



**TEAM BATH
BUCCANEERS
SPONSORSHIP
STRATEGY
DOCUMENT**

LARGER SPONSORSHIP PACKAGES

PREMIER SPONSORSHIP

£12,000.00 +

Limited to 4

Length of Contract: Minimum three years

- Logo on all playing kit and merchandise
- Logo on letterheads, emails
- Logo and hyperlink on website
- Logo used for other activities (by agreement) including social
- 6 x promotional posts a year on TBB social
- Pitch side advertisement - size tbc
- Logo and link in Match Day Programmes. Emailed in advance of games. Linked promo on social.
- Logo on banner of all promotion including socials
- Logo on all TBB posters and player cards
- Four free tickets to annual club dinner / dance
- Link on our Insta, Facebook, Twitter and You Tube Channel.
- Framed thank you certificate signed by _____TBC
- Top position Listing in TBB Members & Friends with option of special offers to 800+ members, social media audience of 6K+ and social reach of 10K + each month

GOLD SPONSORSHIP

£8,000.00 +

Limited to 5

Length of Contract: Minimum two years

- Logo on playing kit
- Logo used for other activities (by agreement) including socials
- Logo on letterheads, emails
- Discount on merchandise
- Logo and link on Match Day Programmes
- Pitch side advertisement - size TBC
- 4 x promotional posts a year on TBB social
- Logo on all TBB posters and player cards
- Website Advertisement with link to sponsors website
- High profile on Facebook, Twitter etc.
- Two free tickets to annual club dinner / dance
- Framed thank you certificate signed by _____TBC
- Top position Listing in TBB Members & Friends with option of special offers to 800+ members, social media audience of 6K+ and social reach of 10K + each month

SILVER SPONSORSHIP

£3,000.00 +

Limited to 6

Length of Contract: Minimum two years

- Logo on junior academy shirts
- Logo and link on Match Day Programmes
- Logo and hyperlink on website home page
- Discount on merchandise
- Logo and link on all junior website pages.
- Logo used for other junior activities (by agreement)
- Pitch side advertisement - size TBC
- High profile on Facebook, Twitter etc.
- Logo on all TBB posters and player cards
- 2 x promotional posts a year on TBB social
- Framed thank you certificate signed by _____TBC
- Top position Listing in TBB Members & Friends with option of special offers to 800+ members, social media audience of 6K+ and social reach of 10K + each month

BRONZE SPONSORSHIP**£1,000.00 +****Limited to 10****Length of Contract: Minimum two years**

- Customised Website landing page
- Logo and link in the links section
- Discount on merchandise
- Logo and link on Match Day Programmes
- Web Advertisement and link on homepage
- Social media mentions
- Logo on all TBB posters and player cards
- Pitch side advertisement - size TBC
- 1x promotional posts a year on TBB social
- Framed thank you certificate signed by _____TBC
- Listing in TBB Marketplace with option of special offers to 800+ members, social media audience of 6K+ and social reach of 10K + each month

SUPPORTER**£500.00 +****Limited to 10****Length of Contract: Minimum two years**

- Logo and live link on Match Day Programmes
- Logo and live link on TBB website
- Framed thank you certificate signed by _____TBC
- Discount on merchandise
- 50% discount on Annual TBB Dinner up to 4 people
- Listing in TBB Marketplace with option of special offers to 800+ members, social media audience of 6K+ and social reach of 10K + each month

FRIEND OF TEAM BATH BUCCANEERS**£100.00 +****Unlimited – Aim for 25**

- Logo and live link on Match Day Programmes
- Logo and live link on TBB website
- Framed thank you certificate signed by _____TBC
- Discount on merchandise
- 50% discount on Annual TBB Dinner up to 4 people
- Listing in TBB Marketplace with option of special offers to 800+ members, social media audience of 6K+ and social reach of 10K + each month

TEAM & PLAYER SPONSORSHIP

1ST TEAMS SPONSORSHIP

£500.00 +

Limited to 4 sponsors per team

- Logo and mentions on social media and player cards / socials
- Logo and link on Match Day Programmes
- Framed thank you certificate signed by _____TBC
- Discount on merchandise
- Listing in TBB Members & Friends with option of special offers to 800+ members, social media audience of 6K+ and social reach of 10K + each month

