

Leeds Warriors IHC

Sponsorship opportunities



Topics:



1. Who we are
2. Ice hockey in Leeds
3. Our teams
4. Audience & reach
5. Why sponsor us?
6. Sponsorship types
7. Packages

Who we are:

- Leeds Warriors are a recreational ice hockey club.
- The club was founded in 2020.
- Home games are at Planet Ice, Leeds.
- We now have over 70 players across 3 teams.

Ice hockey in Leeds



Since the inception of Leeds Knights in January 2020, the popularity of ice hockey in Leeds has grown massively.

The Knights are filling the arena for most home games and are current NIHL Champions.

They also have considerable travelling support to away games.



Ice hockey in Leeds

When the Leeds rink was built in 2020, 3 x recreational teams were formed:

Leeds Warriors

Leeds Lightning

Leeds Roses (all female team)

Planet Ice Leeds is also home to :

Leeds Gryphons (University team)



Our teams:

- Our teams are Warriors 1, 2 and 3.
- Our 3rd team is a development team.
- Our 2nd team is intermediate.
- Our 1st team is the most advanced.



Our teams:

Since the inception of the Leeds Knights, the popularity of the sport has **exploded** with many people wanting to participate.



As a result, we currently have a **large** waiting list of people wanting to join the **club** at development level (Warriors 3).

Our teams:

WARRIORS 1

Our Warriors 1 team compete against some of the best recreational teams in the UK.

The team includes 2 x Americans, 2 x Latvians and a Canadian.

We also have one female player on the team.



Our teams:

Our Warriors 2 team compete against other intermediate teams from around the UK and in weekend tournaments.

WARRIORS 2



Our teams:

Our Warriors 3 team compete against other development teams in the north of England and in weekend tournaments.

WARRIORS 3



Audience & Reach

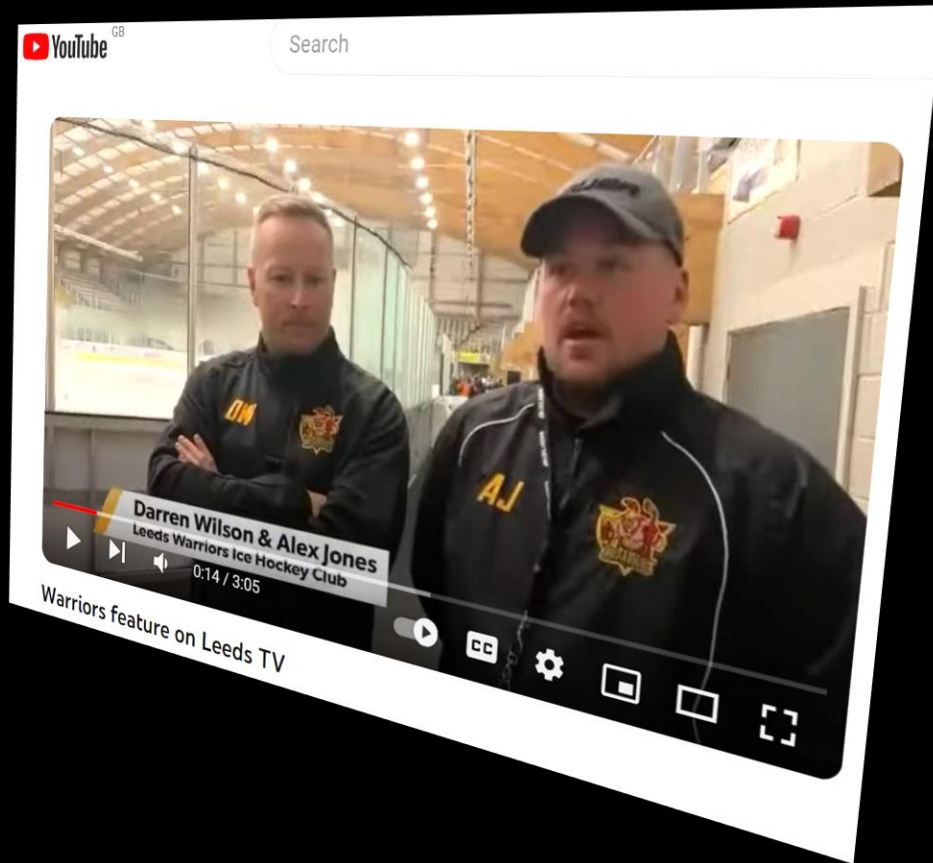


Our website of <https://www.leedswarriors.com> has had 43,000 views since May 2021.

- 95% of the traffic is from the UK.
- 3% is from the United States and Canada.
- The site has been viewed in countries as far afield as Australia, Indonesia, China and Brazil.



Audience & Reach



Local TV channel 'Leeds TV' visited us at Planet Ice to run a feature on the club and the burgeoning recreational ice hockey scene in Leeds.

This can be viewed on YouTube:

https://youtu.be/5bvc1jFjW_w

The video has had 153 views on YouTube, plus the views which happened during the TV broadcast.

Audience & Reach



- Our Facebook page of <https://www.facebook.com/leedswarriors> has 1k followers.
- Our Instagram page has 941 followers.
- Our YouTube videos have had over 1,500 views, accumulatively.

Why sponsor us?



Getting involved with Leeds Warriors could greatly benefit your business both locally and nationally.

We compete throughout the UK, meaning we can give your logo/brand exposure across a wide region.

With our packages starting from as little as £50 you don't have to break the bank in order to advertise your company through us.

Your investment will help the club remain financially stable and continue to be a place within the local community where anyone wishing to give ice hockey a try can do.

Sponsorship types

Game day sponsorship

Prior to each game we post a preview poster on Facebook.

With your sponsorship, we would ensure your logo was included within the poster.



Sponsorship types

Player's shorts

A patch on each of our player's shorts would give the maximum exposure for your company's logo/brand. Patches can be added to each side also.

We have 70 players across 3 teams and regularly post pictures of our games to social media.



Sponsorship types

Player's helmets ←

A sticker of your logo on each side of each of our player's helmets would certainly be noticeable when we post pictures of our games to social media.



Sponsorship types

Combined, the patch and sticker can have a considerable impact and be extremely noticeable.

Both combined in-situ



Sponsorship types

Player's helmets ←

A logo sticker on the front of our player's helmets would be very noticeable when we post pictures of our games to social media.



Sponsorship types

When all 3 are combined, the patch and stickers can have a considerable impact and be extremely noticeable.

All 3 combined in-situ



Packages

Sponsorship type	Duration	Cost
Game Day sponsorship	Per game	£50
Helmet stickers (both sides of helmet <u>or</u> front)	Per calendar year	£250 <u>or</u> £250
Helmet stickers (front <u>and</u> sides)	Per calendar year	£400
Player's shorts (patch - one side <u>or</u> both sides)	Per calendar year	£500 <u>or</u> £800
COMBO – 1 x patch on shorts + 2 x side stickers <u>or</u> front sticker	Per calendar year	£700
COMBO – 2 x patches on shorts + all 3 x stickers	Per calendar year	£1100
* For any combinations that are not listed above, please speak to us directly for a competitive price.		

Contact Us

Thank you for taking an interest in Leeds Warriors!

If you would like to discuss a sponsorship opportunity with us, please email our
Club Manager, Lisa Speed at : leedswarriorsihc@gmail.com