

# SPONSORSHIP BROCHURE

2021 / 2022

NOTTINGHAM MAVERICKS  
ICE HOCKEY CLUB

SINCE 2001



# WE ARE THE MAVERICKS

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Established since 2001, The Nottingham Mavericks are one of the largest and most successful University Ice Hockey Clubs in Britain, with a yearly roster that boasts an impressive level of hockey talent. Based in the East Midlands, and playing out of Nottingham's 10,000 seated Motorpoint Arena, the Mavericks boast a reputation for being a club that has developed numerous student athletes, with many being invited to join professional hockey teams and represent Great Britain on an international level.

With five registered teams playing 35 league games in cities all over the United Kingdom, your business has the opportunity to increase its brand presence fivefold. Our club also competes at the BUIHA National championships in Sheffield where every University ice hockey team in the UK battles to be crowned National Champions. A title which the Mavericks have successfully claimed nine times across all levels of play.

A partnership with the Nottingham Mavericks also gives your business the opportunity to broaden your brand at both of our annual varsity events. The Nottingham Varsity ice hockey match is one of the largest ice hockey varsity matches outside of North America, consistently selling out the 10,000 seats inside the Motorpoint Arena Nottingham in a matter of hours alongside being broadcasted live by the Universities student media to all around the world. Our 2<sup>nd</sup> varsity event, known as the "Battle of Notts" attracts crowds of over 3500 fans and continues to grow each year. This high tempo, action-packed thriller is now a staple event on both universities sporting calendars.

We recognise that every business is unique and for this reason our sponsorship packages can be fully tailored to meet the needs and demands of your business. So why not join the Nottingham Mavericks as a club sponsor and let us guide you through the exciting world of ice hockey.

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# WHY SPONSOR THE MAVERICKS

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## 1. REACH FAR AND WIDE

With connections to six partnered Universities and our teams playing in cities across the UK. Your business will be seen by thousands of people every year.

## 2. GAIN EXPOSURE ONLINE

We promise to work hard to maximise your businesses exposure via our dedicated club website and social media platforms.

## 3. PACKAGES TO SUIT YOUR NEEDS

Every business is unique, that's why our packages are tailorable to your needs and demands. We will always work closely with your business to maximise your investment.

## 4. UNLIMITED TARGET MARKET POTENTIAL

Ice hockey is a family sport, enjoyed by a diverse audience of all ages and genders.

## 5. MAKE A BIG DIFFERENCE

Being a non-for-profit club; your sponsorship funding is always reinvested into the club, so we can continue to develop the programmes we offer for both current and future members.

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# OUR PACKAGES

We have a wide variety of packages to fit all demographics and budgets, alongside offering bespoke packages that are tailored to your company's needs and demands.

## MAIN CLUB SPONSOR - £3000

In return for your sponsorship, your company will receive:

- Regular announcements throughout our "Battle of Notts" varsity event, the Nottingham Varsity series Ice Hockey Match and every home game.
- Retractable banner in the foyer at our "Battle of Notts" varsity event, the Nottingham Varsity series Ice Hockey Match, every home game and at our university freshers' fairs.
- Distribution of your company's promotional material to over 20,000 students who attend the University of Nottingham and Nottingham Trent University Fresher's fair each year.
- Your very own Nottingham Mavericks replica Jersey.
- Your logo will be displayed on our club website with regular promotional posts across our Twitter/Facebook/Instagram pages.
- Invitations to all regular season home games.
- 10 x tickets to our annual "Battle of Notts" varsity event.



## MATCHDAY SPONSOR - £1500

In return for your sponsorship, your company will receive:

- Announcements for every Goal, Penalty and Powerplay throughout our "Battle of Notts" varsity event and every home game.
- Retractable banner in the foyer at our "Battle of Notts" varsity event, every home game and at our university freshers' fairs.
- Distribution of your company's promotional material to over 20,000 students who attend the University of Nottingham and Nottingham Trent University Fresher's fair each year.
- Your logo will be displayed on our club website with regular promotional posts across our Twitter/Facebook/Instagram pages.
- 5 x tickets to our annual "Battle of Notts" varsity event.



## “BATTLE OF NOTTS” MAIN EVENT SPONSOR - £1000

In return for your sponsorship, your company will receive:

- Exclusive naming rights for our event e.g. Battle of Notts 2021 brought to you by “Your Company Name”.
  - Regular announcements throughout the event.
  - Your logo will be displayed on our club website with regular promotional posts across our Twitter/Facebook/Instagram pages.
  - Your company logo on the jerseys of both teams.
  - Your very own “Battle of Notts” varsity replica jersey.
  - 10 x tickets to our annual “Battle of Notts” varsity event
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## PUCK SPONSOR - £750

In return for your sponsorship, your company will receive:

- Your company logo on over 200 pucks that we will use during training sessions, league games and our “Battle of Notts” varsity event.
  - Announcements at every home game and our “Battle of Notts” varsity event.
  - Your logo will be displayed on our club website with regular promotional posts across our Twitter/Facebook/Instagram pages.
  - 5 x tickets to our annual “Battle of Notts” varsity event.
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## HELMET SPONSOR - £500

In return for your sponsorship, your company will receive:

- Your company logo will be displayed on over 100 player's helmets.
  - Announcements at every home game and our "Battle of Notts" varsity event.
  - Your logo will be displayed on our club website with regular promotional posts across our Twitter/Facebook/Instagram pages.
  - 3 x tickets to our annual "Battle of Notts" varsity event.
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## MAN OF THE MATCH SPONSOR - £500

In return for your sponsorship, your company will receive:

- Announcements at the end of every game during the "Man of the Match" presentation.
  - Your logo will be displayed on our club website with regular promotional posts across our Twitter/Facebook/Instagram pages.
  - 3 x tickets to our annual "Battle of Notts" varsity event.
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## SOCIAL MEDIA SPONSOR - £300

In return for your sponsorship, your company will receive:

- Your logo will be displayed on our club website with regular promotional posts across our Twitter/Facebook/Instagram pages.





**FOR MORE DETAILS  
PLEASE VISIT OUR WEBSITE  
OR GET IN TOUCH**

[www.nottinghammavericks.com](http://www.nottinghammavericks.com)

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