



2020-21 Season  
Corporate Brochure



# WHO ARE THE RAIDERS?

The Raiders are a semi-professional ice hockey team that play in the newly formed NIHL National League. The league season runs between mid September and early April each year. The season finale is the prestigious play offs in Coventry where the qualifying teams play semi finals and finals to become National Play-Off Champions.

The Raiders moved back to Romford in 2018 and into the Sapphire Ice & Leisure Centre in the heart of Romford Town centre, having played the previous five seasons out of Lee Valley Ice Rink under the guise of the London Raiders.

Ice Hockey has been played in Romford since 1987 and the return of the sport to Romford has been welcomed by the locals many of whom have supported the team since the first games in the old Romford rink.

This also allows what was one of the best junior programmes in the country to rise from the rubble of the Rom Valley Way site to start over in the new building. With a host of International coaches and junior players already committed to the new set up this is the perfect opportunity for local businesses to board the Raiders ship as it sails into a brand new era of Raiders Hockey.

There are many reasons for working with the Raiders by way of a sponsorship package. The exposure at the rink, on social media, web sites, Time FM and the



Romford Recorder will result in a higher profile for your company. You will also be assisting the largest sporting team in the borough as they work to establish themselves again as one of the country's leading ice hockey teams. Many of our existing sponsors can positively identify new customers as a direct result of working with the Raiders and that additional work has more than paid for their sponsorship.

That element of working with your local team is exceptionally important to the Raiders. The Romford area has a fantastic reputation for developing players and in the past many Romford youngsters have gone on to represent their region, their country and indeed junior and senior GB teams. Although only in their second season as a junior club the Raiders junior teams all achieved incredible results last season and all but one team was promoted in their very first year of existence. Our team of very experienced coaches,

place great methods and even greater plans to return to the force they were before the old Romford rink was demolished.

Raiders also extend that working in the community to their charity efforts. Previous charities to whom the team made significant donations have included Breast Cancer Awareness, Autisim Now, St Francis Hospice, the local mental health awareness charity Haverling Mind and for the upcoming season a local NHS charity to recognise their hard work throughout the Covid-19 pandemic.

There is no doubt that Ice Hockey is enjoying something of a renaissance in the UK. Team GB were promoted last season to the top group in the World Championships. They did that by winning the Gold medal in group B, beating many nations with far greater recent success in the sport. Despite their

critics GB managed to stay in the group, and will again next year compete against the major hockey nations, such as Canada, Sweden, Finland, Russia and the USA.

The Romford rink is also used for training sessions for the ITV Dancing on Ice series and last year's sponsors were delighted to see their adverts appearing on national TV as a result.

Raiders played the 2019-20 season in the brand new top British League known as the National Ice Hockey League where they mixed it with some of the country's major hockey towns from all over England to the delight of the vast numbers that enjoyed top class ice hockey return to Romford. For the 2020-21 season will be even more competitive and we'll be looking to grab ourselves some silverware.

## Teams competing in the 2020-21 National Ice Hockey League season

Basingstoke Bison, Bracknell Bees, Hull Pirates, Leeds Chiefs, Milton Keynes Lightning, Peterborough Phantoms, Sheffield Steeldogs, Swindon Wildcats, Telford Tigers and our very own Raiders.







# Stats, Facts & Links

**[www.raidersicehockey.com](http://www.raidersicehockey.com)**



**<https://en-gb.facebook.com/LondonRaidersIHC/>**



**[https://twitter.com/raiders\\_ihc?lang=en](https://twitter.com/raiders_ihc?lang=en)**



**[https://www.instagram.com/raiders\\_ihc/](https://www.instagram.com/raiders_ihc/)**



**[https://www.youtube.com/channel/UCbfPSAEDA10Smi\\_ZkokkoyQ](https://www.youtube.com/channel/UCbfPSAEDA10Smi_ZkokkoyQ)**

We have over 15,000 followers combined across our social media platforms.  
An average of 36,000 Website views per month and 6,000 monthly YouTube views.

