



SPONSORSHIP PACKAGES

An overview of Beeston Hockey Club & partnership opportunities





WELCOME

THERE HAS NEVER BEEN A MORE EXCITING PERIOD FOR BEESTON HOCKEY CLUB.

There has never been a more exciting period for Beeston Hockey Club. With the recent expansion of Nottingham Hockey Centre to become the largest hockey centre in the world, outside the Netherlands, and a record four teams being fielded in the England Hockey National Leagues, this season is the best time to partner with a world-class hockey club.

We are looking to establish partnerships with local and national businesses to help us support our four national league sides and continue the success we have seen over the last 30 years.

The Club has led the way in broadcast media, with our Bee TV live stream now covering every single men's and ladies' home game. For two years now, the matches have been broadcast weekly

on Notts TV, which has attracted an unprecedented 12,000-16,000 viewers per match.

Beeston has an impressive record of developing GB Internationals – with 7 members of the men's and ladies' Tokyo Olympic squads having played for the club.

Beeston is a major competitor on the national stage – and as the sport moves gradually to a semi-professional state, we will need to increase the playing budgets of our elite sides.

As well as the four national league sides, Beeston has a highly successful junior section, and a nationally-recognised England Hockey Talent Academy and community outreach programme. This is a great opportunity to invest in Premier League hockey, and the stars of the future.

THE PAST

Beeston HC is steeped in history. The Club was founded in 1907 by a number of Nottingham High School students who lived in Beeston.

Since the beginning of the National League in the late 1980's Beeston have been involved in a fairy-tale run of success during the last 30 years and the Club has climbed from the basement of local hockey to becoming one of the most highly-regarded clubs in Europe.

The Club reached its first domestic cup final in 1998 and qualified for the European Cup Winners Cup in 1999. This was the Club's first taste of top flight European Hockey and the beginning of many more.

THE PRESENT

The Club has over 300 adult playing members and a junior section with over 450 children as well as over 70 vice-presidents.

The men's first team won the England Hockey Cup for the 6th time in the 2019/20 season.

David Ames, Adam Dixon, Mark Gleghorne and Harry Martin were all part of the Great Britain squad at the Rio Olympic Games. There were a further 6 former Beeston players in the Great Britain men's and ladies' squads who played in the Rio Olympic Games in 2016 including **Hollie Webb**, who scored the winning goal in the gold medal match!

In the 2019/20 season the ladies' 1st team won their first England Hockey Championship Final, which took place at home amidst a weekend of England Hockey national finals, also held at Beeston after the end of the first coronavirus lockdown. Many of the team's younger players also achieved national age group representation.

Both the men's and ladies' teams have current senior international players, notably Canadian Olympic star, **Sukhi Panesar**, who represented Canada at the Tokyo Olympic games. 5 members of the men's and ladies' 1st teams are expected to take part in the

2022 Commonwealth Games in Birmingham.

Following a successful few seasons, the men's and ladies' 2nd teams now also compete in the England Hockey national league, competing in the Conference North and Conference Midlands, respectively.

In addition to a stellar national and international reputation, the Beeston men's and ladies' 3rd - 9th teams also play in the Midlands Hockey leagues, with weekly league fixtures taking place for all teams throughout the season.

Beeston is proud to have a thriving junior section, with age group hockey squads for boys and girls from Under 6s to Under 18s, which compete in various local, regional and national competitions throughout the season.

Beeston is one of just 15 clubs in the country to have its own England Hockey certified Talent Academy for the most talented 15-18 year olds in the area. The players in the Talent Academy work closely with

our 4 national league squads, enabling the best environment for producing junior international players, and future senior international stars.

The Club is also incredibly proud to host the most successful disability hockey squad in the area, which we call 'Flyerz'. Since 2020, the club can now support junior players with varying disabilities to take part in this incredible sport, in a nurturing and positive environment. In 2021, Flyerz was commended online by the European Hockey Federation.

The success of the Bees continues to attract players from the local area, across the UK, and abroad.

