

**Streatham**  
LONDON

Est. 1932

# Media pack & ratecard 2013





## Media pack & ratecard 2013

**BACKGROUND**

Streatham Redskins are one of the oldest and most iconic ice hockey teams in the UK.

The Streatham name is one that is recognisable to everyone involved in the sport today, and has been since the team first iced as far back as 1932.

A rich history that has seen the club win national championships, compete against international opposition and feature great players of the game in the renowned red and white colours of the team.

Right now Streatham are entering the most exciting period of their recent history as they prepare to move into what will be the largest permanent ice facility in the capital.

The brand new 1000 seat ice rink will be part of the multi million pound Streatham Hub and will bring a large amount of media attention and excitement to a vibrant area of South London.

Streatham Redskins will be one of the key beneficiaries of this development and will be the first competitive ice hockey team to ice there later this year.

Competing in the National Ice Hockey League, Streatham travel as far as Cardiff and the Isle of Wight over a 38-game season that attracts media attention on a regular basis from the South London Press, Streatham Guardian and global ice hockey site Pro Hockey News.

A growing fan base and Supporters club added to a strong social media presence and official website give Streatham Redskins a real community feel, which is reflected in the playing roster.

Boasting players from a diverse range of backgrounds, the team represents London itself and the team logo reflects the pride the Redskins have of being the oldest and most treasured ice hockey team within such a great city.

Ice hockey is one of the most exciting sports to watch live and very few go away from a game not feeling satisfied that they have spent their money wisely.

---

**“The English Ice Hockey Association is very excited about the new ice Rink in Streatham which will enable all the teams that use the facility to truly benefit, from Special Needs and Recreation, junior age groups, elite men and women’s senior teams through to England and Great Britain selection.”**

*Ken Taggart Chairman of the E.I.H.A.*



## Media pack & ratecard 2013

### THE FACTS

The industry demographics of a successful rink is high in active families with children, with an emphasis on adult males between the ages of 18-50.

The average customer who will participate in activities is estimated to spend between one and three hours each visit and tends to visit more than once a week.

An ice rink always attracts crowds, whether it's individuals, schools or clubs, single athletes or teams.

Ice rinks are attractive sports and recreational facilities promoting health and social activity as a key element of "quality of life".

Public skating allows the entire community to enjoy the facility, and provides a captive audience to market to.

More than **350,000** people will visit Streatham Ice Rink to either use the facilities or watch the Ice Hockey.



**"It's fantastic to see the Streatham Hub taking shape. Top-class sports facilities will be coming back to the area in what adds up to the biggest expansion of leisure facilities in the borough's history."**

*Clr Lib Peck, Leader of Lambeth Council*

## Media pack & ratecard 2013

### SPONSORSHIP OPPORTUNITIES

#### HELMET SPONSORSHIP

- Company logo on both sides of the players' helmets
- Rink side barrier advertising board
- Full page advert in the match night programme
- Two match sponsorships with exclusive use of the sponsor's lounge as detailed below
- Five season tickets to be used at the sponsor's discretion

**Price £5,000**

#### SHORT SPONSORSHIP

- Company logo on both sides of the players' shorts
- Rink side barrier advertising board
- Full page advert in the match night programme
- Two match sponsorships with exclusive use of the sponsor's lounge as detailed below
- Six season tickets to be used at the sponsor's discretion

**Price £5,000**

#### PLAYER SPONSORSHIP

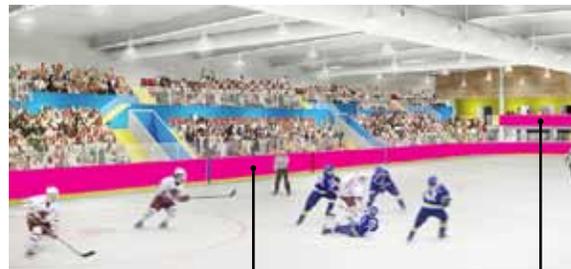
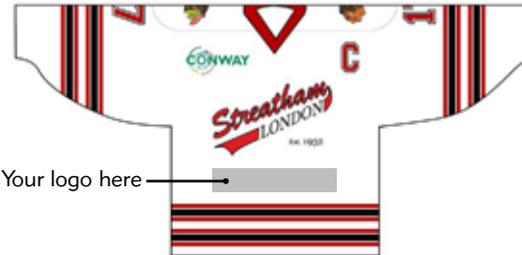
- Advert on chosen player's shirt
- Recognition on the website and a link to the advertiser's website
- The sponsor keeps the match jersey at the end of the season.
- This can also be presented ceremonially on a number of different occasions

**Price £500**

#### TEAM SPONSORSHIP

- The branding of your company's name with the team's in all press coverage and on match night during announcements
- Prime position advert on home shirts
- Rink side barrier advertising boards
- Full page advert in the match night programme
- Headline advertising banner on the website with appropriate links to the sponsor's website
- Four match sponsorships with exclusive use of the sponsor's lounge as detailed below
- 10 season tickets to be used at the sponsor's discretion

**Price £7,500**



Your advert on rink perimeter and on the sponsor's balcony

#### BARRIER BOARD ADVERT

- Barrier board located in a prime position approximately 3m x 1m
- Board remains in for all public events exposing the advertising to in excess of 350,000 people
- Full page advert in the match night programme
- Recognition on the website and a link to the advertiser's website
- Four season tickets to be used at the sponsor's discretion

**Price £2,500**

#### MATCH NIGHT SPONSORSHIP

- Use of the sponsor's lounge for up to 90 people including match night entry
- Use of the viewing balcony during the game or reserved seats in the main arena
- Various food and drink options available to be negotiated separately
- Various cross promotional gifts available to be negotiated separately

**Price £1,000**

#### PROGRAMME ADVERTISING

- Full page **£400**, includes 10 free match tickets
- Half page **£250**, includes 5 free tickets

#### WEBSITE ADVERTISING

- **£350** including 5 free match tickets

---

**"Having the opportunity to lead the Redskins in to the new arena as coach is a real honour. Our team for next season has great potential with a good balance of experience, exciting new-signings and a strong crop of young talent coming through from the junior development programme."**

*Warren Rost, Head Coach,  
Streatham Redskins*



Contact [sponsorship@streathamredskins.co.uk](mailto:sponsorship@streathamredskins.co.uk) for more details