



Ireland Men's Over 55s
Sponsorship Opportunities



Introduction

In 2020 we started to write this brochure to see if we could get some commercial sponsorship for our International Hockey Squad little did we know what was coming.

Covid-19 has affected companies in many ways – some have noticed little change to their own circumstances whilst for some it has been catastrophic, but equally some companies have continued to grow in their sector.

For individuals outcomes have been variable too, some have been furloughed and their futures remain in the balance, others have remained busy and sadly a few have lost their jobs or income.

We have looked carefully at the impact of Covid-19 for both our squad members and importantly the organisations we have identified as a good fit to approach for a Sponsorship partnership. However, what we do know is that commercial help is now required more than ever to allow all our squad an equal chance to participate.

Hockey in general gives exposure to well-defined socio-economic groups and already some wealthy entrepreneurs are already benefiting from their philanthropy by improving their visibility, brand, and image as a result of their partnership with hockey.

Masters Hockey takes the ability to target age groups within the sport even better. With a variety of age groups companies have been able to segment target groups easier with a variety of different products and services. Our age groups start at Over 35's and then go Over40's, Over 45's etc up to Over 70's.

As you will see later in this document exposure is not just in the local community but also in the Country, Continent and ultimately Worldwide.

Background to Hockey Ireland

Hockey Ireland, previously known as the Irish Hockey Association, is the governing body for field hockey in both the Republic of Ireland and Northern Ireland. Governing the 32 counties of Ireland, the Association is responsible for the management and overall development of all areas of the sport. It also plays a significant role in the large "Exiles programme" run in the UK for eligible qualified players.

In effect involvement with Hockey Ireland gives sponsors exposure in 3 countries – The Republic of Ireland, Northern Ireland, and England with training bases in Dublin, Belfast, and London.

Hockey is one of the largest team sports in Ireland with 144,000 participants across the country in schools, clubs, provincial and national setups. England has a further 143,000 playing weekly.

Hockey has a long history, having been played competitively here since the 1870s. It has been entrenched in society, especially amongst school children, the game is enjoyed by a committed and well-connected player and support base across boys, girls, men, and women of all ages.

Corporations who associate themselves with hockey, experience multi-faceted benefits that directly impact their bottom, line by strengthening their brand position and allowing them to bond closely with key customer groups that conventional marketing channels cannot present. Hockey Ireland can also bring your brand to young families, children and 20–70-year-old professional groups who:

- Practice and enjoy fit and healthy lifestyles
- Are 'outdoors', active people
- Are generally highly social and well connected with large reference groups

Aside from the opportunities this presents to you to strengthen your brand, involvement in a sport that is so highly developed at community level also provides benefits in community and social responsibility, as well as giving your valued clients and partners the opportunity to enjoy exhilarating match action and relaxing corporate hospitality.

Our simple goal in any sponsorship deal is to develop a partnership with you, to ensure that the people in your target markets look favourably on you. Whether this means new brand awareness, existing brand reinforcement, product promotion or simply showing that you a good corporate citizen is up to you.

Aside from high level exposure through Hockey Ireland itself, our sponsorship offerings are heavily geared to the markets that underpin our sport. Within this framework, we see our tournaments and fixtures as delivery agents of value, through which we can gear specific exposure towards a specific target market.

In that regard, there are several key tournament brands, that Hockey Ireland is committing its marketing resources to developing and through which a high degree of sponsorship value will be channelled.

For example, a sponsor who had a target market of Masters Hockey (35–70-year-olds) would receive exposure through all key Irish hockey tournaments and fixtures that are geared to World Masters Hockey.

In short, we invite you to sponsor a market - your market. We will then design the right combination of tournaments and fixtures to deliver exposure to that market for you, consistently throughout the year.

Introduction to World Masters Hockey

To play International Sport for a country is the pinnacle of a players career. To be able to continue that career into your 70's is indeed unique.

World Master Hockey allows a player, his or her family and friends the opportunity to be part of a huge "club" stretching across the globe. Every two years there is a Worlds Cup, every other year a continental cup - in our case a European Cup and each yeat the four home nations meet.

The reach of Master Hockey for people interested in the 35 -75 age group is very strong.

By way of example let me show you what was in place for 2020 before Covid-19.