# Testimonials

## **PETE HARRIS - ACTUAL REMOVALS**

"Having been a sponsor of the Raiders for a few years now, we see our sponsorship as fantastic value. We attend all games and a number of social events throughout the season which we have taken our customers too, and every single one of them have loved it - even if they are not seasoned ice hockey fans. It is just great early evening entertainment for us and our customers."

## **PAUL WINDEBANK - KINGPIN SPORTS DESIGN**

"We have worked closely with the Raiders for the past 11 seasons and this has given us a fantastic opportunity to promote our business nationwide with the Raiders brand. Through this partnership with the Raiders our business has thrived and continues to grow."

## **JOHN SCOTT - AQUALIA POOLS & SPAS**

"I have enjoyed watching the Raiders since 1990 so have seen first hand how sponsors brands become "household names" My company business is certainly well known to the fan base and I can pinpoint a number of pool sales due to this. I can also point towards several other sponsors and sincerely state I have used them due to their sponsorship of the team."







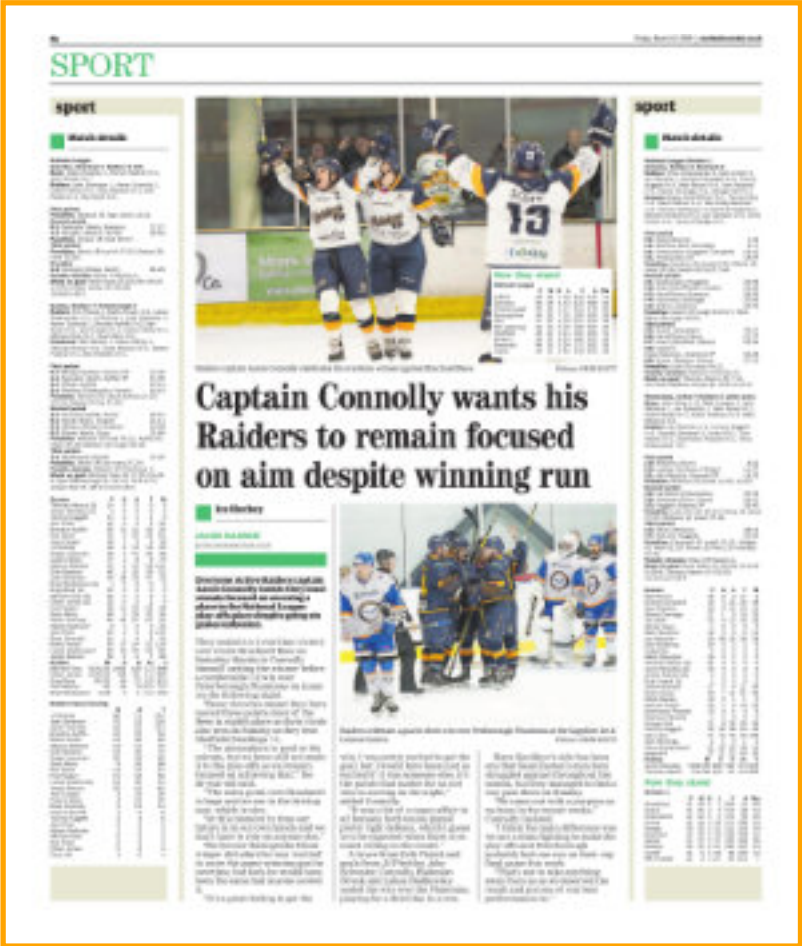
# Sponsorship Benefits

The Raiders are proud once again to be playing in our hometown of Romford. Our aim is to be one of the fastest growing sport's clubs in the South of England, so there are plenty of benefits of coming on board for potential sponsors. Our planned unique and unrivalled game night atmosphere will see attendances rise significantly, with already in excess of 800 fans regularly flocking to the Sapphire to cheer on the Raiders every week.

We also have some tremendous support from our list of media partners, which include the Romford Recorder newspaper, Time FM Radio where we are regularly feature on their sports show and BBC Essex Radio. We are featured in both print and online news up to five times a week and receive considerable air time on the radio.

