



ADVERTISING, PR & SPONSORSHIP AT BASINGSTOKE HOCKEY CLUB





THIS IS BASINGSOKE HOCKEY CLUB

Basingstoke Hockey Club is a thriving and successful family run club, established in the 1950s and today has around 450 members ranging from 5 to 65+ years old, fielding 13 adult and 9 youth teams.

Our Ladies and Men's 1st teams both compete in the South Prem 1 league, just 1 away from the national league!

Both the Mens' and Ladies' teams have members who represent England in various competitions including the Masters World Cup & junior development squads. We are represented in national, regional and local league and cup competitions.

Our Junior section is also thriving with 30% of all eligible youth players representing the County in their age categories. Plus we have In2Hockey champions in both boys and girls in the U10 age category.

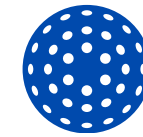
All this success hinges on the support of our sponsors.

Sponsorship enables the Club to continue to offer high quality facilities, coaching, training and opportunities for everyone at the club and we thank you for your commitment to helping make this happen. There has never been a more exciting time to be involved!

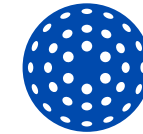
We look forward to welcoming you to the season. Our support packages detailed overleaf provide an exciting opportunity to maximise your business profile by aligning yourself with a successful and vibrant hockey club.



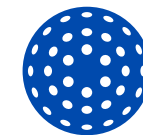
OUR GOALS



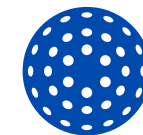
To be the leading community sports club in Hampshire



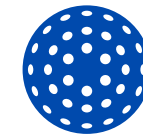
To develop our players and club members to achieve their full potential



To develop the club to support the increased interest in hockey in the local community, both now and in the future.



To be an integral part of the local community, continuing to build and grow our relationships with local schools as part of our youth development programme



To become an England Hockey certified Talent Centre for the most talented 15-18 year olds in the area



Welcome to the best sport advertising, PR & sponsorship opportunity in Basingstoke.

With 20 Hockey Teams from kids to 70 yr olds, BHC is the biggest Sports Club in town.

SPONSOR BENEFITS

You can be a part of it – not only demonstrating your support for Basingstoke Sport but for the following:

- Low-cost Brand or Tactical advertising with your business being seen in Basingstoke and at away games, Tournaments, Summer Hockey etc.
- New product launch
- Tactical endorsement of your company's values and ethics
- PR/ Press Opportunities, Photo-shoots for your business premises
- Feel great about giving something back to the Community Club Member offers.
- Exposure in match reports, local press, Website.
- Exposure to Club Members, Supporters and Club hire groups
- 1200 Facebook followers, 1400 Instagram followers
- Display at BHC Clubhouse

PACKAGES

FRONT OF SHIRT

Ladies' 1st team (current Sponsor: KJS Solicitors)
 Men's 1st team £4,000 p.a. for 3 years*
 Ladies' 2nds and 3rds £2,750 p.a. for 3 yrs*
 Men's 2nd and 3rds 2,750 p.a. for 3 yrs*

BACK OF SHIRT

Ladies 1st team £ 2,250 p.a. for three years*
 Men's 1st team £ 2,250 p.a. for three years*

SKORTS OR SHORTS

1st , 2nd , 3rd teams –
 3 year plan
 Price on application

GOALKEEPER KITS

£500 - £2,000 (full kit) – from 1 to 13 adult teams and
 6 Junior teams.

Also in the package:

Your logo on BHC Website, all social media, and Club Newsletters
 Option to attend and promote your business on large event days.
 Two Social Posts to all teams' members per annum
 'Sponsored by' mentions in Press Releases.

Photo opportunity (e.g., with team captain(s) for your premises "Proud Sponsors of BHC."
 Roller banner displayed in BHC Clubhouse on alternate match days. (provided by you)
 Two complimentary tickets to BHC Annual Awards Dinner

***+ 9 % in second and third years.**





PACKAGES



PITCH SIDE BANNERS

Generally 8 x 3 ft – but negotiable. Mesh. Rust-proof rings, attached on Matchdays .

Season - £ 8,500 – includes Summer Specials, Evening matches, Tournaments.

Half season - £5,250

Your artwork – either tactical or Brand Advertising.
We can get banners made.

PHOTOGRAPHY COMPETITION

Twice a year - Autumn and Spring - £300 prize
Roller banner in the clubhouse.

Picture of the winner for your business premises.

STICK SPONSOR

Sponsor a junior team's hockey sticks -£480.
Your logo on sticks.

CLUBHOUSE FRONTAGE

Signage in various forms from £2,500.* (+9% per annum in year 2 onwards).

TANNOY SYSTEM

Your company is mentioned 3 times per match for > 5 years. (Cost tba).
(Power supply already installed).

END OF SEASON AWARDS

13 AWARDS

Men's and Ladies' Player of the Year, Most promising Newcomer, Coach of the Year - £380 per team + trophy of your choosing. 3 years, +9% in years 2 and 3.

CAPS AND BEANIES

Sponsor 100, 200, or 300
BHC colours, your logo embroidered.
£9 a cap/hat.
At 300 caps – we'll add your roller banner in the Clubhouse.

SPONSOR ONE OR MORE PLAYERS

Either of your own choosing or as recommended by BHC
Students, goalkeeper(s), upcoming 'stars' – County and England players. (From £300)

END OF SEASON BALL

£1,300. Includes your attendance (2 tickets), banner display.
Social Media and Press releases.
At the Ball - prizes of your products or services.

**WE CAN BE CREATIVE IF YOU SEE AN OPPORTUNITY THAT SUITS YOUR COMPANY/
BRAND LET'S TALK!**



BASINGSTOKE HOCKEY CLUB

BE PART OF IT!

Discuss how you can get involved with the biggest hockey Club in Hampshire:

Email: bhcvicechair@gmail.com



