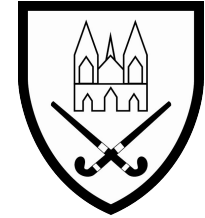


# LICHFIELD HOCKEY CLUB

## SPONSORS & PARTNERSHIP BROCHURE

SEASON 2022/23



LICHFIELD  
HOCKEY CLUB



WWW.LICHFIELDHOCKEYCLUB.CO.UK

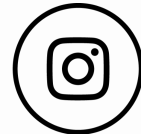


Monthly page reach 2.5k +

LICHFIELD LIVE



1000+ followers



550+ followers



**x6** MENS TEAMS

**x7** LADIES TEAMS

DEVELOPMENT TEAM



JUNIOR TEAMS



MASTERS TEAMS

**400+**  
CLUB MEMBERS

**150+**  
JUNIOR MEMBERS

**14**

SATURDAY TEAMS

**U8 - U18**  
JUNIOR TEAMS

400+  
PITCH USERS A WEEK

LICHFIELD HOCKEY CLUB IN NUMBERS

# BE PART OF STAFFORDSHIRES BIGGEST HOCKEY CLUB

Lichfield Hockey Club, formed in 1961, has grown to become one of the biggest clubs in the Midlands. The club was recently re-awarded its England Hockey Clubmark accreditation which demonstrates that the club operates to a set core criteria and has good practices in place to ensure that we deliver quality hockey in a sustainable and vibrant club environment.

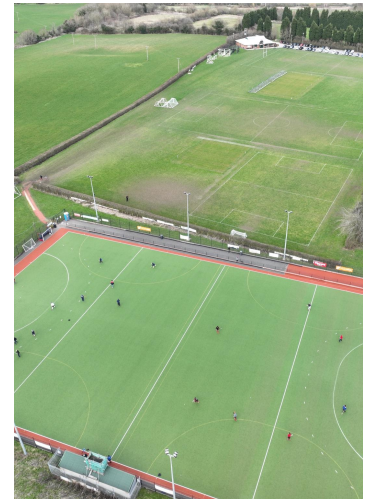
Through the winter season the club runs 6 mens teams, 7 ladies teams, a development team, junior age group teams from under 8 to under 18 and a number of masters teams. Our Men's first team plays in the National League and our women's first team plays in the Midlands Premier Divisions, with aspirations of promotion to the National League. During the summer months the club runs 6 summer league teams as well as a number of holiday camps for junior members.

Coaching sessions, run by our fully qualified coaches, take place throughout the week on our club pitch based at Lichfield Sports Club. Weekends are fully taken with hockey games and junior development sessions and tournaments. During the day the pitch is used by Lichfield Cathedral School whilst in the evening junior football takes place when not used by hockey.

We run a 'Back to Hockey' session on Thursday and have completed a few 'Walking Hockey' sessions. We plan to extend these sessions as well as upskilling our coaches to be able to deliver 'Flyerz Hockey' sessions (hockey for the physically impaired).

Lichfield Hockey Club members have achieved recognition at both regional and international level with players representing their countries in World and European championships from age group to masters level.

The club has high aspirations to continue its development with an application under way to become an England Hockey Talent Centre whilst work continues to find funding to build a second pitch at the club. Coaching development will see the coaching programme in primary schools extended along with looking to offer more Back to Hockey sessions and the introduction of a Flyerz Hockey programme.



# SPONSORSHIP OPPORTUNITIES - PITCH SIDE BANNER

Pitch side banners are available in a variety of locations and sizes around the pitch. Seen by players and spectators who use the pitch, this is a great way to show off your brand.

## PITCH SIDE BANNER PACKAGE

- Pitchside banner in location for the duration of the sponsorship.
- Invitation to sponsors day
- Recognition in the official match programme on sponsor page
- Company advert on the clubs website partners page

## Cost

Banner Size	Prime location	B location
1 x 3m	£350	£300
1 x 6m	£560	£500
2 x 3m	£600	£540



- Costs based on 1 year -Banners printed by LHC -Multiple year discount available

# SPONSORSHIP OPPORTUNITIES - PLAYER & MATCH SPONSORSHIP

## PLAYER SPONSORSHIP

Sponsor one of our Mens 1st XI squad players for the 2022/23 season to help support the team throughout their campaign in the National League.