1ST TEAMS PLAYER SPONSORSHIP

£500.00 +

- Logo and mentions on social media and player cards / socials
- Logo and link on Match Day Programmes
- Framed thank you certificate signed by _____TBC
- Discount on merchandise
- Listing in TBB Members & Friends with option of special offers to 800+ members, social media audience of 6K+ and social reach of 10K + each month

ALL OTHER TEAMS PLAYER SPONSORSHIP

£250.00 +

Limited to 4 sponsors per player

- -Logo and mentions on social media and player cards
- -Logo and link on Match Day Programmes
- -Framed thank you certificate signed by _____TBC
- -Discount on merchandise
- -Listing in TBB Members & Friends with option of special offers to 800+ members, social media audience of 6K+ and social reach of 10K + each month

INDIVIDUAL PLAYER SPONSORSHIP / JUNIOR ACADEMY SPONSORSHIP

£30.00 +

Unlimited

- Logo and mentions on social media and player cards
- -Framed thank you certificate signed by _____TBC
- -Discount on merchandise
- -Listing in TBB Members & Friends with option of special offers to 800+ members, social media audience of 6K+ and social reach of 10K + each month

OTHER SPONSORSHIP

BURSARY / ENABLING FUND

To allow access to hockey for all.

Targeting priority groups, those on low income and those on income support . Promotion in schools.

APPROXIMATE VALUE

£5,000 PA

TBB AWAY SHIRTS SPONSORSHIP

Logo on away shirts

4 sets: 2 x ladies; 2 x men

APPROXIMATE VALUE

3-YEAR DEAL £2,000

BATH HOCKEY DINNER

Annual awards dinner (May)

Discounted tickets and promotion via all marketing materials. Opportunity to present at the dinner.

APPROXIMATE VALUE

£2,000

SCHOOLS ENGAGEMENT PROGRAMME

Hockey coaching provided in school and as after school club by TBBHC qualified coaches.

10 hours per week. Quick stick bags to be provided for schools so they can continue to play.

APPROXIMATE VALUE

£6,000

JUNIOR FESTIVAL

2 per year

U10 and U12 tournaments.

APPROXIMATE VALUE

EACH £500

SENIOR / MASTERS FESTIVALS

Adult festival / Open Day and Masters Tournament (Men O40 and Ladies O35).

Logo on all marketing materials.

APPROXIMATE VALUE

£2,000

VOLUNTEER OF THE MONTH

Recognition of volunteers across the club including coaches, officials and managers. Voucher for TBB kit.

12 x £20.00

APPROXIMATE VALUE

£240

UMPIRE PROGRAMME

Providing branded kit for all club umpires and development support.

50 x £20.00 (umpire shirt/jacket)

1 x £500.00 (Development/Training/Courses)

APPROXIMATE VALUE

£1,500

BATH HOCKEY DINNER

Annual awards dinner (May)

Discounted tickets and promotion via all marketing materials. Opportunity to present at the dinner.

APPROXIMATE VALUE

£2,000

BACK TO HOCKEY PROGRAMME

6 week beginner hockey programmes for adults led by TBB qualified coaches. 3 courses per season. Sponsorship will be used to subsidise the course fees to make them accessible and cover cost of equipment.

APPROXIMATE VALUE

PER COURSE £250

HOCKEY HEROES

6 week beginner hockey programme for U8s led by TBB qualified coaches. 3 courses per season.

Sponsorship will be used to subsidise the course fees to make them accessible and cover cost of equipment.

APPROXIMATE VALUE

PER COURSE £250

SKILL OF THE WEEK

Skills challenge for players with video using Men's and Ladies Performance players and players from club.

Logo included on all videos/shares.

APPROXIMATE VALUE

PER YEAR £500

WEEKEND HOCKEY PROGRAMME

Summary of the fixtures featured in the weekend's hockey programme.

'This week brought to you by... [name of sponsor]'

APPROXIMATE VALUE

£TBC