



TSI WORLD BEES IHC

CORPORATE PACKAGES

2023/2024

BEE PART OF THE BUZZ!

Would you like to become involved in one of the UK's fastest growing indoor sports through sponsorship of your local Ice Hockey Club, The Bees?

The Bees play in the National Ice Hockey League (NIHL) top division (National Division) which is a semi-professional league that focuses on developing young GB trained players. The National Division boasts teams from Bristol, Swindon, Slough, Romford, Peterborough, Milton Keynes, Telford, Hull, Leeds, Solway and Sheffield.

The Bees will be starting our 3rd full season at the Slough Ice Arena in September 2023 after previously playing in Bracknell between 1987 and 2019. We have maintained many of our strong relationships with both local businesses and the local community in Bracknell but we have a strong desire to continue and build on this in Slough and the surrounding areas.

Moving to the Slough Ice Arena has already offered great opportunities to develop links with the local community and, over the past 30 months, we have developed community partnerships with the likes of SPICE skating, Chalvey Can and the Thames Valley Learning Partnership.

Dominik Gabaj will be leading the Bees into the 2023/24 season, his first full season as head coach. With work well underway to create a competitive roster; we would love you to 'Bee Part of the Buzz!' by joining us too!

We offer various sponsorship packages to suit all business requirements. These are shown in this brochure below. However, we are always prepared to tailor packages at your request. Our sponsorship packages can offer both local and national exposure, and, depending on the package can deliver your brand to the local community 7 days a week, 52 weeks a year.

For more information and to discuss your requirements please contact a member of our Corporate Liaison Team on sponsors@beesicehockey.com.





TITLE SPONSORSHIP

UNAVAILABLE

- Company name added to the front of team name
- Company logo on front of all jerseys above the Bees logo
- 12 match tickets per game for all 2023-24 Bees NIHL National home games
- Discounted rate tickets for staff
- 2 match night sponsorship experiences including use of hospitality area for up to 15 people
- Advert (up to 30 seconds) to be played on live stream a minimum of 6 times
- Two premium rink side advertising boards
- Sponsorship of a Bees player
- Match Night PA announcements
- Branding on Bees official website and social media output
- Unlimited shared social media promotion on request
- Free invitations to selected Bees events



TSI World LTD are signed up as title sponsors of the Bees Ice Hockey Club until the conclusion of the 2029/2030 season. We are delighted to have them on board and believe this demonstrates the fantastic relationships we build with our sponsors.

PLATINUM PARTNERSHIP

£7,500 + VAT

- Company logo on front (lower), back or shoulders of all jerseys
- 8 match tickets per game for all 2023-24 Bees NIHL National home games
- Discounted rate tickets for staff
- 1 match night sponsorship experience including use of hospitality area for up to 15 people
- Advert (up to 30 seconds) to be played on live stream a minimum of 6 times
- One premium rink side advertising board
- Sponsorship of a Bees player (see player sponsorship for details)
- Match Night PA announcements
- Platinum branding on Bees official website and social media output
- Unlimited shared social media promotion on request
- Free invitations to selected Bees events

GOLD PARTNERSHIP

£5,000 + VAT

- Company logo on back, shoulders or upper sleeve of all jerseys
- 6 match tickets per game for all 2023-24 Bees NIHL National home games
- Discounted rate tickets for staff
- 1 match night sponsorship experience including use of hospitality area for up to 15 people
- Advert (up to 30 seconds) to be played on live stream a minimum of 3 times
- One rink side advertising board
- Sponsorship of a Bees player (see player sponsorship for details)
- Match Night PA announcements
- Gold branding on Bees official website and social media output
- 5 shared social media promotions per season on request
- Free invitations to selected Bees events





SILVER PARTNERSHIP

£2,500 + VAT

- Company logo on sleeve of all jerseys
- 4 match tickets per game for all 2023-24 Bees NIHL National home games
- Discounted rate tickets for staff
- Advert (up to 15 seconds) to be played on live stream a minimum of 3 times
- Match Night PA announcements
- Silver branding on Bees official website and social media output
- Free invitations to selected Bees events

BRONZE PARTNERSHIP

£1,000 + VAT

- 2 match tickets per game for all 2023-24 Bees NIHL National home games
- Advert (up to 10 seconds) to be played on live stream a minimum of 3 times
- Match Night PA announcements
- Bronze branding on Bees official website and social media output
- Free invitations to selected Bees events



