

OWN THE MOMENT



Bradfield Brewery Sheffield Steeldogs 2021/22 Corporate Sponsorship Brochure





CORPORATE SPONSORSHIP OPPORTUNITIES 2021/22 AT A GLANCE

	PRICE OF PACKAGE
Title Sponsor	£12,000
Premier Patch	£1,500-£3,000
Sleeve Patch	£1,250
Warm Up Jersey	£2,000
Match Night Experience	
• Puck Sponsor	£750
• 50/50 Ticket Sponsor	£1,000
• Interval Game Sponsor	£1,000
Social Media Sponsor	£1,500
Shirt Off The Players Back	£1,500
Penalty Boxes	£3,000
Corporate Player Sponsorship	£500
Prospect Programme	£750
Short/Pants	£750
Socks	£1,250
Helmets	£350
Training Jerseys	£750
Gym Wear	£750
Team Wear	£750
Off-ice Officials	£500

To discuss sponsorship opportunities please email contact@sheffieldsteeldogs.com and let us know how you'd like to be involved.



CORPORATE SPONSORSHIP OPPORTUNITIES 2021/22

There are so many ways for your company to sponsor the Sheffield Steeldogs Ice Hockey Club. Our various sponsorship packages will get your company brand exposed in many ways from shirt logos, social media, SteeldogsTV and much more.

We know that each business is unique and based on your budget, the club would like you to achieve the maximum benefit from our packages.

The Sheffield Steeldogs motto is "Alone we can do so little; together we can do so much". We believe that you are not just buying a sponsorship package, you are buying into the team and the team will support your business in whatever way we can.

TITLE SPONSOR

As Title Sponsor you will have naming rights for the Sheffield Steeldogs team, for example, we would be known as "Your Company Name Sheffield Steeldogs". This will give your company fantastic recognition and familiarity locally and nationally, with a clear association to one of the region's top sporting teams.

In return for your sponsorship, your company will receive the following:

- Corporate branding on the front (above the Club crest) on all home, away, special edition and replica jerseys
- 2 dasher boards
- 6 x Platinum allocated season tickets to all home games plus Corporate Suite access
- Corporate branding on all promotional literature
- Corporate branding on all team wear and merchandise where possible
- Exclusive promotional opportunities tailored to your needs
- Branding and integration opportunities with the club's official website
- A chance to promote your company and any upcoming offers, deals, events through our website and social media
- 2 x match night sponsorship packages for up to 10 people (seating allocated in the Platinum area)
- An on-ice team photo with the Steeldogs at our Sponsors Evening at iceSheffield
- 4 tickets to our End of Season Awards Dinner

PRICE OF THIS PACKAGE £12,000

PREMIER PATCH (5 AVAILABLE)

As a Premier Patch sponsor, your company name/logo will appear in the most prominent locations on both home and away and replica shirts. Patches to be located on either right or left chest, central back (above players name), bottom central front and high shoulder left or right.

This sponsorship package includes:

- Corporate branding on all home, away, special edition and replica jerseys
- 4 x Platinum allocated seats to all home games plus Corporate Suite access
- Exclusive promotional opportunities tailored to your needs
- Branding and integration opportunities with the club's official website
- A chance to promote your company and any upcoming offers, deals, events through our website and social media
- 1 x match night sponsorship packages for up to 10 people (seating allocated in the Platinum area)
- On-ice team photo with the Steeldogs at our Sponsors Evening at iceSheffield
- Framed jersey presented at the end of season
- 2 tickets to our End of Season Awards Dinner

PRICE OF THIS PACKAGE £1,500 - £3,000

SLEEVE PATCH SPONSOR

There are several Sleeve Patches available to sponsor. Your company name will appear on both left and right arms of the jersey providing fantastic visibility for your company.

This sponsorship package includes:

- Your company logo on the patch of your choice which will appear on both left and right arms of all home, away and replica jerseys
- 2 x Platinum allocated seats to all home games plus Corporate Suite access
- Exclusive promotional opportunities tailored to your needs
- Branding and integration opportunities with the club's official website
- A chance to promote your company and any upcoming offers, deals, events through our website and social media
- Framed jersey presented at the end of season
- An on-ice team photo with the Steeldogs at our Sponsors Evening at iceSheffield

PRICE OF THIS PACKAGE £1,250

WARM UP JERSEY SPONSOR

Warm up jersey sponsorship gives a fantastic opportunity for nationwide advertising as the shirts are worn at all home and away games.

