

ENGLAND HOCKEY
LEAGUE PREMIER
DIVISION FINALS

Saturday 3rd & Sunday 4th May 2025

Advertising Opportunities



ENGLAND
HOCKEY



HOCKEY IS A SPORT FOR ALL

We're an established Olympic sport rooted in community. We're working together across the sport to make hockey more visible, relevant, and accessible to all and we'd love you to come on the journey with us.

HOCKEY IS UNIQUE

Our aim is to make hockey more visible, relevant, and accessible to all.

We're a trusted sport with a track record of elite success in equal measure. We put our multiple customers at the heart of everything we do, ensuring we're constantly innovating the game in a sustainable and accessible way.



50:50 GENDER SPLIT

Hockey is **equally amazing** – the most equal gender team sport



TOP 10 GLOBAL PARTICIPATION SPORT

Played across 6 continents and in all major markets



ACCESSIBLE TO ALL

Irrespective of social background, race, gender, age, or sexual orientation



A SPORT NEVER STANDING STILL

1M+ pick up a stick every year helping the nation stay fit & healthy



AN OLYMPIAN IS 3 TIMES

More likely to inspire than the average sports star

OUR VALUES MAKE OUR AUDIENCES PASSIONATE AND ENGAGED

Size



160,000

PARTICIPANTS AT

750+

CLUBS



800,000

CHILDREN PLAYING ACROSS

10,000

SCHOOLS

Reach



1.1 MILLION

TV AUDIENCE
2022



410,000

SOCIAL FOLLOWERS
ON ENGLAND AND
GB CHANNELS



+130K

TICKET PURCHASERS
IN 2022 (incl. CWGs)



350,000

FAN DATABASE
HIGHLY ENGAGED
AUDIENCE

Demographics



BRAND LOYAL

FANS OVER **X2** AS LIKELY
TO CHOOSE A HOCKEY
SPONSOR OVER A RIVAL
BRAND (REPUCOM)



50:50

GENDER
BALANCE



MULTI GENERATIONAL
SPORT WITH 60% OF
PLAYERS UNDER
21 YEARS OLD

83%
ACORN 1,2,3 SPECTATOR
AUDIENCE

44%
AFFLUENT ACHIEVERS
2X NATIONAL AVERAGE

19%
RISING PROSPERITY
2X NATIONAL AVERAGE

WHY ENGLAND HOCKEY?

- Hockey is one of the few team sports which is gender balanced. It's also great for people of all ages to play and watch.
- England Men's Hockey Team secured their first European-level medal in 14 years after taking silver at the EuroHockey Championships in 2023.
- We run over 50 domestic events a year with live streaming opportunities.
- We host an annual FIH Pro League tournament, showcasing the best international teams in the world and all the matches are broadcast on Channel 4.
- We have a strong track record of delivering world class hospitality and events such as the Vitality Hockey Women's World Cup 2018 and have recently won the bid to host the European Hockey Championships in 2027.

WHAT ARE THE PREMIER DIVISION FINALS?

- It's the exciting culmination of the elite level club season as the England Hockey League Premier Division concludes with its showpiece finals over two days.
- The top four men's and women's teams play off in the semi-finals and then a final for the chance to become league champions and win a coveted place in Europe.
- Each day has 4 top-level games of hockey. We had a crowd of over 2,000 people in 2024 and around 26,000 views of the live stream.
- Away from the pitch there is lots to keep spectators entertained with marquee, bar, food stalls, hockey activations and retail units.

NOTTINGHAM HOCKEY CENTRE

Nottingham Hockey Centre was selected after a robust tender process and will be hosting the finals for the first time in over 20 years.

The venue is home to Beeston HC, Nottingham Players HC and the University of Nottingham HC and has experience of hosting not only elite domestic competition but also national-level events. They have worked tirelessly, investing in their infrastructure and facilities, to become the biggest hockey venue in the Country.



A PURPOSEFUL PARTNERSHIP THAT'S RIGHT FOR US BOTH
PACKAGE - £995 + VAT

Digital
Programme

1 x Pitch
Side Board

2 x VIP
Tickets

1 x Match
Sponsorship

A PURPOSEFUL PARTNERSHIP THAT'S RIGHT FOR US BOTH
TITLE PARTNER PACKAGE - £POA

Full
Branding

Database
Access

Bespoke
Package





We want to create a meaningful partnership with you to make sure our sport thrives and grows into the future, by delivering an opportunity to promote your brand to our hockey community. We hope you come on the journey with us!



**ENGLAND
HOCKEY**

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