



# Rotherham Hockey Club Sponsor Pack 2023 / 24





## *Our Mission*

“Develop players of all abilities in a competitive, friendly and inclusive environment”

## *Our Objectives*

“Promoting the game of hockey through education, involvement of the local community, and player development for all ages and abilities”

## *About Us*

Since its formation over 90 years ago, when 11 members of Rotherham Main Tennis Club met one night in October 1927 to discuss playing a winter sport, Rotherham Hockey Club (RHC) has operated from many home grounds facing setbacks along the way.

The first games were played on the colliery field, until the colliery ceased its sports facility provision due to the governments introduction of Rateable Land Policy for sports grounds.

So, before the 1929 season began the club moved to Mr Merryweather's field in Canklow. Then after bouts at Herringthorpe Playing Fields and The Pitches at Stag, the club settled into Aurora on Bawtry Road which we enjoyed for many years.

Sadly though, the management of the facility got into difficulty and the venue then owned by Firth Rixson closed in 2013. After this, the Hockey club was unable to secure a pitch in Rotherham so had to seek refuge at Westfield Sports College in Sheffield for both home fixtures and training.

However, like a phoenix rising from the ashes the Aurora was reincarnated in 2017 thanks to a partnership between the club and new owners Sheffield Hallam University in a bid to bring hockey back to Rotherham. This new facility was purpose built for hockey, with a modern playing surface and state of the art flood lights where we have remained and continued to grow as a Club ever since.

The core of the original Rotherham Ladies came from a successful team that played in the Sheffield & District Women's Hockey League. When Rotherham Men's and Wickersley Men's Hockey Teams amalgamated, this group were asked to form Rotherham and Wickersley Ladies and did so in the early 1970's. In 1996 the Ladies became Rotherham Ladies, with the men's and ladies sections (adult and youth) amalgamating in 2011 to form the Rotherham Hockey Club we know today.

The club's highly regarded youth system has provided an array of players who have gone on to represent both their county and country at Junior, U21, Senior and master's level. In 2004 the club was the first in Yorkshire to be accredited with the Sports England 'Clubmark' and be part of the England Hockey 'ClubFirst' programme for our exemplary standards in club welfare, coaching and management.



## The Future

The new facility has provided us with a base in which we can call home and given us the foundations to get the club back to what it once was and grow it even further.

As a family club we offer coaching and involvement for all abilities from aged five and upwards, and our oldest current playing member is seventy-nine. We also provide programmes within our Club for other initiatives to reach to the wider community such as Walking Hockey, Back to Hockey, Hockey for Hero's, Hockey Fest weekends, Rush Hockey and much more.

The club aspires to work with the wider community to increase the participation in hockey at all levels. By building on the existing taster sessions and coaching work we offer and expanding on the partnerships we have with local schools, the intention is to attract more children into hockey, offering taster sessions in PE, after-school clubs, and cross school tournaments.

## Working together

The club relies on the annual subscriptions and weekly match fees our members pay to maintain its current position. To continue to grow the club and maximise the opportunities the purpose made facility offers we need to build a development fund to allow us to implement our initiatives through coaching and coach development, obtaining the latest equipment and broadening our marketing channels to attract newcomers to the sport.

In the ever-increasingly competitive business environment customers are beginning to research into how seriously organisations take their Corporate Social Responsibility when considering if they should purchase goods or services from them. In addition to charitable giving and schemes such as carbon reduction and recycling, community outreach is something that has growing recognition.

By partnering with RHC through a sponsorship package you would not only fulfil some of your corporate responsibility but would be making a real, noticeable difference to our club, its members, and the work we are able to offer to our local community in Rotherham and the surrounding areas. Our commitment is to first-rate ethical standards across the club as evidenced by our 'Clubmark' and 'England Hockey' accreditations. This is achieved by developing all our members, particularly youth with essential skills such as leadership, discipline, hard work and teamwork. All of which help them not only on the hockey pitch but in life.