This sponsorship package includes:

- Your company logo on the front (top) of all Sheffield Steeldogs pregame warm up jerseys which will be worn before every game, home and away
- 2 x Platinum allocated seats to all home games plus Corporate Suite access
- Exclusive promotional opportunities tailored to your needs
- Branding and integration opportunities with the club's official website
- A chance to promote your company and any upcoming offers, deals, events through our website and social media
- An on-ice team photo with the Steeldogs at our Sponsors Evening at iceSheffield
- Framed warm up jersey presented at the end of season
- 2 tickets to our End of Season Awards Dinner

PRICE OF THIS PACKAGE £2,000

MATCH NIGHT EXPERIENCE

PUCK SPONSOR

- Company logo on all pucks used throughout the season
- Announcements when the puck leaves the ice
- In addition, pucks with your branding will be sold on the merchandise stand
- Pucks with your branding will be used as part of any school/community programmes we take part in
- 1 x match night sponsorship for up to 10 people (seating allocated in the Platinum area)

50/50 TICKET SPONSOR

- Company logo on all 50/50 printed tickets
- Company name announcements throughout all home games, e.g. The "Your Company Name" 50/50 draw

INTERVAL GAME SPONSOR

- 2 Available
- Company name announcements linked to announcements throughout all home games, e.g. "The Sheffield Steeldogs Chuck-A-Puck sponsored by "Your Company"

All the above packages include:

- Branding and integration opportunities with the club's official website
- A chance to promote your company and any upcoming offers, deals, events through our website and social media
- An on-ice team photo with the Steeldogs at our Sponsors Evening at iceSheffield

PRICE OF THIS PACKAGE
£750

PRICE OF THIS PACKAGE
£1,000

PRICE OF THIS PACKAGE
£1,000

STEELDOGS SOCIAL MEDIA SPONSOR

SteeldogsTV is available through the club's YouTube channel and other social media, showing game highlights, player interviews. Your company logo will appear on all broadcasts.

This sponsorship package includes:

- Company advertising on every episode of SteeldogsTV broadcasting
- Company tagged on all social media posts
- A chance to promote your company and any upcoming offers, deals and events through our website and social media
- An on-ice team photo with the Steeldogs at our Sponsors Evening at iceSheffield

PRICE OF THIS PACKAGE £1,500

SHIRT OFF THE PLAYERS BACK SPONSOR

At every home game we have a draw to win a game worn shirt.

This sponsorship package includes:

- Prominent space for your company name/logo on home and away game jerseys and replicas
- Your company name and logo on the Shirt Off The Back tickets
- In game announcements and exclusive promotional opportunities tailored to your needs
- Branding and integration opportunities with the Club's website
- A chance to promote your company and any upcoming offers, deals and events through our website and social media
- An on-ice team photo with the Steeldogs at our Sponsors Evening at iceSheffield
- 2 tickets to our End of Season Awards Dinner

PRICE OF THIS PACKAGE £1,500

PENALTY BOX SPONSOR

Your company name/logo will be displayed in the Penalty Boxes and the Advertising Boards in front of both.

This sponsorship package includes:

- 2 x Platinum allocated seats to all home games plus Corporate Suite access
- Company branding within both penalty boxes
- In game announcements whenever a player takes a penalty, e.g. "Ben Morgan gets two minutes for tripping which he will serve in the "Your Company" penalty box
- In game announcements for Penalty Kill and Power Play
- 2 tickets to our End of Season Awards Dinner

PRICE OF THIS PACKAGE £3,000

CORPORATE PLAYER SPONSORSHIP

Sponsor your chosen player for the full season and receive the following:

- Corporate/personal rink PA announcement as your player enters the ice
- Corporate/personal rink PA announcement when your player scores a goal, gets an assist, takes a penalty or wins Man of the Match
- Corporate/personal branding on our website alongside sponsored player
- Company logo printed on the back of sponsored players league jerseys
- Promotional photograph will be taken with the sponsored player for PR usage
- Sponsored player is available for promotional opportunities throughout the season (schedule permitting)
- An invitation to early season event to meet your player with a photo opportunity
- Presentation of game worn home and away jerseys by your player at the End of Season Presentation Awards
- The option to add additional benefits to your sponsorship package

