



Press Release

For Immediate Release

Dalata Hotel Group Announces Five-year Sponsorship of the GAA Under 20 Football Championship

Dublin, 19th February 2025 – Dalata Hotel Group, Ireland’s largest hotel operator, is proud to announce a five-year sponsorship of the GAA Under 20 Football Championship. From today, the championship will be titled ***‘Dalata Hotel Group GAA Under 20 Football Championship’***.

The Dalata Hotel Group portfolio - comprising of 55 primarily four-star hotels operating through its two main brands, Clayton and Maldron - will feature prominently throughout the season for the next five years. Central to their support will be their ‘For Difference Makers’, campaign which celebrates the people who make a significant impact for their teams and for their communities on and off the pitch.

Dermot Crowley, CEO of Dalata Hotel Group, commented: *"This is an extremely proud and exciting time for us as we announce our five-year sponsorship of the GAA Under 20 Football Championship. Dalata’s difference has always been our people and the same can be said for those who elevate the game of football. Each Dalata Hotel General Manager builds a team that ensures we deliver for all our customers and guests. In the same way that a football manager relies on his players to deliver when expectations are highest, our managers rely upon their teams to meet the high expectations of our guests.*

“Hotels have always played a significant role in GAA life – be it a warm welcome at reception for families and friends ahead of a match, a place for teams to celebrate their successes, or a gym facility to strengthen and develop players. This sponsorship provides a fantastic opportunity for us to develop a deeper connection with the GAA community among both players and fans and we look forward to the next five years.”

Uachtarán Chumann Lúthchleas Gael, Jarlath Burns, commented: " The GAA is delighted to welcome Dalata Hotel Group as the new title sponsor of our Under 20 Football Championship. Dalata’s involvement in the U20’s reaffirms its dedication to fostering the development of young talent, and promoting the values of teamwork, commitment, and innovation. At the GAA, we pride ourselves on nurturing talent both on and off the field, and this partnership reflects those values."

To coincide with the sponsorship, Dalata Hotel Group unveiled a campaign entitled ‘For Difference Makers’, celebrating the shared values deeply embedded within both the GAA and Dalata. The For Difference Makers campaign will run throughout the duration of the U20 Football Championship, shining a light on the exceptional people, whose commitment and hard work becomes the difference that makes the difference. The campaign will include advertising, social media and PR support.

For further information about the sponsorship or the For Difference Makers campaign, please contact:

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About Dalata

Dalata Hotel Group plc is a leading hotel operator backed by €1.7bn in hotel assets primarily in Ireland and the UK. Established in 2007, Dalata has become Ireland's largest hotel operator with an ambitious growth strategy to expand its portfolio further in excellent locations in select, large cities in the UK and Continental Europe. The Group's portfolio comprises a mix of owned and leased hotels with 55 primarily four-star hotels operating through its two main brands, Clayton and Maldron Hotels. For further information visit:

www.dalatahotelgroup.com

About the GAA Under 20 Football Championship

The Championship started in 1964 and was held as an U21 championship until 2017, when from 2018 it became U20 based. The first winners in 1964 were Kerry and first winners in the new age grade were Kildare. All four Provinces compete, with the respective winners meeting in the All-Ireland Semi Finals, before the winner is crowned in the decider. More than minor, it has always been synonymous with signposting the emerging stars that we will see in full bloom at senior level.

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