

For the past 20 years, Flaherty Fuel have been the driving force behind Ferbane GAA. The continued, unbroken sponsorship of the 'Green Fields' club by the family run company has proven a rich commodity since the mid 80's and it continues to grow an amazing two decades on.

Down through the years change has been constant in the club. However, gathered with the distinctive dark green jersey, the name 'Flaherty Fuel' has remained embedded on the chest of the club's jersey.

As the name would suggest, Flaherty Fuel is owned and run by the Father & Sons combination of Brendan, David & Conor Flaherty. A very GAA orientated family who are avid supporters of both club and county. Although they are a Ferbane Company to the backbone, they are continually branching out to the West and the Midlands with depots in Birr and Garbally Oil in Ballinasloe along with their maiden depot in Ballylin, Ferbane.

Back in the 80's when corporate names on jerseys was forbidden, sponsorship was still needed to fuel the club and it came in the form of the 'Green Fields Festival' which ran for many years and attracted punters from across the county. Although somewhat of a silent contribution, it wouldn't be long until sponsors could make their mark on the jersey.

Ever since the early 90's Flaherty Fuel has been etched on the chest of many a stalwart footballer including brothers Lowry & Grennan, Mel Keenaghan and Denis Kelly just to name a few.

Make no mistake about it; it has been a rollercoaster ride for both club and sponsor. From the glory days of the four in a row from 1986 to 89, to the euphoria of beating near neighbours Shannonbridge in 1994 and the despair of seeing victory snatched from their grasp by Edenderry in 1997.

On January of this year, to mark one of the longest standing partnerships in the GAA, Ferbane GAA and Flaherty Fuel announced a new five year deal to take the club into the next decade at a function in the Famous GAA pub 'Hiney's of Ferbane'. It also marked the 20th year of loyal service to the club for which they were honoured. Many past and present players rolled out to show their appreciation.

The continued development of the West Offaly Club is a testament to the Ferbane based Company. Along with themselves and numerous local businesses the club would not be where it is today, boasting two playing pitches, a state of the art Gym and further plans in the pipeline for development.

At present, the club is experiencing some barren times on the field but as they see their main sponsor thrive in their market, they will be hoping that 'success breeds success'.