PRICE OF THIS PACKAGE £500

PROSPECT PROGRAMME SPONSORSHIP

The Sheffield Steeldogs are keen to encourage and help young players fulfil their potential by running a prospect programme. Each year we hold open trials where younger players can showcase their skills in the hope to be selected to train with the Sheffield Steeldogs. This programme has seen the likes of Liam Kirk, Alex Graham, Curtis Warburton, Jack Brammer, Brady Doxey and others being selected to play on our first team.

This sponsorship package includes:

- Your company logo/name will be on all prospect training jerseys
- Your company name will be mentioned on all social media posts relating to the prospects
- A photo opportunity with all prospect players
- Signed and framed training jersey presented at the beginning of the season

PRICE OF THIS PACKAGE £750

SHORT/PANTS SPONSORSHIP

There are 5 patches on the players shorts which can be sponsored. They are located on the front of the shorts, on the players thighs, and the back of the shorts and up the sides (both side patches count as one sponsorship). As shorts will be worn at all home and away games this is a great nationwide advertising opportunity.

This sponsorship package includes:

- Your company logo on all players shorts
- A chance to promote your company and any upcoming offers, deals and events through our website and social media
- An on-ice team photo with the Steeldogs at our Sponsors Evening at iceSheffield

PRICE OF THIS PACKAGE £750

HELMET SPONSOR

There are 3 spaces on the players helmets where your logo can be placed, the front, crown and both sides. As helmets are worn at both home and away games this is a great nationwide advertising opportunity.

This sponsorship packages includes:

- Your company logo on all players helmets at home and away games
- A chance to promote your company and any upcoming offers, deals and events through our website and social media
- An on-ice team photo with the Steeldogs at our Sponsors Evening at iceSheffield

PRICE OF THIS PACKAGE £350

SOCK SPONSOR

There are 2 spaces on the players socks where your logo can be placed, both positioned on the front shin area. Team socks are worn at both home and away games this is a great nationwide advertising opportunity.

This sponsorship packages includes:

- Your company logo on all players game socks at home and away games
- A chance to promote your company and any upcoming offers, deals and events through our website and social media
- An on-ice team photo with the Steeldogs at our Sponsors Evening at iceSheffield

PRICE OF THIS PACKAGE £1,250

TRAINING JERSEY SPONSOR

As a semi-professional club, we train as a team twice a week on the ice and different coloured training jerseys are used while practicing. These are a vital part of our training as it helps us co-ordinate drills and distinguish between players lines and positions. These jerseys regularly feature in videos filmed at training sessions.

This sponsorship package includes:

- Your company name/log will be printed onto the training jerseys which are worn for every on-ice training session at iceSheffield
- Attendance at a training session and for team photograph
- A framed signed shirt presented at the beginning of the season