## Sponsor Packages

There is no amount, small or large which cannot be used effectively by our club. So, whilst we have developed several cost-effective packages for you to consider if you feel these do not align with your business, but you would like to get involved do not hesitate to contact us discuss this further.

### Club Sponsorship

This is our highest-level package; it is a two-year arrangement and is open to only two companies for any two-year period. This includes the following:



- Company logo on either the Home or Away kit for both the men's and Ladies 1st team shirts \*
- Pitch side advertisement board, 2000mm x 300mm
- Advertisement in RHC Newsletters
- Company logo and link on website rolling banner
- Sponsor introduction on club website after signing up and twice-yearly advertisements there after
- Promotion through the club's social media streams
- Invitation to annual club dinner for two people
- Invitation to annual pitch events with the opportunity to display own rolling advertisement style banner at these
- Annual team photos taken with company banner to go in local press and on club website

**The cost for this package is £2000 per year**

\*Also available as a package to support a Youth team, providing team shirts, training tops/light jackets or kit bags with company logo on them. Price available upon request.

### Pitch Side Sponsor

Around the edge of our new pitch is secure fencing, this gives us the opportunity to place temporary banners on them. This package includes the following:

- Pitch side advertisement board, 2000mm x 300mm
- Company logo and link on website rolling banner
- Promotion through the club's social media streams

There are 3 durations of this package:

- **1-year deal - £600**
- **2-year deal - £500 per year**
- **3-year deal - £400 per year**

### Fixture Sponsor

This is our most cost-effective package; it can be done as a one-off or for any number of weeks throughout the season. After choosing a date/s you will be the sponsor of all home fixtures on that day, you will receive the following:

- Company logo on our roadside pitch advertising board & pitch side board
- Mention on the club website, social media channels and match reports
- Invitation to games on chosen date/s
- Opportunity to display own rolling advertisement style banner at chosen date/s

For a single date, the **cost is £150**, however chose two or more dates over the season to receive a discount.

### Coach Sponsor

The club works with a development officer whose role is to grow the club and hockey within the local community. We have a programme of hockey activity in local schools both at Junior and Secondary level to introduce the sport to a wider audience and encourage school/club links. The amount of coaching we can undertake is limited to the funds we currently have available. This package allows a company to support this programme and our coaches, for example:

- A 6-week programme in one or more local schools would cost around **£500**.



- An inter school tournament for local schools would cost around **£400**.

Dependent upon the commitment from the sponsor, for this package you will receive the following:

- Mention on the club website and social media channels
- Coach to wear coaching kit with sponsor logo on

### Equipment Sponsor

Our entry level package provides the sponsor with the opportunity to sponsor a specific item of equipment dependent upon the needs at the club at that time. As a one-off payment to suit any budget this provides a flexible option to any sponsor.

This may include:

- A set of sticks, balls, cones, and bibs for use in schools coaching (approximately **£400** per set)
- Specialist equipment to support coaching within special needs schools
- Goalkeeper kit (Goalkeeper would wear shirt with sponsor logo on it for 1 season)
- Water bottles (container with company logo on it)
- Hockey balls (approximately **£6** per ball)
- Training bibs (With company logo on them)
- Trophies / medals – given out to club players at the end of season

Contact us to find out our current equipment requirements and discuss your budget.

*All sponsorship is welcome no matter how much or how little, we are most appreciative of all the support we can get.*

**To register your interest in becoming a Rotherham Hockey Club sponsor please contact our Club Sponsorship Manager, Richard Haigh on 07742 605042 or email us at [richard.haigh@rotherhamhc.org.uk](mailto:richard.haigh@rotherhamhc.org.uk) or [sponsorship@rotherhamhc.org.uk](mailto:sponsorship@rotherhamhc.org.uk)**

Website: [www.rotherhamhc.org.uk](http://www.rotherhamhc.org.uk)