THE FUTURE

Our ambition is to become one of the biggest Clubs in Europe by engaging with the local community, building world-class facilities and increasing the number of members.



MEDIA – TV | NEWSPAPER SOCIAL MEDIA | WEBSITE

TV AND NEWSPAPER

Beeston is the only hockey club in the country to be featured every week on TV. Our broadcast partnership with local TV channel, Notts TV means that both the men's and women's home games are broadcast every Wednesday at 9pm, attracting between 12,000 and 16,000 viewers each week. Bee TV, the club's in house broadcast team, films and commentates each home game, and streams it live on our YouTube channel, Bee TV. We run weekly highlights which attracts tens of thousands of viewers online each week.

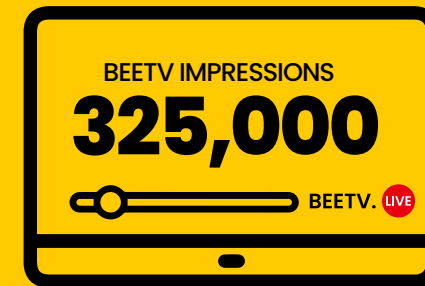
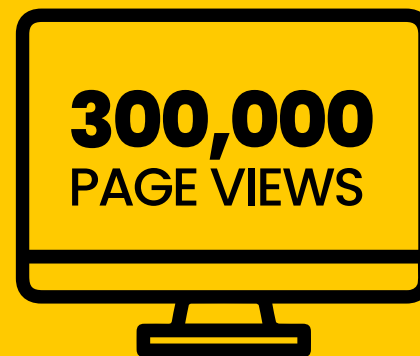
The national 'Hockey Paper' and the England Hockey website run weekly reports about the previous weekend matches and other hockey news. Beeston feature in these publications every week with photos.

SOCIAL MEDIA AND GRAPHICS

The Club uses Instagram, YouTube, Twitter and Facebook to engage with the hockey community, businesses and to interact with hockey fans from around the world. Between these platforms, the club has over 10,000 followers. Beeston also has its own in-house promotion and graphic design team, which produces eye-catching graphical content which is unmatched by any other club in the England Hockey leagues.

WEBSITE

The Bees promotional team manages the Club's website, which hosts our fixtures, results, updates and Bee TV streams. As well as this, the website maintains an up-to-date membership database, containing the email addresses and mobile phone numbers for members, with a built-in marketing package to communicate with our supporters, and our 750 members.



THE FACILITY IS OPEN TO THE **WHOLE** **COMMUNITY.**



COMMUNITY ENGAGEMENT

This is fundamental to the Club's development. Beeston Hockey Club is used by a number of different universities, colleges, schools, clubs and other groups. The facility is open to the whole community. Local businesses use the conference facilities during the week, and the function room is frequently used by the local community for social occasions such as weddings, birthday parties and other family occasions at weekends. The Club provides coaching to local schools and hosts coaching camps during school holidays. Beeston is also an England Hockey Talent Academy – this attracts a large number of players and parents from across the area. These players come from a wide range of social backgrounds from both state and independent schools.

The Club has developed a comprehensive teacher training in local state primary and secondary schools, and a leading community outreach programme. We have delivered sessions and teacher training courses for over 10 local schools, and have also recently partnered with Belong Nottingham, a charity supporting the integration of migrant communities into Nottingham. Beeston has hosted over 50 children from Belong, and this has been an incredibly worthwhile partnership.

EXISTING FACILITIES

The Club has a bar aptly called 'The Stick & Pitcher', a conference room and a cafeteria. There are also 8 changing rooms, a treatment room, a hockey shop and parking for 200 cars (as well as over flow parking on the grass field on match days).

The Club boasts 2 full size international artificial waterbase pitches, 3 full size sand-dressed pitches and a half size training pitch.

The facilities at Beeston have seen a large number of improvements over the past year, and will continue to improve in 2022. Between 2015 and 2022, an additional 3 full-sized pitches have been constructed at the club. In April 2022, the international-standard waterbase pitches were resurfaced with a stunning new blue turf, built to International Hockey Federation global standards.