PLAYER SPONSORSHIP

FROM £350 + VAT

- Company logo above player name on all jerseys
- Signed jersey from your sponsored player with presentation at end of the season
- Match Night announcements over PA whenever your player is mentioned (Penalties, goals etc.)
- Logo on in game graphics across social media and Bees Match Night Live
- Your logo on player profile page on Bees website
- Free invitations to selected Bees events



BEEES MNL SPONSORSHIP

£3,500 + VAT

- Your company name linked with the 'best live video stream in the league'
- 4 match/stream tickets per game for all 2023-24 Bees NIHL National home games
- Logo on all Bees MNL branding throughout live stream
- Logo on all Bees MNL branding throughout Bees social media (official and Bees MNL)
- Logo used on all match highlights packages on our YouTube channel
- Advert (up to 30 seconds) to be played on live stream a minimum of 6 times
- Streams are watched nationally so wider brand coverage
- Free invitations to selected Bees events



MASCOT SPONSORSHIP

£2,500 + VAT

- Company logo on back of all Buzz's jersey
- 3 match tickets per game for all 2023-24 Bees NIHL National home games
- Discounted rate tickets for staff
- Your brand on all Buzz related school materials
- Presentation of Buzz's jersey at the end of the season
- Match Night PA announcements whenever Buzz is introduced
- Your logo on Bees' official website, Buzz related pages and Buzz social feeds
- Free invitations to selected Bees events



PENALTY BOX SPONSORSHIP

ONE BOX £2,000 + VAT

- 2 match tickets per game for all 2023-24 Bees NIHL National home games
- Discounted rate tickets for your company
- Match Night PA announcements when player is sent to sponsored penalty box
- Your logo on Bees MNL twitter and live stream penalty graphics
- Free invitations to selected Bees events

BOTH BOXES £3,500 + VAT

- 4 match tickets per game for all 2023-24 Bees NIHL National home games
- Discounted rate tickets for your company
- 1 match night sponsorship experience including use of hospitality area for up to 15 people
- Match Night PA announcements when player is sent to sponsored penalty box
- Your logo on Bees twitter and live stream penalty graphics
- Free invitations to selected Bees events



RINK-SIDE ADVERTISING

FROM £1,000 + VAT

- Large advertising board
- Installed for 12 months at Slough Ice Arena
- Part of the playing surface
- Always on display – not just for Bees home games



LIVE STREAM ADVERTISING

FROM £300 + VAT

Various opportunities for advertising throughout our Bees MNL live streams include, but not limited to:

- Still image adverts
- Video adverts up to 30 seconds
- Sponsorship of segments (such as period stats)
- Replay sponsors



DUCK & PUCK SPONSORSHIP

During the second period break, fans are invited to Chuck a duck and Chuck a puck for the chance to win a prize. Closest duck and puck is the winner! The prize? A donation from our sponsors! There is no cost to sponsor the games, but we do ask for a weekly prize donation to our winners. In return, you will receive:

- Match Night PA announcements
- Your logo on Bees official website and social media output when referencing Chuck a duck and Chuck a puck
- Free invitations to selected Bees events



BESPOKE SPONSORSHIP

QUOTES ON REQUEST

Like the look of a sponsorship package but want to add a little extra? Thinking of sponsoring multiple players? Want to add additional tickets to your sponsorship? Maybe even got a completely different sponsorship idea in mind?

We are happy to create bespoke packages to suit any budget!

Get in contact with one of our Corporate Liaison Team at sponsors@beesicehockey.com and they'll be happy to work out your ideal sponsorship package!

YOUR BRAND NATIONALLY!



**BRISTOL
HULL
LEEDS
MILTON KEYNES
PETERBOROUGH
ROMFORD
SHEFFIELD
SLOUGH
SOLWAY
SWINDON
TELFORD**

THE TSI WORLD BEES WILL BE PLAYING IN THE
PLANET ICE NIHL NATIONAL DIVISION
FOR THE UPCOMING 2023/2024 SEASON.

OUR PARTNERSHIP OPPORTUNITIES WILL MEAN,
WHETHER IT IS A LOGO ON THE JERSEY OR AN ADVERT
ON OUR STREAM, YOUR BRAND WILL BE SHOWCASED
NATIONALLY!

