Anthony Foley, loved and lived for, the Trust provides lifelong care, assistance, and community support, ensuring these players remain an integral part of the rugby family.



The Mid-Western Cancer Foundation, a charity which Anthony supported, enhances cancer care across the Mid-West region by funding services, equipment, and research. The Foundation ensures patients and families receive the best possible support throughout their cancer journey.

Our Story So Far...



Over the past few years, Orla, her family and friends have taken on extraordinary personal challenges to raise funds, awareness, and hope. These projects have received national and local TV, radio, and newspaper coverage, helping to share Orla's message far and wide.

Orla's solo cycle of the Wild Atlantic Way (3,000km) in 2021, she also cycled across France from Roscoff to Pisa and across northern Spain on the Route Del Norte on the Camino.

Rosie Foley, Orla's sister, completed the Triple Crown of Swimming - English Channel, Catalina Channel & Hudson River - and in 2024, swam Alcatraz and the Golden Gate.

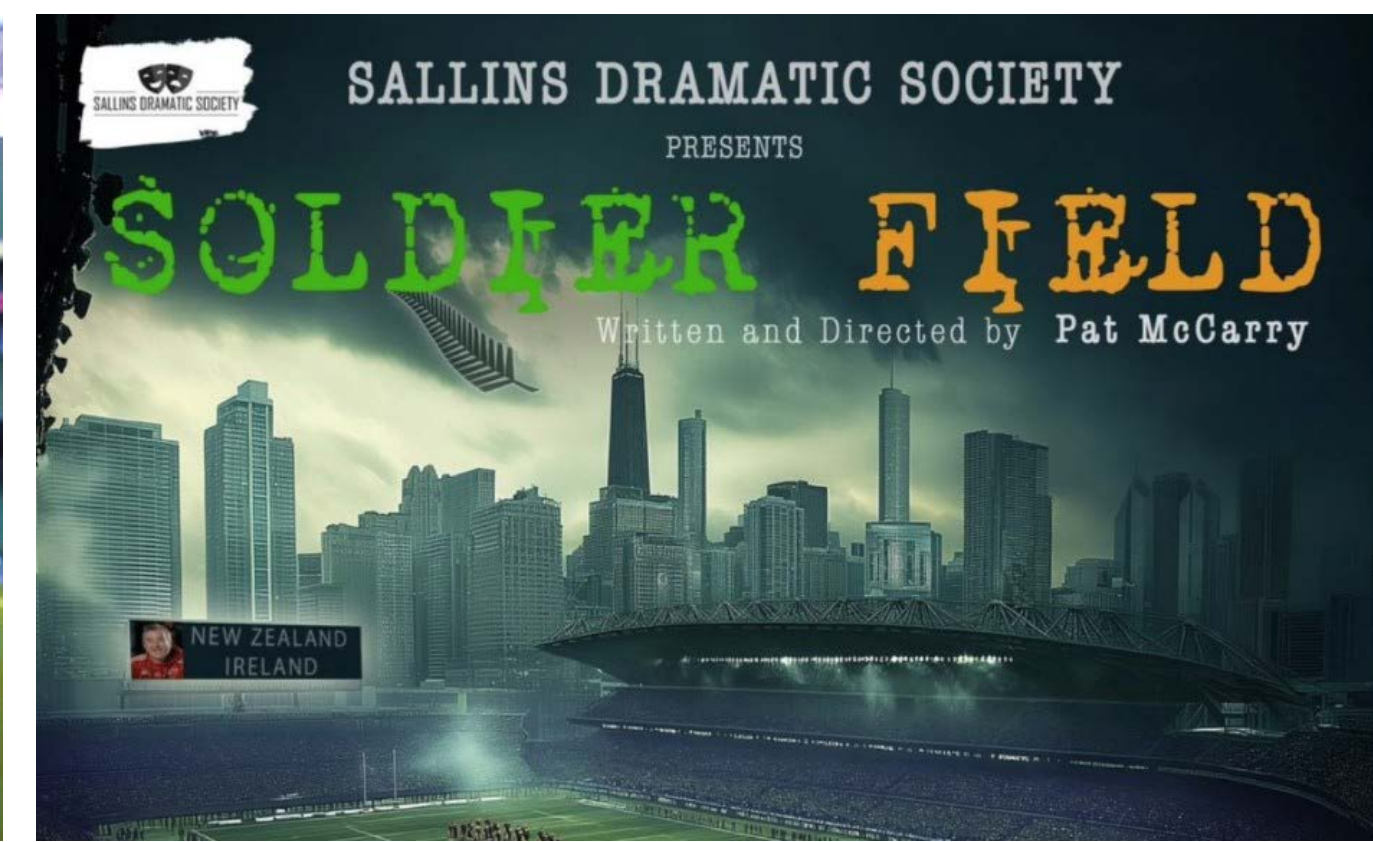
Alone You Stand

A beautifully moving tribute song written by Barry Murphy in 2021, in memory of Anthony.

WATCH NOW

Soldier Field

A sell-out theatre production written by Patrick McCarry, a powerful play celebrating the life, values and legacy of Anthony. Returning in October 2025, to Limerick, Dublin and Kerry.



Why Sponsor Us?

Partnering with Orla's Wild Ways means celebrating Anthony Foley and his generous spirit.

It also means:

- » Supporting personal fundraising with real, lasting community impact.
- » Aligning your brand with kindness, strength, and social good.
- » Helping grow a legacy, while remembering the legacy Anthony left behind - one wild way at a time.

By supporting us, you're helping our partner charities support others when they need it most.

Orla's Wild Ways



Sponsorship Packages



Wild Ways Friend

From €250 +

- » 1 social media shout-out across all channels
- » Logo featured on promotional materials

Community Partner

From €500 +

All of Wild Ways Friend, plus:

- » 2 further social media shout-outs
- » 2 complimentary tickets to Soldier Field*

