



## **Brooklands Hockey Club**

Brooklands Sports Club  
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[www.brooklandssportsclub.co.uk](http://www.brooklandssportsclub.co.uk)

Brooklands Hockey Club (BHC) is one of the most successful clubs in the North West. Following the gold medal winning success of the GB Women's Hockey squad at Rio 2016 & Bronze at Tokyo 2020, hockey is a sport of ever growing popularity and is currently very much in the public eye. BHC would like to give you the opportunity to be involved at this exciting time to ensure the Olympic legacy continues in the north west and is keen to discuss potential sponsorship packages with your company. These packages are available for both our Mens & Ladies sections

BHC is based in Sale, just outside the city of Manchester. We currently have 4 ladies & 6 mens teams. Our Mens 1st team play in the England Hockey Mens Division 1 North, while the Ladies 1<sup>st</sup> team play in the Vitality England Hockey Womens Conference North.

This season our Mens 2<sup>nd</sup> Team will also play National League hockey, in England Hockey Mens North Conference. Brooklands are one of only 8 clubs in the country with 2<sup>nd</sup> teams playing National League hockey in 2022/23.

We are looking for financial aid to assist the successful running of our club. As a non-professional sport we receive no financial input towards the costs of running the club. As a section we generate circa £30k per season, but outgoings total nearer £60k.

In order to progress and develop we require increased funding to cover various items such as high quality coaching, playing/training kit and equipment; pitch hire for training/matches; strength and conditioning training; nutritional advice; and the ability to reduce membership fees in order to attract more players and keep the club going from strength to strength. We are very interested in discussing sponsorship packages with you in order to help us achieve this, and the more successful BHC is as a club, the more exposure and promotion you will gain as a sponsor.

Together the men's and ladies' support a comprehensive junior section catering for around 270 juniors aged 4-18, all with regular training and matches against teams across the region. These juniors are introduced to senior hockey when appropriate to support their development and many progress through the sides to represent the club at the highest level.

The majority of BHC training and home games take place at the Brooklands Sports Club in Sale. This large, multi-faceted club includes tennis, squash, lacrosse, cricket and bowls. On site there is also a health and fitness club, with new owners who are investing heavily in the clubhouse facilities.

As a hockey section, we are also ambitious with infrastructure. We want to rival the best hockey facilities in the country and make BHC a great match day experience for both players & spectators alike. There is a desire to improve our floodlights to allow Saturday evening games & enhance our social activities; a plan to increase our pitch side seating; investment in Video streaming equipment to grow our name & allow for greater coverage of our sponsors. All of this needs financial support, so wherever we can bring funds into BHC, will allow to progress these ambitious but exciting plans.

Due to the nature of BHC and our participation at national, regional and county levels, promotion of your company will be seen around the country. BHC also attracts many students from the three major universities in Manchester giving your company direct access to the student market. However, the scope for promoting your company goes further than merely those playing or interested in hockey due to the sports club that we are a part of, the players and enthusiasts from a range of sports of all levels and abilities, and the family and friends that come down regularly to support. Last year the Sports Club estimated that 150,000 people accessed the club's facilities on site.

Finally, as a club with a proactive and growing membership and a strong emphasis on youth development, BHC can offer you great exposure via social media, local newspapers and schools. You will receive a large amount of international publicity via BHC's website ([www.brooklandshockey.com](http://www.brooklandshockey.com)), Facebook [page](#), [Instagram](#) and Twitter [feed](#). All these social feeds have over 1.4k followers.

# Sponsorship Packages 2022/23

There are a number of packages we are delighted to offer to you, ranging from advertising products to club members, to full sponsorship of BHC. Importantly, all of these packages are flexible and can be tailored to suit the requirements of you as a sponsor.

## **Matchday sponsor - [Home matchday]** \*\* Discounts are available for multiple matchdays

Be our matchday sponsor, for National League home games. Your company will be the main match day sponsor in all pre-game promotions & inside the matchday programme. Included in this will be promotion of your brand with MVP awards photos/interviews for social media.

## **Advertising - electronic screen [£250/season]**

An electronic advert for your company on our scrolling screen in the clubhouse bar - seen not just by hockey members but all sports club members, their opposition and match officials and gym members.

## **Advertising banner – [£400/season]**

One advertising banner with your company branding on external pitch fencing - seen not just by hockey members but all sports club members, their opposition and match officials and gym members.

## **Individual Player Sponsorship - [£150 per player/season]**

Your company logo would appear on the club's website, Facebook page and Twitter feed. Included in the deal would be an advertisement in every home match-day programme, including a link to your website.

## **Club sponsorship (home package)**

Your company logo would appear on the club's website, Facebook page and Twitter feed. Included in the deal would be two advertising banners to the sides of goals; an advertisement in all club communications, including a link to your website; regular promotions via Facebook and Twitter; electronic advert in the clubhouse; and advertisements in the match-day programme. Opportunity to appear on shirt sleeve/backs or shorts as secondary kit sponsor. Also included in this will be membership to Brooklands Business Club, ideal for networking

## **Club Sponsorship (home and away package)**

Your company will be Primary sponsor on the playing shirts of our 3 National League squads, as well as on the club's website, Facebook page and Twitter feed.

Included in the deal would be two advertising banners above each goal, an advertisement in our weekly club newsletter including a link to your website, monthly promotions via Facebook and Twitter, electronic advert in the clubhouse, and advertisements in the match-day programme.

As part of the deal, you would receive a table at the club's annual end of season awards dinner and thus the opportunity to promote your business directly to club members.

Also included in this will be membership to Brooklands Business Club, ideal for networking. Finally you would receive an annual photo of our squads wearing kit with your logo on it.

Please find enclosed some examples of the advertising you would receive and the latest statistics from our Facebook and Twitter pages. I hope this gives you an insight into how an association with BHC could be beneficial to your company. I would be interested in discussing this further with you and will follow up in the coming weeks.

Yours sincerely,

Matt Lakin-Hall  
Chairman  
Brooklands-Poynton Hockey Club

Oliver Parry  
Chairman  
Brooklands MU Hockey Club

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If you are interested in discussing sponsorship opportunities at Brooklands HC please contact us at [sponsorship@brooklandshockey.co.uk](mailto:sponsorship@brooklandshockey.co.uk)

