



HOCKEY SECTION SPONSORSHIP

2021-2022

HKFCHOCKEY
MORE THAN A GAME



CREDENTIALS

- Established in 1886 by Sir James Haldane Stewart Lockhart
- One of the premier sports clubs in Asia and the world
- Approximately 10,000 regular users, comprising of members, spouses, partners and children
- Largest range of sporting facilities of any club in Hong Kong
- Host venue for major sporting events including international rugby, football, hockey, squash and lawn bowls tournaments
- Host of the annual Hong Kong Rugby 10s and Soccer 7s tournaments
- Monthly club magazine that goes out to all members

HOCKEY SECTION



- The Hockey Section provides a vehicle for Club members and their families to play the game of hockey and to socialise with fellow members and guests of the HKFC.
- Over 300 senior members who are registered with the Hong Kong Hockey Association and 300 junior members (from 6 years of age)
- 8 men's teams and 8 women's teams, competing in the Hong Kong League and numerous knockout cup competitions across Asia
- Host and organiser of the HKFC Hockey 6s - an international and local festival of hockey, attracting teams from Europe, Australia, the Middle East and the UK (as well as from across Asia)
- Well defined player, coach and umpire pathways serving all elements of hockey
- Annual functions including team and club dinners, a Christmas party and formal end-of-season ball
- Monthly Hockey Section write ups and photos in the HKFC magazine



WOMEN IN SPORT

The Hockey Section celebrated the 50th anniversary of women's hockey at HKFC in 2021. The Hockey Section has been, is and continues to be a proud supporter of driving female participation in sport.

As a Sponsor of the Hockey Section, it will be much more than just a financial investment in players - it demonstrates an investment in equality and meaningful change within the sporting arena.

Sponsoring the Hockey Section and women's sport makes good business sense for key brands, in supporting premier and grassroots community sports activity.





SPONSORSHIP

Sponsorship is crucial to the running of the Hockey Section, as part of a not-for-profit club. We are looking for a range of different sponsors to help us:

- promote the game of hockey in the greater community, regardless of gender, race or nationality;
- foster friendships or partnerships with other HKFC sections, societies and activity groups, as well as other hockey clubs in Hong Kong and overseas; and
- continue to be one of the leading premier sports clubs (not-for-profit or otherwise) in the world.

Sponsorship will bring the key benefits of:

- prominent brand display opportunities across the Hockey and sporting-related communities in Hong Kong;
- opportunities for exposure to the wider Hong Kong sporting community, involvement with CSR endeavours and potential for greater global reach; and
- HKFC Sports Subscriber Associate Membership (if desired).





SPONSORSHIP PACKAGES

BENEFITS AT A GLANCE	GOLD HKD300,000 pa	SILVER HKD240,000 pa	BRONZE HKD170,000 pa	BESPOKE (Event or product based)
HKFC Membership	Yes	Yes	Yes	<p>A bespoke package can be crafted with our Sponsorship committee, based on varying amounts and/or products sponsored.</p> <p>These may also be tailored towards individual title events, e.g. HKFC Hockey 6s sponsor, Youth Tour sponsor, Charity Ball sponsor, Mini Hockey Festival sponsor.</p>
Signage on Hockey Pitch	Yes	Yes	No	
Naming Rights to a Title Event	Yes	Yes	No	
Specialized Award named after Sponsor	Yes	Yes	No	
Address at a Key Event	Yes	Optional add-on (with cost)	No	
Logo on Apparel	Yes Front or Back	Yes Shorts or Socks only	No	
Logo and Link on sponsor page on Hockey Section Website	Yes	Yes	Optional add-on (with cost)	
Logo promotion via Hockey Section email newsletter	Monthly	Quarterly	Optional add-on (with cost)	
Logo on Social Media Communications	Yes	No	No	
Logo in HKFC magazine	Yes	No	No	



SPONSORSHIP DETAILS

Minimum Sponsorship Amount and Time Period

- Minimum sponsorship amount of HKD170,000 per annum for major Sponsors (Gold, Silver and Bronze)
- A minimum of one (1) year for all sponsorships
- Multiyear sponsorships are preferable, with a preference for three (3) year periods

