



# Basingstoke Hockey Club 2017 / 2018 Season

Sponsorship Opportunities



## Overview

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Basingstoke Hockey Club is a family run club that was established in the 1950s and today has around 450 members ranging from 5 to 65+ years old, fielding 15 adult and 9 youth teams.

Our Ladies' 1XI competes in South League Division 1 only one league below the National Conference. Clubs from all over the South of England compete in this league from areas covering Hampshire, Greater London, Surrey, Oxfordshire, Berkshire and Sussex.

Our Men's 1s play in Hants/Surrey Division 1, part of the South League that spans Hampshire, Surrey, Greater London, Dorset and Sussex.

Both the Men's and Ladies' teams have members who represent England in various competitions including the Masters World Cup. This means we are represented in national, regional and local league and cup competitions.





## Our Aims

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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 increasing interest in hockey both now and in the future.

To be an integral part of the local community building on our current relationships with many of the local schools as part of our youth development program.



## Benefits

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Access to ABC1 hockey families.

Geographic footprint across South England, particularly Hampshire, Berkshire and Surrey.

Access to the local community and 450 + members.

Achieve exposure for your business through our various social media channels.

Increase the visibility and awareness of your business ranging from club members to the local community, depending on the sponsorship package you choose

Opportunities to feature in local press through weekly match reports and press interaction.

Reach new audiences through our mailing list and member list.

Opportunity to attend 'Corporate functions' - networking opportunities with professionals from the club and within the local community.

# Principle Partner Package

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**Shirt Sponsorship** – Senior and Junior shirt sponsorship opportunities

**Pitch-side Banners** – Pitch side advertising available on match days

**Access to Members** – Access to all BHC club members to promote products or services

**Product** - Opportunity to provide product or service Offers to club members and or visitors and supporters

**Advertising** - Via the Basingstoke Hockey Club homepage and or in the Basingstoke Hockey Club Clubhouse

**Sponsorship of Clubhouse** – Sponsorship of Basingstoke hockey club clubhouse available

**Match Reports** – Mention of sponsor available within weekly match reports

**Website** - [www.basingstoke-hockey.com](http://www.basingstoke-hockey.com) sponsor paragraph and sponsor links

**Facebook** – Exposure on Facebook posts – sponsor posts – BHC

**Twitter** – Exposure on Twitter - sponsor tweets - #BHC

## Official Partner Package

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**Product** - Opportunity to provide product or service  
Offers to club members and or visitors and supporters

**Advertising** - Via the Basingstoke Hockey Club homepage and or in the Basingstoke Hockey Club Clubhouse

**Match Reports** – Mention of sponsor available within weekly match reports

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## Brand Partner Package

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**Pitch-side Banners** – Pitch side advertising available on match days

**Product** - Opportunity to provide product or service Offers to club members and or visitors and supporters

**Facebook** – Exposure on Facebook posts – sponsor posts – BHC

**Twitter** – Exposure on Twitter - sponsor tweets - #BHC





## Associate Partner Package

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**Pitch-side Banners** – Pitch side advertising available on match days

**Product** - Opportunity to provide product or service Offers to club members and or visitors and supporters



Thank you for expressing an interest

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**We look forward to discussing how we might work together**

**Please contact Andy Preston or Helen Garrett-Lang**

**Email:** [projectpitch@basingstoke-hockey.com](mailto:projectpitch@basingstoke-hockey.com)

