



# THE BUSINESS OF HOCKEY

Media Pack for Plymouth Marjon Hockey Club  
Season 2018/19





## AN INTRODUCTION TO OUR CLUB

Plymouth Marjon are one of the most successful and fastest growing hockey clubs in the region with around 500 members.

**The club have nurtured plenty of talent in recent years including 2016 Olympic Gold medallist Giselle Ansley MBE.** Home games are played at the Plymouth Marjon Hockey Centre which is one of the best facilities in the country. The club runs 6 men's, 5 women's including Vets, both 1st teams play in the West regional premier leagues. The club also boasts one of the largest junior sections with nearly 300 members playing in age group teams from U8s through to U18s.

Over the last two season all our teams from U10s through to U16s reached the regional finals of their respective England Hockey competitions. We now want businesses to join us as we strive to reach the national finals and launch our academy.





## WHY MAKE US PART OF YOUR MARKETING MIX?

Our sponsorship packages expose your brand to hundreds of well networked players, supporters and families (many with a military and business background)

- 1** We boast nearly 500 playing members ranging from 5 to 70 years old and collectively they bring around 800 family members through the clubs gates every week for training and matches alongside all the visiting teams from across the region.
- 2** Both 1st teams play 12 home games and regularly have attendances of around 100 people . The club also hosts the annual Devon Finals for seniors, U10s, U12s and U14s each year involving up to 35 different Devon clubs. The Devon junior finals will attract around 200 players and around 300 supporters. Senior Matches run from September through to April with around 132 senior games played at home. The club club also hosts the Plymouth Junior League which involves over 500 players alone playing at the Plymouth Marjon Hockey Centre on a weekly basis.
- 3** Our Online website is another opportunity to extract maximum value from sponsorship. All advertisers and sponsors receive a monthly shout out for their business via our well followed social channels all helping to drive traffic to your brands website. Currently we have over 2,000 followers on Twitter and a fully managed website and Facebook page which is updated on a daily basis.
- 4** Finally as an added value service and thank you to all our sponsors we offer 2 sponsors days per season - a great networking opportunity to meet and greet other like-minded businesses.



# SO WHAT ARE THE OPPORTUNITIES?

Sponsorship of Plymouth Marjon is a great way of increasing your brand's awareness and fostering loyalty to your brand.

Increasingly consumers are looking for good reasons to buy from you and showing your support for sport in your local community is a great way to do it. And we'll do our bit to make sure they know about you through our well followed social media channels.

## ADVERTISING AND SPONSORSHIP OPPORTUNITIES.

- Pitch-side and club advertising
- Online advertising
- Team and kit Sponsorship for seniors and juniors
- Match day and event sponsorship
- Academy Sponsorship
- Schools & Community Programme Sponsorship

Please note: our artwork specifications document is available on request.







# ADVERTISING

- 1 SHIRT ADVERTISING**  
Sides U8-U12 £300 per team. Youth & Senior Teams U14-U18 Men's & Ladies 2nd - 5th XI - £600 per team Men's & Ladies 1st Teams - £700 per team The club has opportunities from 1st Team Men's and Ladies alongside 9 other senior sides and U18 down to U8s. Whether you are looking for local or regional exposure we field over 30 teams in a range of local, regional and national competitions.
- 2 PITCH-SIDE ADVERTISING - £300**  
£25 per month Pitch-side advertising- Advertising boards 2.4m x 1.2m around the Anasley Academy pitch can be sponsored for a total of £300 for a year. Cost of board to be covered the business advertising.





# SCHOOLS & COMMUNITY

The club's community development programme delivers to over 3,000 pupils each year. This includes running whole school hockey days, festivals, leagues and tournaments and events in the city centre piazza.

- 1 COMMUNITY HOCKEY PROGRAMME SPONSORSHIP - £3000**

Sponsor the clubs community hockey coaches who deliver to over 3,000 pupils in 25 local primary and secondary schools. Business branding on all coaches kit and at the bottom of all communications and on social media. The programme would be branded after your businesses name. All participants will receive a branded programme flyer named after your business 'PMHC 'Your Business' Community Hockey Programme' and a Programme Certificate. A story will be featured in the Plymouth Herald.
- 2 PRIMARY HOCKEY FESTIVAL - £2000**

Sponsorship of the largest primary hockey festival in the country involving over 500 pupils from over 50 local schools staged at the Plymouth Marjon hockey centre. All the pupils receive a sponsored certificate branded and the winning teams medals. Your company branding will be included on all the tournament literature including on-line and in any publicity including social media and local media press releases. The event would be called 'Your Business Primary Hockey Festival'. The event would be covered in the Plymouth Herald.
- 3 SCHOOL HOCKEY DAY - £200**

Sponsor a school hockey day enabling hockey to be delivered to over 150 pupils. Coaches from the club deliver an action packed day promoting the sport and club. Each day is promoted on the club website, facebook, twitter and highlighted in school's newsletter to promote the business sponsor.



# Ansley Academy Pitch

In celebration of Giselle Ansley MBE Olympic Gold Medalist 2016



## ANSLEY HOCKEY ACADEMY

To support players from the club and other local clubs we are looking for support to deliver our Academy. The academy provides high quality coaching to players aged 11-16 on a weekly basis throughout the year to enable them to reach their potential with the aim of developing more local international players like Giselle.

We can currently offer advertising and sponsorship for the following;

- **Academy branded shirts** for the 50 players in the academy- £1,000
- **Pitch side advertising board** highlighting your business as an Academy Sponsor (2.4 x 1.2m) - £300
- **Academy Coaches Kit** supporting the team of 8 coaches who deliver the programme - £400
- **Roller banner advertisement on our website**, linked to your website. This will be one of only 4 banners which are at the top of the clubs home page £600
- **Invitation to the club's annual junior & youth awards** plus sponsorship of all the academy awards £300

All sponsors of the academy will receive a signed photo from the academy ambassador Olympic Gold Medalist Giselle Ansley MBE.





## MATCHDAY AND EVENT SPONSORSHIP

1

### **MATCH DAY SPONSORSHIP £200**

Match days can be sponsored with between 4-8 matches each Saturday at the clubs home. Your business will be promoted via social media and named as the match day sponsor in the local media and club website. Photo opportunity and a chance to meet the players & members.

2

### **ANNUAL DINNER ANNUAL END OF SEASON DINNER £400**

Includes a table for 10 guests. Sponsorship of your chosen award which will be branded along with a photo opportunity £400

3

### **JUNIOR & YOUTH TOURNAMENT SPONSORSHIP £800**

The club hosts a number of junior and youth tournaments and regional finals. Attracting teams from all over the region and country these events are a great way to support the development of local talent. This includes the headline sponsorship of the event and branding of all event materials (medals, trophies and certificates), presentation of awards and a photo opportunity.





**CONTACT US  
TO DISCOVER THE  
OPPORTUNITIES**

Jamie Oxley- Club Development Officer

[plymouthmarjonhockeyclub@gmail.com](mailto:plymouthmarjonhockeyclub@gmail.com) | 07813666382