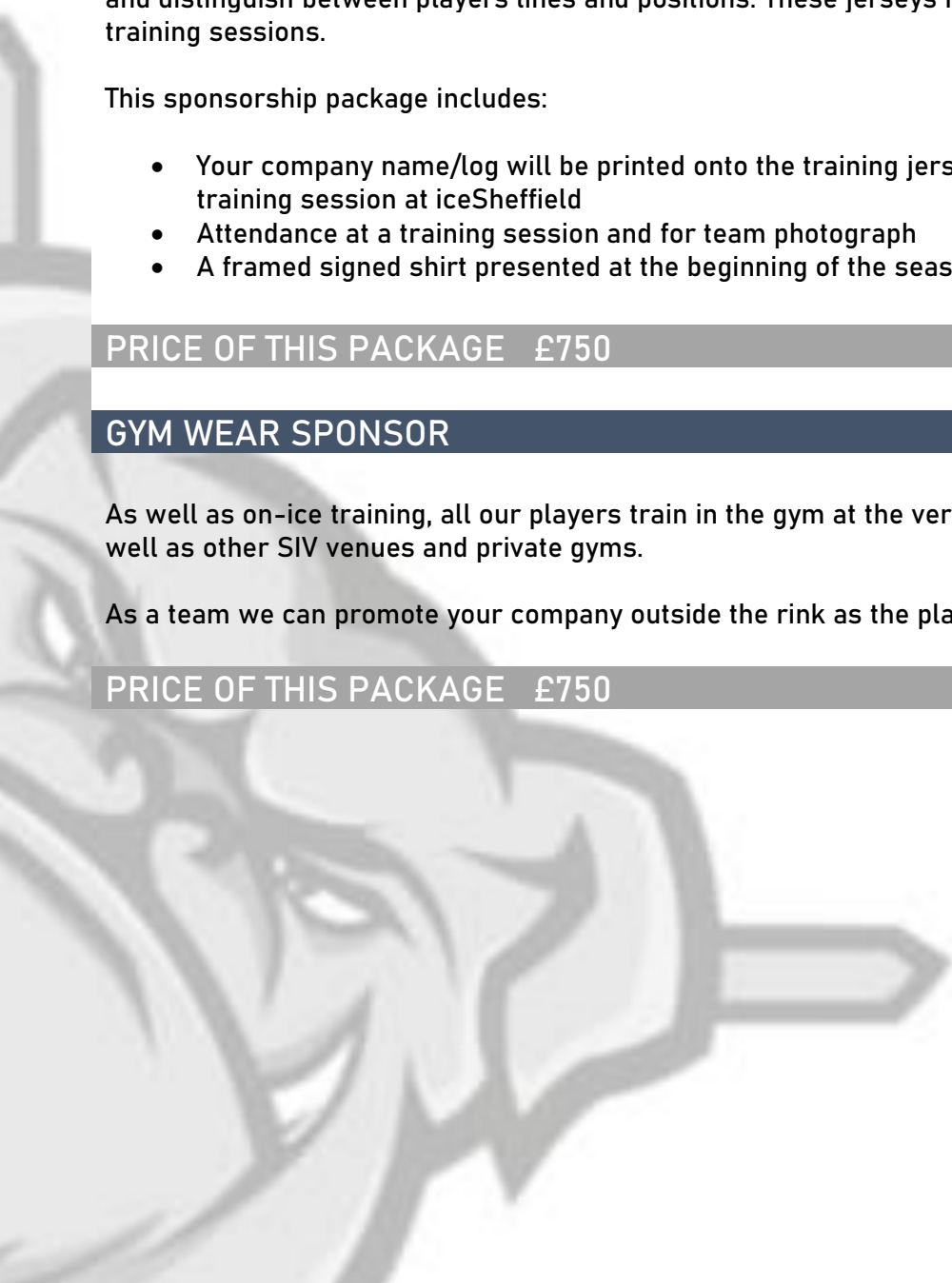
PRICE OF THIS PACKAGE £750

GYM WEAR SPONSOR

As well as on-ice training, all our players train in the gym at the very popular English Institute of Sport as well as other SIV venues and private gyms.

As a team we can promote your company outside the rink as the players all wear the same gym apparel.

PRICE OF THIS PACKAGE £750



TEAM WEAR SPONSOR

Away day travel requires our team to look smart and to wear matching tracksuits.

The League sees us travelling around the Country, so this is an ideal way to get your company noticed. Your company name/logo will be on all team tracksuit jackets.

PRICE OF THIS PACKAGE £750

OFF-ICE OFFICIALS SPONSOR

During all our home games much work goes on behind the scenes and the off-ice staff make sure the games are run professionally and smoothly.

A group of volunteers make up our off-ice officials, they co-ordinate everything from merchandise sales, running the clock, goal judging to name but a few. The sponsorship will cover polo shirts for all off-ice officials with your company logo.

PRICE OF THIS PACKAGE £500

Whichever sponsorship option you decide upon, we will aim to expose your business to the best of our ability and at the same time provide an entertaining, fun, fast paced hockey experience that you will enjoy!

We are happy to tailor sponsorship packages to suit your business needs, just let us know what you require.

We will look forward to welcoming you to our pre-season launch and at games throughout the season.

To further promote your company, our mascot will be available to host any launch days or events you may have.

To discuss sponsorship opportunities please email contact@sheffieldsteeldogs.com and let us know how you'd like to be involved.

