



**SPONSORSHIP
OPPORTUNITIES
2024/2025**

WHY SPONSOR?

BEE PART OF THE BUZZ!

Thank you for taking this opportunity to find out more information on Sponsorship of the Berkshire Bees Ice Hockey Club. As a professional sports team, we help you boost your business' brand with our local and national reach.

Ice Hockey is the fastest and most entertaining indoor team sport in the UK and across the world. With the focus on family entertainment offering end to end excitement that keeps adults and children alike on the edge of their seats, it is ideal opportunity to promote your brand, products and services to every age group and demographic.

At the Berkshire Bees we attract supporters from throughout Berkshire as well as our local West London Boroughs, South Buckinghamshire and North Hampshire, and, add to this the National reach, playing all over the UK from Dumfries to Bristol and Telford to Peterborough. The unique aspect of partnering with us, as a professional sports team, is that our game facility - The Rink - is in use 14 to 15 hours a day, 52 weeks of the year and your brand can be promoted and on display to tens of thousands of additional rink users at no additional cost.

We have an extensive range of sponsorship options to maximise your brand's exposure to our fanbase, including Premium Partnerships, Kit Branding, Rink Side Advertising Boards, Players Sponsorship, Match Night Sponsorship and Live Stream Advertising.

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





TITLE SPONSORSHIP

EMAIL SPONSORS@BEESICEHOCKEY.COM
TO ENQUIRE

- 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 2024-25 Bees NIHL National home games
- Discounted rate tickets for staff
- 2 match night sponsorship experiences including use of hospitality area for upto 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

PLATINUM PARTNERSHIP

£8,250+VAT

- Company logo on front (lower), back or shoulders of all jerseys
- 8 match tickets per game for all 2024/2025 Bees NIHL National League 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

GOLD PARTNERSHIP

£5,500+VAT

- Company logo on back, shoulders or upper sleeve of all jerseys
- 6 match tickets per game for all 2024/2025 Bees NIHL National League 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





SILVER PARTNERSHIP

£2.750+UAT

- Company logo on sleeve of all jerseys
- 4 match tickets per game for all 2024/2025 Bees NIHL National League 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

BRONZE PARTNERSHIP

£1.250+UAT

- 2 match tickets per game for all 2024/2025 Bees NIHL National League 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



PLAYER SPONSORSHIP

FROM £425+UAT

- 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.

STREAM SPONSORSHIP

£3,500+UAT

- Your company name linked with the 'best live video stream in the league'
- 4 match/stream tickets per game for all 2024/2025 Bees NIHL National home games
- Logo on all stream branding throughout live stream
- Logo on all stream 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



MASCOT SPONSORSHIP

£1,500+UAT

- Includes sponsorship of our Kid's Club – Buzz Club!
- Company logo on back of all Buzz's jersey
- 2 match tickets per game for all 2024/2025 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

PENALTY BOX SPONSORSHIP

ONE BOX - £2,000+UAT

- 2 match tickets per game for all 2024/2025 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

BOTH BOXES - £3,500+UAT

- 4 match tickets per game for all 2024/2025 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 MNL twitter and live stream penalty graphics



RINK-SIDE ADVERTISING

PRICES 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

PRICES 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



MATCH PUCK SPONSORSHIP

£45 - 1 PERSON PER GAME

Sponsor the Match Night Puck. Choose your favourite Bees player for the puck drop, drop the puck with your favourite Bees player and the opposing Captain and then you get to keep the puck as a memento of the game. If you want, we can get the puck signed by your favourite player as well.

MATCH NIGHT SPONSORSHIP

£350+UAT

- 10 tickets for the game you sponsor
- Logo on social media on game day with small write up and links
- Write up about the company on What you need to know post with links
- Presentation of Man of the Match
- Photo with the team on the ice after the game

Upgrade your Match Night Sponsorship to include use of the Hockey Hangout Room to include food and drink for you and your 9 guests for an additional £235



PUCK & DUCK 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 Liason Team at sponsors@beesicehockey.com and they'll be happy to work out your ideal sponsorship package!

