



REDDITCH HOCKEY CLUB

**SPONSORSHIP
PACKAGES**

2022/2023

WELCOME

**HELP US SHAPE OUR FUTURE,
AND WE'LL HELP YOU SHAPE
YOURS...**

A RICH HISTORY

Established in 1903, Redditch Hockey Club has played an integral part in the towns sporting history and remains ever present today. We have a history of success both on the playing field, formerly at national level and amongst the local community, offering a friendly and encouraging environment for our members to play hockey whatever their level.

A GROWING MEMBERSHIP

Redditch Hockey Club currently has over 200 members and has grown by 20% over the last two seasons despite the COVID pandemic. We currently run four Senior Men's teams and two Senior Ladies teams who play competitively across the Midlands area during the winter season and enjoy local Summer Leagues in the off season. We have a strong focus on youth development and boast a thriving Junior section, providing training, tournaments and local league games for children aged 5-16. We have developed strong links with local schools and provide support at their tournaments, sporting initiatives and deliver fun, coached sessions that increase awareness and participation of hockey at all ages.








A THRIVING FUTURE

With a firm focus on the future, we have aspirations and plans to grow our club by attracting new players, developing Junior members and diversifying our hockey offering to meet the needs of different sections of the local community. And we would like you to be a part of that journey too.



WHY SPONSOR REDDITCH HOCKEY CLUB?

Redditch Hockey Club has a bright future and we would like to offer you the opportunity to be part of the clubs development. Here are some of the reasons why you should consider partnering with us.

-  We can help you reach a new sizeable audience across Worcestershire and the Midlands through targeted promotions, communications and events. Increasing your brand awareness, showcasing your values and developing the likelihood for new business relationships
-  We are part of a wider multi-sports club including cricket, rugby, squash and social members all sharing the same site. Again, this increases your exposure and opportunities further
-  Our pitch is used daily, all year round for hockey training, fixtures, tournaments and external bookings. Notably, we provide access to Revolution Touch Rugby (whose ranks include England players) as well as the West Midlands Foxes Academy football team linked with Leicester City Football Club
-  Your organisation can directly improve outcomes for young people, building their confidence, supporting their development and having a positive impact on their future path both on and off the hockey pitch
-  We have a committed communications team that will share regular updates on your behalf with our 200+ members and 2300+ social media followers
-  We can help you increase your brand image, show you care and invest in your local community. In turn, this will help us to develop a sustainable club and provide opportunities for all in the local area.
-  Flexibility to build a bespoke option for your business. Whether its investing in kit, sponsoring our whole Junior section, match day exposure, a bespoke event or providing materials and support for ongoing projects. We have have lots of ways you can get involved and help your increase exposure for your business

SPONSORSHIP PACKAGES

FLEXIBLE PACKAGES TO SUIT EVERY BUSINESS...

If you take up the opportunity to become closely associated with our club, we'll create a sponsorship package that helps achieve your aims. Our current packages are below:

GOLD

- £1,000
- 2 year agreement
- Company logo on the playing shirts of one of our league teams or Badgers team
- 1 single side advertising mesh banner (3m x 1m) on AstroTurf fencing
- Written piece in Redditch newspaper and on club website about the sponsorship
- Presence on the Redditch Hockey Club website with reciprocal links
- Monthly promotion of your business, products/services via social media
- Company logo on fixture / results graphics
- 10% discount on membership to Redditch Hockey Club for any employees
- 2 membership cards entitling named persons to discounted drinks in the Clubhouse bar

SILVER

- £350
- 1 year agreement
- 1 single side advertising mesh banner (3m x 1m) on AstroTurf fencing
- Bi-monthly promotion of your business products/services via social media
- Presence on the Redditch Hockey Club website with reciprocal links
- Company logo on fixture / results graphics
- 2 membership cards entitling named persons to discounted drinks in the Clubhouse bar



SPONSORSHIP PACKAGES



COACHES

- £200
- 1 year agreement
- Company logo on all-weather jacket, worn by coaches at training, match days, tournaments
- Presence on the Redditch Hockey Club website with reciprocal links



ONLINE

- £150
- 1 year agreement
- Bi-monthly promotion of your business products/services via social media
- Presence on the Redditch Hockey Club website with reciprocal links

MATCH DAY

- £75
- 1 day agreement, can be agreed in multiples
- Company logo on social media posts detailing match day fixtures and social media company profile graphic with links
- Company name included in match reports submitted to local newspapers and on Redditch Hockey Club website

SPONSORSHIP PACKAGES

BESPOKE

- Details of package / cost are negotiable
- One off sponsorship of social events e.g. Awards Night, Race Night, Club Day
- One off sponsorship of organised tournaments
- Sponsorship of Junior section and associated initiatives
- Monetary or in kind donations to help support projects that help the ongoing development, maintenance and future of the club



LET'S TALK MORE ABOUT HOW WE CAN WORK TOGETHER

Our sponsorship and fundraising co-ordinator Mel Vaughan can be contacted at sponsorship@redditchhc.co.uk. You can also find us on Facebook, Instagram or on our website.