Beeston Hockey Club is just a 2 minute walk from the NET tram line, which opened in 2015 and provides an excellent link to the City Centre and the park and ride sites at Junction 24 & 25 of the M1.

40,000 VEHICLES PASS THE CLUB **EACH** **DAY**

The Club's home is on University Boulevard in Nottingham. Approximately 40,000 vehicles pass the Club each day. The Club has hosted a number of National and International events with England Hockey. In 2010 Beeston Hockey Club hosted the Champions Trophy, a prestigious world hockey event, involving the top National teams in the world and was televised in 86 different countries. In the summer of 2022, the Club will host the O35 and O40 Masters World Cups, which will attract over 1,000 participants to the 10 day event.

The site has approximately 200,000 visitors each year. The continued success of the Club regularly draws spectators to our National League games and extensive local publicity will see these levels increase.



TRANSPORT LINKS

The Club is on one of the main road arteries in to Nottingham City Centre. The new Nottingham tram route along University Boulevard opened in 2015. This links the Club directly with Junction 25 of the M1, Nottingham City Centre and, in particular, Nottingham Railway Station, where East Midlands Rail run a regular service to London St. Pancras International Station.

This provides a first class European rail link to France, Belgium, the Netherlands and beyond.

University Boulevard is on one of the main bus routes in and out of Nottingham. There is also a regular bus service running from Nottingham to East Midlands airport.



MATCHDAY

MATCHDAY

The ladies' 1st team play their home league games on Saturday afternoons. The men's 1st team play their home league games on Sunday afternoons.

HOCKEY ACTIVITY

On a Sunday morning, before all home matches, over 150 juniors are coached at the Club by coaches who volunteer their services. This activity is open for the whole community to participate in.

Many of the parents remain on site, making the most of the special breakfast offers and free Wi-Fi available in the Stick and Pitcher bar.

Match day programmes are available for all spectators.

MATCH PRESENTATION

We provide pre-match and post-match music as well as tension music during the game and team announcements, latest news and advertisements about our official partners.

HALF-TIME ENTERTAINMENT

At half-time the Club's mascot, Buzz the Bee, invites children on to the pitch to play games and entertain the spectators while a selection of music is played over the PA System.

SPECTATOR CATERING

For all home games there is catering available to spectators in the cafeteria downstairs in the clubhouse. The Stick & Pitcher bar upstairs in the clubhouse is open throughout the day.

PARTNERSHIP HOSPITALITY

Hospitality is available to book in the Trophy Room on match days for official partners and Club Vice-Presidents. The Club can provide buffets and formal dinners on match days for groups of up to 40 guests.





SUPPORTING THE LOCAL COMMUNITIES

HOME TO A PROUD GROUP OF 100 JUNIOR MEMBERS, WITH A VARIETY OF DISABILITIES.

FLYERZ

The Club is also incredibly proud to host the most successful disability hockey squad in the area, which we call 'Flyerz'. Since 2020, the club can now support junior players with varying disabilities to take part in this incredible sport, in a nurturing and positive environment. In 2021, Flyerz was commended online by the European Hockey Federation.

After being commended by the EHF, we are now home to a proud group of 100 junior members, with a variety of disabilities. We're incredibly proud of our Flyerz, and this section is now the fastest growing part of the club in terms of membership.

Beeston is actively looking to engage with a 'Flyerz Partner'. This is an opportunity to align your brand with the most inclusive section of the sport in the country.

If you're interested in this partnership, please contact david.griffiths@beestonhockeyclub.com.



BELONG NOTTINGHAM

Belong Nottingham is a charity which provides invaluable support to foreign families who have moved to the UK. Their support ranges from administrative support, such as getting a national insurance number, to education support, like helping the families' children with their GCSEs.

If you're interested in this partnership, please contact david.griffiths@beestonhockeyclub.com.

In 2020, Beeston entered into a formal partnership with Belong - we now offer weekly hockey sessions to dozens of children, both at the Club and in Nottingham city.

