



SPONSORSHIP OF THE SCOTLAND MEN, U21 MEN, U18 BOYS', AND U16 BOYS' NATIONAL SQUADS.

THE YEARS AHEAD...

SCOTLAND MEN

It's an exciting four years ahead for the Scotland men's national team.

After two years of exceptional success where Scotland men won EuroHockey Championship II; reached the Hockey World League Final; and earned their highest ever finish at a Commonwealth Games, Scotland men are well and truly on an upward curve.

In 2019 the squad is looking to retain its position as one of the top teams in European hockey when they compete at the EuroHockey Championships in Antwerp.

The next target is to reach the Hockey World Cup in 2022 and finish even higher in the next Commonwealth Games.

MAJOR TOURNAMENTS

Hockey Series Finals 15-23 June 2019, France (Live on BT Sport)

EuroHockey Championships, 16-24 August 2019, Antwerp
(Live on BT Sport)

Hockey Series Finals, 2021, TBC

EuroHockey Championship, 2021, TBC

Birmingham Commonwealth Games, 2022

Hockey World Cup 2022



SCOTLAND U21 MEN

In 2019 Scotland U21 men travel to Czech Republic aiming to finish in the top two to secure promotion to EuroHockey Championship in 2021.

MAJOR TOURNAMENTS

EuroHockey Championship II, 14-20 July,
Plzen Litice, Czech Rep

EuroHockey Championship II, 2021, TBC



SCOTLAND U18 BOYS'

Scotland U18 Boys' recently achieved fantastic success when they won the silver medal at EuroHockey Championship II to secure promotion to the EuroHockey Championship in 2020.

In 2020 the target will be to retain Scotland's status at the top table of U18 European hockey to compete in the tournament in 2022.

MAJOR TOURNAMENTS

EuroHockey Championship, 2020, TBC

EuroHockey Championship, 2022, TBC



SCOTLAND U16 BOYS'

Scotland U16 Boys' programme will focus on developing young players for the future, giving them the best start on their journey toward senior programmes. With regular matches home and away the players gain great experience that will set them up for life in, and outside of, hockey.



FRONT OF SHIRT

The biggest supporter of men's hockey in Scotland!

Front of shirt sponsorship is the focal point of all media and represents a tremendous commitment to the sport, and Scotland's place on the international hockey landscape.

Coming on board as shirt sponsor for the Scotland women, U21 men, U18 boys' and U16 boys' squads would represent a huge boost for women's hockey in Scotland



Previous front of shirt sponsor achieved **610k twitter impressions** and **612k Facebook reach** per year across both men's and women's senior squads.

A GAME CHANGER FOR MEN'S HOCKEY IN SCOTLAND

Package can consist of:

- Official Partner of Scottish Hockey
- Front of shirt sponsor for Scotland men, Scotland U21 men Scotland U18 boys', Scotland U16 boys'
- Option to use players in advertising or for public appearances/visits
- Venue branding for Scotland men, U21, U18 and U16 matches
- Players tweet every product drop and matches (all squads)
- Ongoing social media content plan with support from Scotland Head Coach and key players delivering key messages
- Scottish Hockey branding available for use as "Proud sponsors of Scottish Hockey"
- Schools' Cup product drop and social media promotion



**WE'D BE DELIGHTED TO WORK TOGETHER
BUILD A BESPOKE PACKAGE.**

WINNERS

SCOTTISH HOCKEY HAS A DIGITALLY CONNECTED AUDIENCE



← Scottish Hockey



Following

Scottish Hockey
@ScottishHockey

Inspiring involvement in hockey - the fun, friendly and exciting sport for life.

