

CHELMSFORD HOCKEY CLUB

A sponsorship opportunity



www.chelmsfordhc.org.uk

If you only have a minute...



**ENGLAND
HOCKEY**

- Associating your business with a local sports club can increase awareness of your organisation and help enhance your image.
- Hockey is an exciting and dynamic sport open to men and women of all ages (8 to 80) and abilities and is increasingly attracting juniors, in part due to Great Britain's success on the international stage.
- Sponsoring Chelmsford Hockey Club would give your business:
 - exposure to significant numbers of people via the local press and its large membership base.
 - an association with a successful, well established club.
 - recognition for helping to support the local community including sport development in local schools.
- We seek your help in order to realise our vision and mission...





Vision: To be the no. 1 choice for hockey players in Essex.

Mission: To attract, develop and retain players at all levels and ages to play hockey that meets their aspirations.



Associating your business with a local sports club can help increase awareness and enhance your image

- You would increase awareness of your business amongst the sizeable community who read the local press as well as club members, parents, spectators and visitors.
- It demonstrates your support of the local community which is attractive to your potential and existing customers, and your employees.
- It creates an association between your business and the inherently good values of sport such as fair play, respect, discipline, activity and inclusiveness.
- Your investment makes a huge difference to club members by funding facilities, equipment, coaching, player recruitment initiatives as well as keeping the sport accessible to all.



Hockey is a dynamic and inclusive sport that is on the up

- There is 50:50 representation of men and women. Juniors of 13 can play in teams alongside seniors of up to 70 and even 80 years of age.
- As a result it is a very family friendly sport, and one which you can play throughout your life.
- The number of junior hockey players is increasing which is great news for the future of the game.
- Both men's and women's GB teams have qualified for the Rio Olympics, and England women are European Champions.
- Hockey has some strong core values with which your business can be associated: team work, pride, respect and openness.



Sponsoring Chelmsford Hockey Club would allow your business to gain exposure to significant numbers of people

- Chelmsford Hockey Club is one of the largest sports clubs in Chelmsford with an extensive reach including:
 - A membership, including playing and social of around 400 people: 8 men's teams, 8 ladies' teams, 1 mixed team, 9 junior teams plus 6 summer league teams.
 - 400 parents of junior players
 - 2,500 opposing players in senior teams over the season
 - Over 500 opposing players in junior teams plus their parents
- The club is featured weekly in the Essex Chronicle (readership of 95k) and The Weekly News with large photos of players with the (potentially sponsored) kit highly visible. This equates to over 2.3m potential views of your business name.



Sponsoring Chelmsford Hockey Club associates your business with a well established and successful club



- Established in 1898, Chelmsford Hockey Club is one of the oldest sports clubs in Chelmsford and one of the largest and most successful hockey clubs in the East Region.
- No other hockey club in Essex plays at a higher level. The ladies 1st team play in the National League, East division. The men's 1st team play in East Premier League.
- The Director of Coaching is the former Great Britain and England captain and double Olympian Glenn Kirkham who has made 223 appearances for England or Great Britain.
- A record number of junior members have been selected for Essex, with many progressing to East Performance Centres and several training in the National Academy squad.
- The club has increased its adult membership through a 'Back2hockey' campaign attracting former players wanting to get back into physical activity and a social sport.
- The club has some of the best facilities in the region with 2 pitches, a spectator stand, a spacious clubhouse and bar plus modern changing room facilities. As a result it is used as an Essex Junior Hockey Development Centre.
- We have future ambitions to further the success of our club and help develop the sport.
- We have players that have achieved international honours at junior and masters level as well as full international level.



Sponsoring Chelmsford Hockey Club associates your business with supporting the local community

- The club provides free hockey coaching to local schools:
 - Over 500 school children are reached through the coaching programme run in 16 local primary schools.
 - A weekly satellite club is run and funded by the club where local secondary school children attend and receive coaching.
- Other organisations such as private schools and other local businesses have seen the potential in advertising at the club:
 - Brentwood School, Felsted, Newhall, Widford Lodge, Jaguar Grange Brentwood, Edmund Carr, Gray & Sons and CoFunds all have pitch side advertisements demonstrating their understanding of the demographic of members and spectators.



Felsted
Garde Ta Foy



**Chelmsford
County High School
for Girls**
A Grammar School with Academy Status



**GREAT BADDOW
HIGH SCHOOL**
SPECIALIST SCIENCE AND SPORTS COLLEGE



**Brentwood
School**



New Hall School



**Widford Lodge
Preparatory School**



We need your help to realise our ambitions as a club



**ENGLAND
HOCKEY**

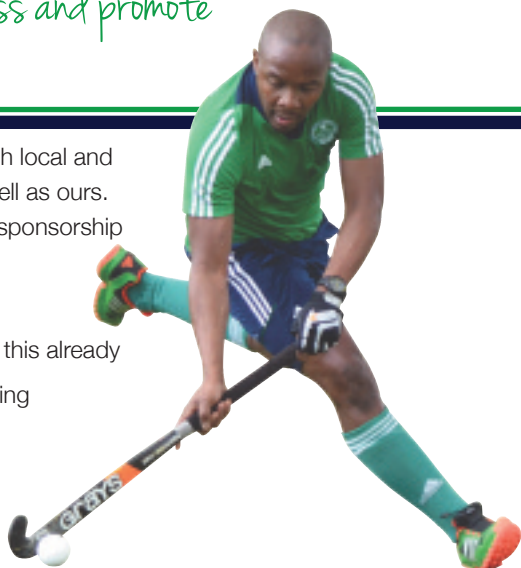
- Our aim is to attract, develop and retain players at all levels and ages to play hockey that meets their aspirations.
- This involves investment to
 - Increase our coaching capacity
 - Developing our players to achieve success at the highest level
 - Attract new and retain current junior and adult players of all abilities
 - Maintain our facilities including the re-surfacing our pitch in 2017
 - Increase awareness and promote the image of our club within the community
- Securing sponsorship will help us secure grants from grant giving organisations.



We can help you increase awareness and promote the image of your business

We are keen to create genuine partnerships with local and regional businesses – to meet your needs as well as ours. In return for this we have a number of different sponsorship opportunities including:

- Naming rights on 1st Xls' shirts
- Pitch side advertising – some enterprises do this already
- Match sponsorship and programme advertising
- Player sponsorship
- Coaching sponsorship
- Corporate opportunities
- Social Media sponsorship



Next steps...



If this brochure is of interest to you, or you would like more information, please contact:

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Thank you for your interest in our club

We hope you find the brochure informative and would like to support and be part of our vision and mission for hockey in Chelmsford.

Vision: To be the no. 1 choice for hockey players in Essex.

Mission: To attract, develop and retain players at all levels and ages to play hockey that meets their aspirations.



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