We would like to offer your business a fantastic opportunity to sponsor membership, equipment and promotional material with this wonderful initiative led by the Bees.



SPONSORSHIP OPPORTUNITIES

BEESTON HOCKEY CLUB IS **ONE OF THE MOST AMBITIOUS** CLUBS IN EUROPE

Beeston Hockey Club is one of the most ambitious clubs in Europe, with the men's and ladies' first teams both competing in the English Premier Division. The club is engaging and partnering with businesses by offering an opportunity for them to be official kit sponsors.

For the 2022/23 season all men's and ladies' England Hockey Premier Division fixtures will be broadcast on Notts TV – Freeview channel 7 and Virgin 159. The matches will be broadcast in full on Wednesday evenings

For more information, or to express interest in a sponsorship package, please email david.griffiths@beestonhockeyclub.com

VENUE NAMING RIGHTS (3-5 YEAR AGREEMENT)

Our most premium level of sponsorship. Nottingham Hockey Centre, the home of Beeston Hockey Club, is the largest hockey centre in the world outside of the Netherlands.

This tier of sponsorship gives you the Full Club Sponsorship above, and allows you to entirely re-brand the site to "Your brand name Hockey Centre", feature as the headline sponsor for Beeston Hockey Club, rebrand all of the kit in the club for every team, and install as much advertising across the site as you wish.

Nottingham Hockey Centre proudly hosts 6 hockey pitches, more than any other hockey centre in the United Kingdom, which means that the centre is a regular host of local, regional, national and international events – for a sport with a gender split of 50:50. Your brand name would therefore appear on all of the club's website and social media account, along with a reference in the national game management system for every hockey match that takes place on site, and the Nottingham Hockey Centre logo would be replaced by your logo on all branded signs.

£100,000 per annum

FULL CLUB SPONSORSHIP (3 YEAR AGREEMENT)

Re-brand the entire club's kit, including every team and every section of the club (Women's, Men's, Junior, Flyer, Community Outreach) with your brand.

As part of this tier of sponsorship, every player in the club would receive a new playing shirt with your brand front and centre.

This full package includes prominent pitch side advertising on pitch 1, live stream, website, social media and website.

£30,000 per annum

KIT SPONSORSHIP

1st XI KIT SPONSORSHIP

FRONT OF SHIRT	£10,000
BACK OF SHIRT	£4,000
SHORTS / SKORTS	£2,000
NECK, SLEEVE OR WARM-UP SHIRT	£1,000

JUNIOR KIT SPONSORSHIP

AGE GROUP SET OF SHIRTS	£1,000
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[Find out more](#)

PERIMETER ADVERTISING

20FT X 3FT ADVERT (BASELINE)	£1,000
16FT X 2FT ADVERT (SIDELINE)	
TV FACING	£750
SPECTATOR FACING	£500
ON TELEVISION CAMERA TOWER	£1,000
ON SCOREBOARD	£1,000
ON DUGOUTS AND TECHNICAL AREA	£2,000
ON GOALS	£1,000

[Find out more](#)

PLAYER SPONSORSHIP

SUPPORT OUR TOP PLAYERS DIRECTLY £550

[Find out more](#)

PROGRAMME

PROGRAMME SPONSORSHIP

ADVERTISE AT EVERY MEN'S AND LADIES' HOME GAME OF THE SEASON – THIS PACKAGE IS IDEAL FOR SMALL BUSINESSES
£1,000

PROGRAMME ADVERTISING

FULL PAGE	£250
HALF PAGE	£150

[Find out more](#)

BEE TV ADVERT

LIVE STREAM ADVERT £500
ADVERT TO BE AIRED AT HALF-TIME DURING EVERY MEN'S AND LADIES' GAME OF THE SEASON.

WEBSITE BANNER £250

[Find out more](#)

SCHOOL PACKAGES

FOR MORE INFORMATION ON THE SCHOOL PACKAGES PLEASE CLICK BELOW

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Bee TV

