



# ***SPONSORSHIP OPPORTUNITIES***

## **2023-24 SEASON**

**[WWW.FIFEFLYERS.CO.UK](http://WWW.FIFEFLYERS.CO.UK)**

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**01592 568 702**



# ABOUT THE FLYERS

Established in 1938, the Fife Flyers are the oldest professional ice hockey club in the UK. The Fife Flyers joined the Elite Ice Hockey League (EIHL) in 2011 and play other UK-based professional ice hockey teams in Dundee, Glasgow, Belfast, Cardiff, Sheffield, Nottingham, Coventry, Manchester, and Guildford.

The EIHL season runs from September to March and includes approximately 26 home league games, plus additional games throughout the season for the Challenge Cup competition and playoff quarter-final matches.

The Flyers play home games at Fife Ice Arena with a capacity for over 3,200 fans, seated and standing. Fife Ice Arena also plays host to local junior development hockey clubs, Kirkcaldy Figure Skating Club, and Curling Club. The arena has an annual footfall of over 400,000.



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# SOCIAL MEDIA ENGAGEMENT

## Impressions

**Twitter:** 1.2M (avg. impressions per month)  
Top month: February 2023 (1.8M impressions)

**Facebook:** 824K (avg. impressions per month)  
Top month: February 2023 (1.4M impressions)

**Instagram:** 25K (avg. impressions per month)  
Top month: September 2022 (73K impressions)

## Followers

**Twitter:** 25K followers

**Facebook:** 18K followers

**Instagram:** 9K followers

**YouTube:** 4K subscribers



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# PREMIER SPONSORSHIP PACKAGES

## Title Sponsor

- Naming rights
- Centre-Ice logo placement
- Front / Chest jersey logo placement
- Helmet logo placement
- 4X Flyers season tickets
- 1X Match night sponsorship
- 1X Player home jersey sponsorship
- Ice-level arena advertising
- Above-stand arena advertising
- Various arena + game day logo placements
- 30-second commercial
- Website recognition
- Social media recognition
- 10% discount at Flyers Shop
- Discount at Flyers Box Office for employees
- 2X Fife Ice Arena skating season passes
- Invitation to annual events + exclusive sponsor events



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# PREMIER SPONSORSHIP PACKAGES

## Gold Sponsor

- On-Ice logo placement
- Sleeve jersey logo placement
- 2X Flyers season tickets
- 1X Match night sponsorship
- 1X Player home jersey sponsorship
- Ice-level arena advertising
- Above-stand arena advertising
- Website recognition
- Social media recognition
- 10% discount at Flyers Shop
- 2X Fife Ice Arena skating season passes
- Invitation to annual events + exclusive sponsor events



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# PREMIER SPONSORSHIP PACKAGES

## Silver Sponsor

- 2X Flyers season tickets
- 1X Player home warm-up jersey sponsorship
- 1X Match night sponsorship
- Ice-level arena advertising
- Website recognition
- Social media recognition
- 10% discount at Flyers Shop
- 2X Fife Ice Arena skating season passes
- Invitation to annual events + exclusive sponsor events

## Bronze Sponsor

- 2X Flyers season tickets
- Ice-level arena advertising
- Website recognition
- Social media recognition
- 10% discount at Flyers Shop
- Invitation to annual events + exclusive sponsor events



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# PREMIER SPONSORSHIP PACKAGES

	TITLE SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
<b>Naming Rights</b>	SOLE NAMING RIGHTS			
<b>On-Ice Logo Placement</b>	Centre-Ice	On-Ice		
<b>Equipment Logo Placement</b>	Jersey Front / Chest Helmet	Jersey Sleeve		
<b>Match Night Sponsorship</b>	1X Match Night Sponsorship	1X Match Night Sponsorship	1X Match Night Sponsorship	
<b>Player Sponsorship</b>	1X Player Sponsorship	1X Player Sponsorship	1X Player Sponsorship	
<b>Arena Advertising</b>	Ice-Level Advertising Above Stand Advertising Various Arena Placements	Ice-Level Advertising Above Stand Advertising Section Sponsorship	Ice-Level Advertising	Ice-Level Advertising
<b>Tickets</b>	4X Season Tickets <i>Discounted Box Office Tickets for Employees</i>	2X Season Tickets	2X Season Tickets	2X Season Tickets
<b>Digital Marketing</b>	30-Second Commercial Website Recognition Social Media Posts	Website Recognition 3X Social Media Posts	Website Recognition 2X Social Media Posts	Website Recognition 1X Social Media Posts
<b>Extras</b>	2X Skating Season Passes Invitation to Annual Events 10% Off at Flyers Shop	2X Skating Season Passes Invitation to Annual Events 10% Off at Flyers Shop	2X Skating Season Passes Invitation to Annual Events 10% Off at Flyers Shop	Invitation to Annual Events 10% Off at Flyers Shop



# A LA CARTE SPONSORSHIPS

Various match-night and seasonal sponsorship opportunities are available to suit your needs



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# A LA CARTE SPONSORSHIPS

Various match-night and seasonal sponsorship opportunities are available to suit your needs

## ***50/50 Sponsor***

Sponsor our 50/50 Programme for great in-game visibility

## ***Man of the Match Sponsor***

Sponsor our Man of the Match awards for visibility on social media + in-game

## ***Player of the Month Sponsor***

A Player of the Month sponsorship provides regular visibility on Flyers' social media

## ***Game Summary / Recap Sponsor***

See your name / logo on all of our social media game summaries and recaps

## ***Powerplay Sponsor***

Hear your name in the game every time the Flyers go on the powerplay!

## ***Penalty Kill Sponsor***

Hear your name mentioned every time the Flyers get a penalty.

## ***Starting Six Sponsor***

See your name / logo on our starting six social media announcements

## ***Entertainment Sponsor***

Sponsor the intermission entertainment or contests to ensure a great match night experience.



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# EQUIPMENT SPONSORSHIPS

Opportunities at all levels for your to own a piece of Flyers' equipment or show your support for the Club.

## ***Jersey Sponsorships***

Sponsor a game-worn top for the season. Receive the autographed top at the end of the season.

## ***Stick Sponsorships***

Sponsor a game-used stick for the season.  
2 options available.

## ***Individual Equipment Sponsorships***

Support your favourite player with this lower-priced option.



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# MATCH NIGHT EXPERIENCES

Individual and group experiences are available to add fun for all ages!

## ***Junior Mascot (kids 12 and under)***

Includes a locker room tour, photo with a player and an on-ice opportunity.

## ***Warm-Up Watch Experience***

High-five the team and watch the Flyers warm up from the home bench.

## ***Match Night Sponsorship***

Includes entry for up to 20 guests and full use of our Match Sponsors Suite - a great night out for your friends or colleagues!



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# COMMUNITY PROGRAMMES

The "**Flyers in the Community**" initiative aims to develop a link with schools and community groups throughout Fife to encourage active participation in healthy eating, exercise and sport, and broaden the appeal of ice hockey and the Fife Flyers.

Through the 2022-23 hockey season, the Flyers visited 50 schools or community groups and spoke to over 5,000 children. Over the next two seasons, the Fife Flyers Ice Hockey Club have set a goal to visit every school in Fife, and deliver our message to over 10,000 youth.

We are actively seeking community partners, that can aid us with funding, resources and/or expertise to deliver this initiative and meet our goals.



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