

Mitsubishi Electric Ireland sponsors Technological University Dublin's Gaelic Football Team

This year Mitsubishi Electric Ireland decided to sponsor the Technological University Dublin's Gaelic Football Team. This has given us a unique opportunity to align ourselves with a sport that is deeply rooted in Irish culture, history and tradition.



Technological University Dublin's Gaelic Football Team huddle ahead of their first match of the Sigerson Cup.

At Mitsubishi Electric in Ireland, we are committed to supporting local culture and youth development, so this was an ideal partnership. Our sponsorship provides university's GAA (Gaelic Athletic Association) team with essential resources that can significantly enhance their performance and overall experience. By covering the costs of their home

and away kit, we are reducing the financial burden on the players and the university, boosting the team's morale by providing high-quality gear and fostering a sense of pride and professionalism in the athletes.

This support allows the team to focus more on training and development, leading to better performance on the field. Furthermore, having a sponsor can increase the team's visibility and credibility, attracting more support from fans, prospective players, and the wider community.



Technological University Dublin versus University of Galway

In March 2024, Technological University Dublin's Gaelic Football Team competed in the Sigerson Cup. They placed second in a series of high-profile games. We were incredibly proud of their performance and are looking forward to seeing how the rest of the season plays out.



Players of Technological University Dublin's Gaelic Football Team after their win against University of Galway in the first round of the Sigerson Cup.