

OFFICIAL SPONSORSHIP BROCHURE · 2026/27



NOTTINGHAM MAVERICKS

University Ice Hockey Club

250K

Monthly Instagram views (season)

750K

Peak Varsity views

SOLD OUT

Motorpoint Arena · every year

#1

Biggest student event in Nottingham

WHO WE ARE

We run Nottingham's biggest night

The Nottingham Mavericks are one of the largest and most successful university ice hockey clubs in the country. We host the **biggest, most hyped student event in Nottingham** – our Ice Hockey Varsity sells out the Motorpoint Arena every single year and is consistently one of the largest single Varsity events in the UK, with tickets selling out in under two hours.

The crowd is electric. The atmosphere is unmatched. Students, alumni, parents and the general public come together for a night nobody forgets. During the season, our Instagram reaches an average of 250,000 views per month, peaking at **750,000 the months surrounding Varsity** – making us one of the most visible university sports clubs in the country.



SELLS OUT THE MOTORPOINT

We sell out the Motorpoint Arena every year – the biggest student event in Nottingham. Your brand seen live by thousands and on a worldwide livestream.



SOCIAL MEDIA POWER

250K avg monthly views during the season, peaking at 750K at Varsity. One of the highest-reaching university sports clubs in the UK



STUDENT MARKET

Direct access to both Nottingham's Universities communities across 30+ home games, two sold-out events, and daily social content. The club also has members from other universities across the midlands.



LONG-TERM EXPOSURE

Official Varsity photography is reused by universities, student unions, media outlets and sports photographers for years after the event.

250K

Monthly Instagram views during season

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SEASON PACKAGES

Full season brand exposure

Season-long sponsorship across all Nottingham Maverick competitive games and social content. All prices per season.

PLAYER SPONSOR

NAMED PLAYER

£100

- Sponsor a named player
- PA shoutout at Varsity or Battle of Notts (if player participating)
- Club sponsor credit on website
- 1 Instagram story

HELMET SPONSOR

WHOLE CLUB

£550

- Logo on all 120+ club helmets
- Worn at Varsity – sold-out Motorpoint Arena
- Club sponsor credit on website
- 3 Instagram posts
- Season announcement post
- End of season thank you post

⚡ 1 AVAILABLE ONLY

SOCIAL MEDIA SPONSORSHIPS

Every game. Every post.

Season-long Instagram presence. 250,000 average monthly views. One sponsor per category – exclusively yours.

GAME DAY SPONSOR

GAME DAY

£550

- "Presented by [Brand]" on every game day post
- Logo on every results post
- 60+ posts across the season
- Exposure to 250K avg monthly views

⚡ 1 AVAILABLE ONLY

MAN OF THE MATCH SPONSOR

MOTM

£300

- "Man of the Match, sponsored by [Brand]"
- Logo on every MoTM post
- 30+ posts across the season
- Exposure to 250K avg monthly views

⚡ 1 AVAILABLE ONLY

PUCK SPONSOR

BRANDED PUCKS

£225

- Logo on all club pucks
- Used in every training session & game
- Visible in all on-ice photography & video
- Website sponsor credit

⚡ 1 AVAILABLE ONLY

VARSITY TEAM SPONSORSHIP

Own a team. Own the night.

Partner with an entire Varsity team — logo on their kit, your brand in the sold-out Motorpoint Arena. One sponsor per team.

NOTTINGHAM TRENT UNIVERSITY

OFFICIAL NTU VARSITY SPONSOR

£2,000

INCLUDES SEASON ANNOUNCEMENT & END OF SEASON POST

KIT & ON-ICE

- Logo on all 22 NTU players' shorts at Varsity
- Logo sticker on all 22 NTU players' helmets at Varsity
- Visible in warm-ups, skate-outs, face-offs & gameplay

MAVERICKS CONTENT

- Brand in all Mavericks NTU Varsity promotional material
- Logo on NTU team sheet graphic
- NTU squad & captain's announcement posts
- All NTU countdown posts, stories & day-of reels
- Post-match result content & dedicated sponsor post

EVENT NIGHT

- PA shoutouts — skate-out & goals
- 2 complimentary box tickets

UNIVERSITY OF NOTTINGHAM

OFFICIAL UON VARSITY SPONSOR

£2,000

INCLUDES SEASON ANNOUNCEMENT & END OF SEASON POST

KIT & ON-ICE

- Logo on all 22 UON players' shorts at Varsity
- Logo sticker on all 22 UON players' helmets at Varsity
- Visible in warm-ups, skate-outs, face-offs & gameplay

MAVERICKS CONTENT

- Brand in all Mavericks UON Varsity promotional material
- Logo on UON team sheet graphic
- UON squad & captain's announcement posts
- All UON countdown posts, stories & day-of reels
- Post-match result content & dedicated sponsor post

EVENT NIGHT

- PA shoutouts — skate-out & goals
- 2 complimentary box tickets

VARSITY SHORT COVERS & MICRO PACKAGES

Standalone kit branding & entry-level options

SHORT COVERS

NTU · 1 AVAILABLE

NTU SHORT COVERS

£800

- Logo on all 22 NTU players' short covers
- Worn in sold-out Motorpoint Arena & livestream
- Visible in all official Varsity photography
- Website sponsor credit

Kit branding only — no social or event perks

UON · 1 AVAILABLE

UON SHORT COVERS

£800

- Logo on all 22 UON players' short covers
- Worn in sold-out Motorpoint Arena & livestream
- Visible in all official Varsity photography
- Website sponsor credit

Kit branding only — no social or event perks

VARSITY MICRO PACKAGES

VARSITY · SINGLE PLAYER

PLAYER SPONSOR

£100

- Sponsor one player for Varsity & remainder of season
- PA shoutout on skate-out
- PA shoutout when player scores
- Instagram story feature
- Featured in team sponsor post

ELITE · 1 AVAILABLE ONLY

ELITE VARSITY PARTNER

£3,000

- "Elite Varsity Partner" title
- 15 players per team sponsored (30 total)
- PA shoutouts — skate-out & goals
- Helmet stickers — all players
- Logo on all Mavericks Varsity promo
- High-volume Instagram coverage
- 5 box tickets to Varsity night

⚡ 1 AVAILABLE ONLY

EVENT PACKAGES

Title sponsor our biggest events

Standalone title sponsorship of events fully owned and run by the Nottingham Mavericks.



BATTLE OF NOTTINGHAM

600+ attendance · sold-out rink · NTU vs UON lower teams · worldwide livestream

£1,000

INCLUDES SEASON ANNOUNCEMENT & END OF SEASON POST

- Official event naming rights
- Sponsor 14 named players
- PA shoutouts when player scores
- Promotional signage at arena entry
- Logo in all BoN social content
- Worldwide livestream exposure



NOTTS VS SHEFFIELD

Varsity winners clash · cross-city · dual student audience · new for 26/27

£2,000

INCLUDES SEASON ANNOUNCEMENT & END OF SEASON POST

- Event naming rights
- PA & skate-out shoutouts
- On-ice & rink-side branding
- Full social & media package
- Dual university audience reach



LET'S BUILD SOMETHING GREAT

We're happy to discuss bespoke packages, combined deals, or anything else that works for your business. Every sponsor matters to us – and to our players.

icehockey@uonsu.com

@nottmmavericks