Glasgow, Scotland scottish-hockey.org.uk

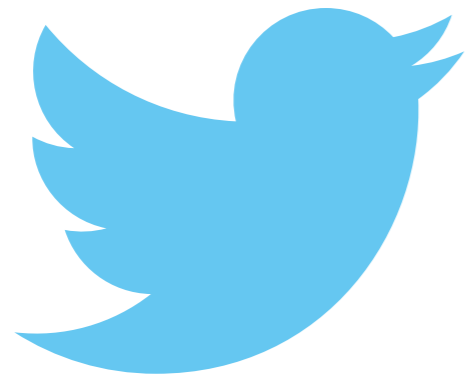
922 Following 18.4K Followers

Tweets Tweets & replies Media Likes

Retweeted

sportscotland @sportscotland · 46m
Huge congratulations to the @SCCHockeyU18w team on their championship win! 🏆

Scottish Hockey @ScottishHockey
FT: SCO 2-1 RUS - Scotland U18 Girls
U18 Girls' @eurohockeyorg Champions



TWITTER

Followers **10,500**

Impressions **6.6m** per year

Avg impressions per month **549,333**

Mentions **4,901**

Link clicks **37,600**

Retweets **6804**

Likes **21,423**

New followers **1,105**



FACEBOOK

Current total page likes **7,810**

Total Post Likes in 2016 **83,100**

Page visits (20/6/16 - 31/12/16) **38,129**

Avg Page visits per week **1,412**

Weekly total reach (20/6/16 - 31/12/16) **613,162**

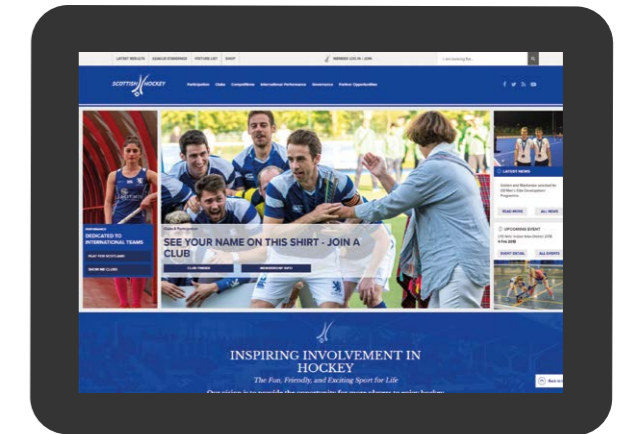
Avg Weekly reach **22,709**

People engaged **70,132**

Avg people engaged per week **2,597**

1.75m reach per year

145k engagements per year



SCOTTISH HOCKEY WEBSITE 2017

Sessions **505k** per year

Users **197k** per year

Page views **1.5m** per year

Organic search referrals **229,812**

Social media referrals **118,010**

Direct link referrals **127,391**

Other referrals **31,263**



60% GROWTH
IN MEMBERSHIP
IN LAST 4 YEARS



110 CLUBS
geographical spread from
Borders to Highlands and Is-
lands



On target to have grown by
80% by 2019

SCOTTISH HOCKEY HAS OVER 11,800 MEMBERS



SCOTTISH HOCKEY DEMOGRAPHICS

Hockey as a sport has an affluent and passionate fan-base who are twice as likely to choose a sports sponsor over a rival brand (Repucom 2011)

- Most people start playing hockey at school
- Our last survey showed **43%** of people start in Secondary school (50/50 gender split), while **17.5%** start in Primary school (more girls than boys).
- **83%** of Scottish Hockey members went to, or are currently at, university.
- Statistics show the average university graduate earns £10k annually more than non-graduates.
- Access to a participant and spectator demographic that is neatly aligned with your target market
- **80%** of Scottish Hockey's membership is working full time. Of those in work, **37%** are modern professionals; **23.6%** are traditional professional; and **16.6%** are senior managers or administrators.



We are proud to be a sport that travels with you from first picking up a stick to our oldest active member at 92. Our members are enjoying a growing, fun, equitable sport across Scotland.

**HOCKEY IS A FAMILY SPORT,
STRONGLY ASSOCIATED WITH
OLYMPIC IDEALS THAT STICK
WITH YOU FOR LIFE.**