Key Partner

From €1,000 +

All of Community Partner, plus:

- » A short sponsor video shared on social media
- » 4 complimentary tickets to Soldier Field*

Platinum Partner

From €3,000 +

All of Key Partner, plus:

- » Prominent logo placement on promotional materials.
- » Inclusion in all PR activity including press releases
- » 8 complimentary tickets for Soldier Field*

Premium Partner

From €5,000 +

All of Platinum Partner, plus:

- » Dedicated blog post promoting your brand
- » A longer form feature video promoting your brand
- » Opportunity to speak at Soldier Field
- » 10 complimentary tickets for Soldier Field*

**Complimentary tickets are allocated primarily for the Limerick performance, with limited availability for Dublin and none for Kerry.*

Orla's Wild Ways

Prefer a More Flexible Option?

Tailored acknowledgments can also be arranged to reflect your brand's unique support. Possible options include:

- » A one-off donation
- » Raffle prizes or giveaway items
- » Services in kind - like print, design or venue support

Every bit of support helps us continue to expand our reach and make an even greater impact.

Orla's Wild Ways



Visibility Snapshot



When you sponsor Orla's Wild Ways, your brand is seen across an engaged, supportive community - and proudly associated with the legacy of Anthony Foley and the causes he inspired.

Community Reach:

» Over 5,700 combined followers and connections across:

3.4k+ 2.2k+ 500+ 500+

» Loyal, emotionally invested audience

» Strong word-of-mouth and community sharing

Media Presence:

» National and local TV coverage

» Radio interviews and print coverage

» Opportunities for continued PR through upcoming events



Let's Create Something Wild Together...

We'd love to have you on board - whether through sponsorship, a donation, or in-kind support.

Your backing brings our projects to life and funds the vital work of CRY, the Irish Rugby Charitable Trust, and the Mid-Western Cancer Foundation.

Let's make a lasting impact - one step, one story, one wild way at a time.

Thank you for being part of something meaningful.

✉ info@orlafoley.com | ☎ 087 664 4140

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