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.
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.
SCOTTISH HOCKEY HAS A DIGITALLY CONNECTED AUDIENCE
**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 Islands

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.