2020 was a World Cup Year for World Masters Hockey, in August Nottingham was to host the over 35's and over 40's age groups. This" smaller tournament" alone attracts 1200 athletes from around the World:

Masters World Cup Snapshot

- August (7)8th – 17th 2020
- Over 20 countries representing every Olympic continent

- 10 days and over 180 matches (no rest days)
- 1200 Athletes, additional spectators, friends and family
- Free Entry



In September Cape Town, South Africa, was to take centre stage to host the following Over 45s to Over 55s groups:

Cape Town	45+ Women	45+ Men	50+ Women	50+ Men	55+ Women	55+ Men	60+ Women	65+ Women
Argentina	Argentina	Argentina	Argentina	Argentina	Argentina	Argentina	Argentina	Australia
Australia	Australia	Australia	Australia	Australia	Australia	Australia	Australia	England
England	England	Canada	Canada	Canada	England	England	Belgian Old Panthers	New Zealand
Ghana	Germany	Chile	England	Chile	France	France	Canada	Alliance - SOM
Ireland	Ireland	England	Germany	England	Germany	Germany	England	Alliance - SOM
Netherlands	Malaysia	France	Ghana	Germany	Ireland	Ireland	Netherlands	England/LX Ladies - SOM
New Zealand	Netherlands	Germany	Ireland	Ireland	Italy	Italy	New Zealand	
South Africa	New Zealand	Ireland	Malaysia	Netherlands	Malaysia	Malaysia	Scotland	
USA	Scotland	Netherlands	Netherlands	New Zealand	Netherlands	Netherlands	South Africa	
	South Africa	New Zealand	New Zealand	Scotland	New Zealand	New Zealand	USA	
	USA	Scotland	Pakistan	South Africa	Scotland	Scotland	Wales	
	Zimbabwe	South Africa	Scotland	Wales	South Africa	South Africa	Alliance - SOM	
	South Africa - SOM	USA	South Africa	Alliance - SOM	Spain	Spain	Argentina - SOM	
		Wales	Spain	Australia - SOM	USA	USA	Australia - SOM	
			USA		Wales	Wales	England/LX Ladies - SOM	
			Wales		Canada - SOM	Canada - SOM		
			South Africa - SOM		South Africa - SOM	South Africa - SOM		
			India - SOM					
			Namibia - SOM					

Finally in November Tokyo, Japan were to have finished off the World Cup Year hosting the tournament for the following Over 60s to Over 75s groups:

Tokyo	68 Teams Nominated	60+ Men	60+ Men SOM	65+ Men	65+ Men SOM	70+ Men	70+ Men SOM	75+ Men
Argentina	Alliance	Argentina	Alliance	Argentina	Alliance	Argentina	Alliance	Australia
Australia	England LX Hockey	Australia	England LX Hockey	Australia	England LX Hockey	Australia	England LX Hockey	England
Belgium	Germany	Belgium	Malaysia	Belgium	Malaysia	Belgium	Southern Cross	Japan
Canada	Japan	England	Southern Cross	England	Southern Cross	England	Wales Dragons	Netherlands
England	Southern Cross	France	The Netherlands	France	The Netherlands	Germany		Alliance - SOM
Germany	The Netherlands	Germany	Thistles	Germany	Thistles	Japan		Southern Cross - SOM
Hong Kong	Thistles	Ireland	Wales Dragons	Ireland	Wales Dragons	Netherlands		
Ireland	India - SOM	Japan		Japan		New Zealand		
Italy		Netherlands		Netherlands		South Africa		
Japan		New Zealand		New Zealand		Wales		
Malaysia		South Africa		South Africa				
Netherlands		Spain		Spain				
New Zealand		Wales		Wales				
Nigeria								
Scotland								
Singapore								
South Africa								
Spain								
USA								
Wales								

Sadly, the pandemic arrived, and all the World Cups were then moved to 2021 and now on to 2022. It is hoped the country's that were due to host in 2020 will be able to in 2022.

Despite the huge number of athletes in tournaments across the World, **Masters Hockey** is an untapped resource for sponsorship.

- The age spread of 35 to 75+ gives sponsors a wide audience
- A demographic A1 / B1 individuals
- An educated and engaged community with repeated interest and performance at Masters level.
- A global spread with teams from 5 hockey playing continents and over 20 individual nations.
- Each tournament covers 10 days with full live streaming, event coverage on host nation social media channels and local press channels.

Hockey Ireland Masters Mens Over 55s

The Over 55s Men's squad, like all others, must be self-financed and the cost for playing competitively is shouldered by the squad members themselves. In truth, we have never looked at the opportunities a sponsorship package could bring until 2020, which has meant the cost for entry to play has been very high and continues to be high, for an amateur sport.