HKFC Membership

- One (1) nominated representative of the Hockey Section's major Sponsors (Gold, Silver and Bronze) is entitled to a Sports Subscriber Associate Membership (**Associate Member**)
- Associate Member and immediate family to have full use of HKFC facilities
- No monthly subscription or entrance fees
- Associate Members carry no voting rights
- Associate Member expires at cessation of sponsorship
- Additional Associate Members may be offered to a major Sponsor with multiples of the minimum sponsorship amount, up to a maximum of three (3) such Associate Memberships in total for any one sponsor
- Sponsor remains responsible for its Associate Member, particularly for any incurred debts



SPONSORSHIP DETAILS – GOLD / SILVER



Signage

- Sponsor's brand name / logo around the Hockey Pitch at HKFC, inclusive of electronic scoreboard
- Sponsor's brand name / logo on banners strategically placed at Hockey Section events, e.g., entrance / stage, prize giving tables

Title Rights

- Naming rights to be granted to major sponsors for title events
- Title events include tournaments, charity ball, tours, hosting overseas guest player/coaches (most notably the Hockey Section has a close tie with Olympic medalists from the UK, Australia and the Netherlands)
- Corporate opportunities with international guest Olympians

Apparel

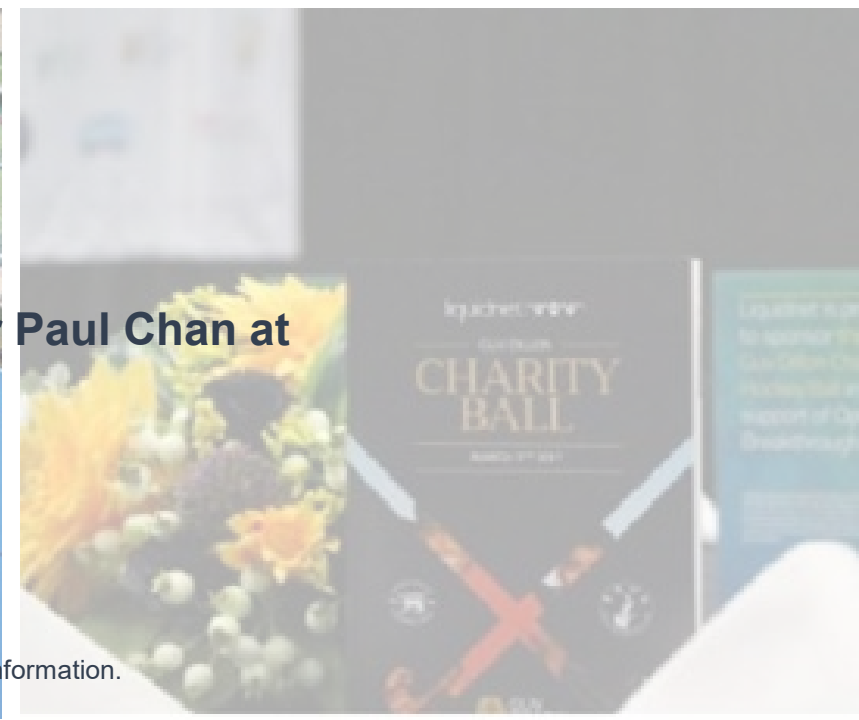
- Sponsor's brand name / logo on Hockey Section kit
- Options for brand name / logo on other apparel sourced by Sponsor

Marketing and Promotions

- Opportunity to market sponsors' products / services during title events
- Opportunities for proactive online marketing and promotional opportunities with Hockey Section members on a regular basis – via eDM, Club Website, Facebook, Instagram, Twitter, Monthly Magazine

Communications

- Sponsor's brand name / logo in the Hockey Section pages of the monthly Club magazine (distribution to HKFC members). Magazine is also available online via pdf.
- Sponsor's brand name / logo on homepage of the Hockey Section website www.hkfchockey.com
- Sponsor's Brand name / logo on dedicated Hockey Section communications



For any further details, please contact Darren Foo or Paul Chan at sponsorship@hkfcchockey.com.

