



IRISH SPORT MANAGER

The management sim for the Gaelic games: **football, hurling, camogie and ladies' football**. Take a county in Ireland, name your fifteen from the parishes that produced them, and answer to a board that remembers everything.

DEVELOPER

Loophead Labs

PLATFORM

Windows, on Steam

RELEASE

January 2027

FREE DEMO

Steam Next Fest, October 2026

GENRE

Sports management sim

PRICE

Announced at release

MODDING

Steam Workshop story packs

STEAM PAGE

store.steampowered.com/app/5050590

CONTACT

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ASSETS

Press kit: loopheadlabs.com/irish-sport-manager

WHY THIS GAME

Nobody ever made a management game for the Gaelic games: the biggest sports in Ireland, followed by a worldwide diaspora, with no simulation to their name. Irish Sport Manager covers all four codes at full depth, two of them women's codes, on one calendar in one save.

It sits in the Football Manager tradition: deep, honest, career-long. But its people are amateurs with jobs, exams and boats to catch, and its world is the parish, the county, and a board that expects par and dreams of more.

FEATURES

Four codes, one sideline

Football, hurling, camogie and ladies' football fully simulated: real dual counties, dual players, and the fixture congestion that comes with them. Every county fields four jobs.

You are the bainisteoir

Pick your thirty from the clubs inside your own county and name your fifteen. Nobody is bought. Everybody is from somewhere.

Amateurs, and the game knows it

Students sit exams in May. A day job takes its fortnight back. Players emigrate, and you can sit one down and try to talk them out of the boats for one more winter.

Match days you actually manage

Watch it live, make your switches while the play runs, and pick your moment for the speech at the break. Football under the 2026 rules: two pointers from beyond the arc.

The county underneath

U20 springs and club championships fully played and watchable from the stand, with the call-up rows they start and a U20 manager who has his own ideas.

A board that remembers

Expectations set in writing, a verdict every autumn, and the job market that follows a bad season. Careers run for decades: honours, sackings, second acts.

The season as it is played

Shields under January lights, a spring league that pays the bills, provincial championships and a national series to high summer. Then the clubs take the autumn back.

Real counties, invented people

The thirty-two counties and the exile boards, real colours and townlands. Players and clubs are procedurally generated, so nobody's parish gets libelled. Share a seed, share a world.

FOR THE MARKETER

- **First mover:** no management sim has ever covered these sports. The genre's audience is proven; this corner of it is completely unserved.
- **Four codes at parity**, two of them women's games, in a sports genre where that is still rare enough to be a story.
- **A calendar built for coverage:** demo at Steam Next Fest in October 2026, launch in January 2027, and a real-world season every summer that puts the sports in the news.
- **Assets ready now:** 45 second trailer, 13 screenshots, store GIFs, vertical reels, and a Steam page live for wishlists.