

# Cannock Hockey Club | Sponsorship Proposal



**2013 / 2014 season**

# Sport Matters



“ Sport Matters. Sport brings people together for a common aim, it inspires a passion and a dedication which plays a central part in many people’s lives.

Sport is for individuals striving to succeed – either on their own, or in teams. However, those individuals, together or alone, need the help of others – to provide the facilities, the equipment, the opportunities”.

*Tony Blair, ‘A Sporting Future For All’*

# Sponsorship Proposal



Cannock Hockey Club is looking to attract sponsorship to help in the development of the club and it's members. We aim to develop long term relationships with a variety of sponsors at all levels while offering tangible benefits from an involvement with one of the UK's premier clubs.

Each sponsorship opportunity can be tailored to meet individual requirements - which may result in an enhanced corporate image, increased brand awareness, improved customer, employee and community relations. Our partners benefit from an association with a prestigious and successful organisation together with access to some of the countries elite hockey players for promotional purposes.

- Cannock Hockey club is looking for sponsorship in funding / and or in-kind equipment and service's as well as any expertise.

- Cannock is a thriving hockey club with a number of elite athletes including the current Great Britain No.1 goalkeeper, James Fair. (above)

- We have one of the strongest Junior sections in the country who are constantly vying for national honors and aspiring to achieve their potential.

# Cannock Hockey Club



Cannock Hockey Club was established in 1905 and began playing on a rented field before transferring to the cricket ground just before the first world war. This was very different from today's magnificent facilities.

The club is very proud of its 108 year history and will always be indebted to those who strived to make the club what it is today. Having seen the club represented at the past five Olympic games and producing many junior international representatives we want to continue this pattern.

The club has over 500 junior and senior members ranging from children aged 4 to adults aged 74. We are one of only a handful of clubs where both our men's and Ladies 1<sup>st</sup> XI compete in the National Leagues.

## Highlights of our recent seasons:

- National league winners eight times from 1996 - 2007
- EHA Cup winners four times

- EHB super cup winners
- European Cup Winners Cup silver medalists 204, 2005 and 2007
- Hosted the European cup on 2 occasions
- Host for international tournaments on 3 occasions
- U18 boys were national champions in 2010
- U16 boys have been national indoor champions on three occasions including 2012 (above) and outdoor runners up in 2010 and 2012
- U11 sides have been national champions too.
- The club has competed in the European Hockey League on two occasions which has pan European, TV coverage and live web streaming.
- We deliver sport to over 400 young people each week, by way of our junior section and through local school / community organisations.

# Why Sponsor?



- Brand exposure and awareness on a local, national and international arena
- Links with the national and international hockey players.
- Association with an organisation at the centre of a large local community which encourages a healthy lifestyle through sport at a variety of levels.
- Advertising opportunities through the club website, pitch side banners, clubhouse notice boards, newsletters, emails, match day programme. Over 1000 people each week come to our ground to watch and get involved in sport.
- Business to business links and contacts within the club and with other sponsors.

# Future Plans



- Maintain and improve our facilities to an 'international' venue standard.

- Mens 1<sup>st</sup> XI aims to achieve success at the top of the English and European game by way of high quality coaching, recruitment and development of our own junior players.

- The Ladies 1<sup>st</sup> XI aim to reinstate themselves in the English National League Premier division.

- To continue to grow the junior section, provide high quality coaching in both hockey and life skills to enable the new generation to achieve their potential.

- To grow senior member numbers by offering an extended professionalised coaching structure.

## Main Sponsors | £10,000 - £15,000 per annum



### Benefits include

[Exact features are dependent on support offered]

- Prime pitch advertising boards
- Match day programme advert; full page front and back cover, team page profile
- Website banner on [cannockhockey.org](http://cannockhockey.org)
- Access to first team players for marketing activities
- Logo and advertising on all club communications
- Naming and colour rights for first teams (use of company colours for first teams kit)
- Logo - shirt chest
- Logo - Tracksuit rear
- Signed and framed 1<sup>st</sup> XI shirt and picture

## Marketing sponsor | £3,000 - £5,000 per annum



Marketing partners will gain the benefits listed below. They may be suppliers who may wish to include their services or goods within the partnership.

Benefits include

[Exact features are dependent on support offered]

- Pitch side advertising.
- Logo on shirt sleeve
- Match day programme advert, full page
- Individual player sponsorship - links with a 1<sup>st</sup> XI player.
- Website banner
- Signed 1<sup>st</sup> XI picture

# Individually sponsored items



Cannock HC are always looking at ways to develop and improve its facilities and community awareness. If you are interested in sponsoring a particular development or initiative please contact us.

Our ideas include

- New facility development
  - Cover for our grandstand
- Community initiatives
  - Delivering hockey to local schools
- Individual team or player sponsorships
- Match ball and Ball boy sponsors
- Fundraising initiatives

Now lets hear yours!

# Contact Us

If you would like to discuss this document in more detail please contact us via email [sponsorship@cannockhockey.org](mailto:sponsorship@cannockhockey.org) or call Andy Darnley on 07977 260141

## **Cannock Hockey Club**

Chase Park, Church Lane

Hatherton

Cannock

WS11 1RR

## **Club House Number:**

01543 502 424

[cannockhockey.org](http://cannockhockey.org)

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