



THIRSK HOCKEY CLUB

Sponsorship Packages





THIRSK HOCKEY CLUB

Introduction

Thirsk is a small market town. It serves a large rural hinterland, as far afield as Ryedale, Richmond, Bedale, Ripon, Masham and Easingwold. Being in existence since 1923.

Thirsk Hockey Club boasts 27 teams - 4 mens, 4 ladies and 19 within the junior section.

Studies have found that while sponsorship of grassroots sports reaches fewer people than traditional print and display advertising, sponsorship delivers a much bigger return on investment. This is because sponsorship allows your business to become directly involved in activities that are highly valued by local consumers. Consumers are known to form strong positive associations with sponsors who support the development of grassroots sport and contribute to the local community.

The Club has a comprehensive strategic plan covering coaching, umpiring, volunteer and player development for both senior and junior pathways. With over 400 members Thirsk Hockey Club retains a friendly, healthy community focus.



THIRSK HOCKEY CLUB

Thirsk Hockey Club has a distinct junior focus with teams in all age groups, and aims to assist players of any age, skill level or background to achieve their best, in a safe environment of fun, fellowship, family, participation and development.

We look forward to a mutually rewarding sponsorship partnership.

These package works for those organisations/individuals who would be prepared to sponsor of Thirsk Hockey Club using various sponsorship functions.

The packages can be customised to suit the individual requirements of the sponsor. We would work with you to maximise the benefits for both parties. Benefits can be added and the package tailored to suit the sponsor over the period of sponsorship.



THIRSK HOCKEY CLUB

JUNIOR TEAM SHIRTS

PACKAGE 1

£500 - Team shirt sponsor for 2 teams

£1,000 - Team shirt sponsor for 5 teams

£2,000 - Team shirt sponsor for 10 teams

Your company logo to be printed, on the front of the shirts of the Junior team's (teams negotiable).

Presentation of new shirts and photo taken for local paper, with a framed picture of the sponsored team or teams.

Invite to an end of season Sponsors' Day (hockey training and fun tournament)

A rotating top of the page level advert on Thirsk Hockey Club's website, including a hyperlink to your company's website.

Announcement of sponsorship via social media with a link to your company's.

Continuous social media promotion throughout the year from Thirsk Hockey Clubs Facebook and Twitter accounts, currently with over 1000 followers.

www.thirskhockeyclub.org.uk



THIRSK HOCKEY CLUB

JUNIOR TEAM SHIRTS

Thirsk Hockey club have teams competing in the Yorkshire Youth League on a monthly basis across the whole of Yorkshire.

We have representation of an U16 girl playing in the England Hockey National Age group and an U16 boy umpiring at the England Hockey U16 boys National Age group competition.

Many of our young players have represented North Yorkshire/Yorkshire and Regional teams and we have been successful in getting through to the U10/U12 North of England In2Hockey Championships with our both our U10 and U12 girls, the U12 girls going onto competing at the National finals of this competition for the last 3years.



THIRSK HOCKEY CLUB

LADIES FIRST XI TEAM SHIRT

PACKAGE 2

£900	-	1 year sponsorship
£1,700	-	2 years sponsorship
£2,500	-	3 years sponsorship

Your company logo to be printed on the front the ladies' First XI team shirts.

Presentation of new shirts and photo taken for local paper. Shirts to be donated to a lower club team after each season ends.

Match ball sponsor of the first home game of each season. Invited as team sponsors to "Sponsors Day" where you will be able to meet and watch the team play.

A rotating top of the page level advert on Thirsk Hockey Club's website, including a hyperlink to your company's website.

Continuous social media promotion throughout the year from Thirsk Hockey Clubs' Facebook and Twitter accounts, currently with over 1000 followers.



THIRSK HOCKEY CLUB

LADIES FIRST XI TEAM SHIRT

Our Ladies First XI team will be competing in the North Women's League, Division 2 South East. This North Women's league competition will see them competing in home and away fixtures around the whole of Yorkshire.



THIRSK HOCKEY CLUB

WEBSITE/CLUB HOUSE POSTER (A4)

PACKAGE 3

£300 - Sponsorship

A rotating advertisement banner on Thirsk Hockey Club's website. Your company's advertisement banner on the website will be strategically placed to attract the attention of our website's visitors.

Any notifications or posters to include your logo.

Continuous social media promotion throughout the year from Thirsk's Facebook and Twitter accounts, currently with over 1000 followers.



THIRSK HOCKEY CLUB

WHY ADVERTISE?

- Club hosted events - Premier matches, tournaments.
- Over 300 people coming to junior training during the week.
- Match spectators all Saturday & Sunday youth league games all over Yorkshire.
- Training sessions nearly every day of the week.
- Email reaches 400 people.
- Website traffic 1,500 a month.
- Newsletters - 2 a season.

We would also be happy to consider other new initiatives e.g. specific sponsorship of Back2Hockey/Walking Hockey sessions, so please feel free to talk to us about the most suitable option for you.

If you would like any more information, assistance with negotiating details of the package, or have any questions or queries then please contact Michael Rushmere on email michaelrushmere@btinternet.com



THIRSK HOCKEY CLUB

EQUIPMENT SPONSOR

£?? Negotiable

PACKAGE 4

Hockey is an expensive sport. At Thirsk we want to provide our members with the best facilities around. We have already achieved this with our pitch in Partnership with Hambleton District Council, but it means nothing if we can't provide the equipment to play and train properly.

Your sponsorship would help the club to provide :

- Noticeboard Sponsorship pitchside
- Training Equipment (Bibs, Balls etc)
- Match Day Equipment (Match Balls)
- Goalkeeping Equipment (Both Seniors and Juniors)
- Cost of Coaches to provide the best training
- Specialised Coaching Equipment

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THIRSK HOCKEY CLUB

MATCH BALL

<u>PACKAGE 5</u>	£30	1 match per team
	£50	2 matches per team
	£100	11 matches per team (full season)

As a match ball sponsor we would invite you to watch the home game at Thirsk Floodlit Hockey Pitch.

Your company name would be credited in our match report to be published on our own website, Facebook page, and in the following weeks' local papers and on our noticeboards.



THIRSK HOCKEY CLUB

SUPPORT YOUR LOCAL COMMUNITY

The Thirsk Hockey Club has a proud history that encompasses a number of promotions both for the men and ladies senior teams and many competition successes with our junior section. We provide an invaluable service to the community with a safe, fun, friendly, family atmosphere and a means to support the development of our children as they grow into young adults and community members. The club continues to grow and the costs associated with running the club are massive. Currently we are planning the 2018/19 season with high expectations, and are looking for support from local businesses.

We are looking for a win-win-win scenario where you can provide something back to the community, we get much needed funds and you also get advertising opportunities to promote your organization to our large and growing member base.

If you are ready to support your local community please contact Michael Rushmere on michaelrushmrere@btinternet.com you wish to discuss any of the above options or if you have any of your own ideas which may benefit your organisation and the Thirsk Hockey Club.

Kind Regards

Kate Webster-Jones

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Chair - Thirsk Hockey Club

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