### PLAYER SPONSORSHIP PACKAGE

- Recognition in the official match programme on players sponsor page
- Company/individuals name on the Mens 1s XI page/Player profiles
- Social media recognition on all LHC platforms
- Link through to company website on the Men's 1s XI page/Player profiles
- Invitation to sponsors day

### Cost

£250 per player



## MATCH SPONSORSHIP

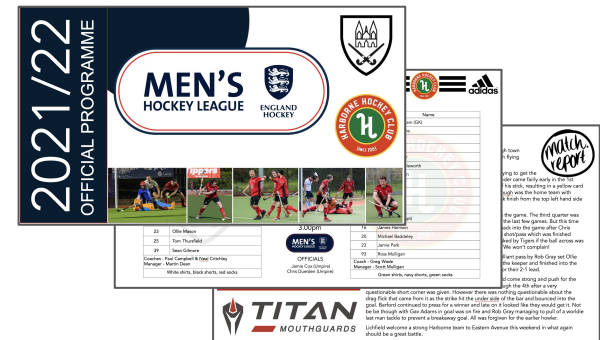
Sponsor one of our Men's 1st XI National League home games and support the team in their push for promotion.

### MATCH DAY SPONSORSHIP PACKAGE

- Recognition in the official match programme
- Recognition on the social media matchday promotion post
- Invitation to sponsors day
- Drink with the captain after the game

### Cost

£100 per match



# SPONSORSHIP OPPORTUNITIES - TEAM SPONSORSHIP

## TEAM SPONSORSHIP

Sponsorship packages are available to show your support for a specific team within the club. Packages can be built to suit the desired level of support and exposure.

### TEAM SPONSORSHIP PACKAGE

- Opportunity for logo on player clothing, location depending on sponsorship level.
- Pitchside banner in location for the duration of the sponsorship.
- Advertising opportunity in/outside the clubhouse and by the drive.
- Invitation to sponsors day
- Advert in the official Mens 1s match programme on sponsor page
- Company advert on the clubs website partners page and relevant team page
- Adverts on club newsletter throughout the season.
- Social media recognition on all LHC platforms

### TEAM SPONSORSHIP PACKAGE - KIT OPTIONS

A sponsors logo can be printed onto kit in a variety of locations, some example are shown below:

- Rear of playing shirt above number
- Rear of playing shirt below number
- Playing shorts
- Mens or Ladies 1st XI warm up shirts
- After game shirt

### Cost

Packages from £1,000

Specific details of any package created through discussion between the club and sponsor.



# SPONSORSHIP OPPORTUNITIES - PROGRAMME SPONSORSHIP

## PROGRAMME SPONSORSHIP

Bespoke sponsorship opportunities are available to support some of the specific hockey programmes we run or are looking to introduce this year. Support for these packages will help to provide equipment, coaches, training for coaches, advertising and facilities.

### PROGRAMME SPONSORSHIP PACKAGE

- Opportunity for logo on coaches clothing.
- Pitchside banner in location for the duration of the sponsorship.
- Advertising opportunity in/outside the clubhouse and by the drive.
- Invitation to sponsors day
- Advert in the official Mens 1s match programme on sponsor page
- Company advert on the clubs website partners page and relevant team page
- Adverts on club newsletter throughout the season.
- Social media recognition on all LHC platforms

### Cost

POA. All programmes are different and costs vary between them, packages are built in discussion with sponsors.



ENGLAND  
HOCKEY

In<sub>2</sub>HOCKEY  
TAKE IT TO THE NEXT LEVEL



Programmes include:

- Back to Hockey - Inspiring people to pick up a stick
- Flyerz Hockey - Hockey for the physically impaired
- Hockey Heroes - A fun and welcoming introduction to hockey for 5-8 year olds.
- Walking Hockey - As the name suggests, playing hockey walking.
- In2Hockey - Adapted game format aimed at players 10-14 years old.
- Primary School coaching - Provision of coaching to primary schools in Lichfield.

# WHERE YOUR MONEY HELPS

- Provision of high quality coaching for both performance squads and general membership.
- Youth coaching of all age groups from age 5 to under 18, boys and girls.
- Investing in the next generation of coaches through England Hockey certification.
- Train members to be certified England Hockey umpires.
- Provide coaching to primary schools across Lichfield.
- Provide training balls, bibs and cones for seniors and junior.
- Providing equipment for 'Back to Hockey' and 'Walking Hockey' sessions (England Hockey initiative to provide sport for all).
- Training coaches to be able to deliver 'Flyerz Hockey' sessions (hockey for the physically impaired)
- Maintaining and improving the pitch facilities for players and spectators.