For example, playing kit costs around £400 or €480, a World Cup place in South Africa £2000 or €2400 and even a Home Nations Competition £500 or €600 Euros. This is before the time off work / holiday time needed *and* the cost to attend monthly training sessions.

As a group we recognise this is a lifestyle choice, but we are driven to ensure that cost is not a barrier to an individual with the commitment to train and compete.

However, with a new kit cycle just started, we now need to purchase the new Adidas Kit and this once again puts a barrier in place for some to be able to afford to play.

The new kit cycle does, however, give us opportunity! For the first time, we are seeking sponsorship to coincide with this cycle. This allows us to create a programme of reasonable length yet with a finite time period.

We have a range of sponsorship and partnership packages available; we will work closely with all our sponsors to tailor the offering to ensure we suit their needs and end goals:

Over 55's National Men's Sponsor

This package provides targeted exposure for your brand or company delivered through the branding of the national team shirts and exposure at tournaments.

This Suits: An organisation with a particular market focus on an age range from 55 plus, with global market opportunities.

All Masters Squads

This gives a huge cross generational exposure. Whilst this is a preferred option for Hockey Ireland in terms of process, we recognise a company might want to be age specific.

Sponsor Benefits

Exactly How Is Exposure Delivered to Sponsors?

Exposure value is delivered through a variety of benefits, some of which are focused through the matches / tournaments described above, others that are provided as a value-added in a broader context, through association with the Hockey Ireland brand.

Examples of such benefits include:

Overall

- Opportunity to use appropriate squad players for your promotional purposes, both internally and externally
- Media exposure
- Logo and company description on Hockey Ireland Masters website (once completed)

Event Marketing Exposure

- Branding of select tournament names.
- Logo on promotional posters, billboards, or other advertisements

Onsite Match Promotion & Exposure

- Naming rights of tournament or match series pitch perimeter advertising hoardings
- Team jersey branding
- Exhibit stall/product giveaway opportunities
- Branding of trophy presentation table
- Public address opportunity and presentation of trophy at event Final

A variety of these benefits can be combined, to mould a sponsorship package around the specific marketing goals that you want your sponsorship investment to deliver, based on the level of investment you wish to commit.

Specific Kit Sponsor Opportunities for the Mens Over 55s – The costs

All sponsorship has to be approved by **Hockey Ireland** and **Federation of International Hockey** and as such we have fairly strict guidelines on sizing and location of logos on playing kit. The diagrams below show the maximum sizes for the outfield players, however we are mindful that any advert has to look good as well.



Suggested Sponsor Prices			
Player Shirts		Coach	
Sleeves (each)	€1,000	Front	€425
Front	€3,750	Back	€200
Back	€2,000	Shorts	€75
Player Shorts		Goalkeeper	
Front	€500	Front	€600
Back	€750	Back	€350
Track Suits			
Back	€4,500		
Total	€15,150		

The total target amount we are looking for will provide us with:

1. **40** outfield players kit for the **4 year cycle**
2. **4** coaches sets of kit
3. **5** goalkeepers sets of kit

By way of reference, above is the current senior men's shirt sponsor – Turkish Airlines.



The Kit Cycle

During this kit cycle, the sponsored kit will be worn at the following Over 55s events:

- 5 Nations tournament weekend in England, France and Spain in 2021.
- The '4 Home Nations' Tournament in Swansea in 2022
- The Masters World Cup in Cape Town in 2022
- The '4 Home Nations' Tournament in 2023 – venue Tba
- The Masters European Championship in 2023 – venue tba
- The '4 Home Nations' Tournament in 2024 – venue tba
- The Masters World Cup in 2024 – venue tba
- The '4 Home Nations' Tournament in 2025
- The Masters European Championship in 2025

Summary

World Masters Hockey' deliver the global/world events. 'Hockey Ireland' delivers a national infrastructure and then each age is empowered to organise itself to achieve on the International Stage.

Masters Hockey provides a Worldwide opportunity for a sponsor to gain exposure or a local presence by supporting grassroots Masters development. All the players are self-funded and are proud to represent their country.

This programme seeks to eliminate the cost of the new kit for the next cycle for the Mens Over 55 age group.

Without sponsors players may not be able to represent their country, so thank you for taking the time to review and consider this programme.

In the first instance please contact chris@walnutwell.co.uk for further details, questions and to show an interest. **Thank You.**

Chris Townson – Mens Over 55s Manager