Our social media is at an all-time high , with a impressive 15,000 follows combined on Twitter, Facebook and Instagram. With an average monthly reach of over 800,000, your company is sure to receive significant online exposure. We also have on average 36,000 website views per month and 6,000 monthly YouTube views on our channel.

We also stream live all of our home games online, so company branding within the ice arena will reach a large audience on a weekly basis for those that are unable to attend the games.







# RAIDERS 2020/21 GAME JERSEYS

The below images are of the jersey designs for the 2020/21 season that the team will wear and fans will be able to purchase replicas of these jerseys. If you would like to see your company logo on the white, blue or gold jersey the prices are overleaf. We are unable to place company logo's on to the warm up jerseys as these are purely to raise awareness for our charity partner for the season.



Charity Warm Up



Home Jersey



Away Jersey



3rd Jersey



# Sponsorship Options

## PLAYING KIT

### FULL TEAM SHIRT SPONSORSHIP

From £2,500 (full season - White, Blue & Gold)

- 1. Top/Front
  - 2. Top/Breast
  - 3. Back/Nape
  - 4. Sleeve/Top
  - 5. Back/Bottom
  - 6. Front/Lower
  - 7. Sleeve/Middle
  - 8. Front/Bottom
  - 9. Sleeve/Bottom
- Branding on full team jerseys, in full sight of game night crowds. Also on fan replica jerseys that are visible around town before games, as well as at home and away games.
  - Brand exposure at all away games - currently 9 other locations around the country.
  - Features in all game night media photography.
  - Features in our post game and action photo shots, used on social media platforms, website, app, newsletter, local media and game day programmes.

### FULL TEAM HELMET BRANDING

From £2,500 (Full Season)

- Named official helmet sponsor.

- Company branding on the front of the full team helmets.
- Brand exposure at all home and away games - currently 9 other locations around the country.
- Features in game night media photography.
- Features in our post game and action photo shots, used on social media platforms, website, app, newsletter, local media and game day programmes.

### FULL TEAM SHORTS SPONSORSHIP

From £500 (full season)

- 1. Front Right
  - 2. Front Left
  - 3. Back Left
  - 4. Back Right
- Branding on full team shorts, in full sight of game night crowds.
  - Brand exposure at all away games - currently 9



# Sponsorship Options

## OFF-ICE TEAM WEAR

### GYM SHIRT SPONSORSHIP

From £500 (full season)

- Branding on front or back.
- Gym tops to be worn for all gym sessions, whenever the players visit the gym in their own time, for pre-game off ice warm up both at home and away games.



### TRAVEL POLO SHIRT SPONSORSHIP

From £500 (full season)

- Branding on front or back.
- Travel polo shirts to be worn to all away games throughout the season. These will be seen by all fans at away games when the team arrive and also when the team stop at services on the way to and from games.

### TRAVEL HOODIES SPONSORSHIP

From £500 (full season)

- Branding on front or back.
- Team travel hoodies to be worn to all away games throughout the season. These will be seen by all fans at away games when the team arrive and visible to the general public when the team stop at services on the way to and from games.



### TRAVEL ¾ ZIP TOP SPONSORSHIP

From £500 (full season)

- Branding on front or back.
- Team travel hoodies to be worn to all away games throughout the season. These will be seen by all fans at away games when the team arrive and visible to the general public when the team stop at services on the way to and from games.







# Sponsorship Options

## SCOREBOARD

From £2,000 (12 months)

One side - Both sides

- Prime location in the ice arena, in full sight of the game night crowds.
- Features on our online live stream.
- Features in game night media Photography.
- All year round exposure.
- Regular features on our Raiders TV.
- Features on our social media platforms - average monthly reach of 80,000.
- Media coverage on live local news.

## RINK BOARD BANNERS

From £2,500 (12 months)

- Advertising banners are in prime location in the ice arena, in full sight of the game night crowds.
- Banners are currently the largest form of advertising space we have on offer in the ice arena.
- Features on our online live stream.
- Features in game night media photography.
- All year round exposure to tens of thousands of rink visitors, not just for ice hockey.

## MAN OF THE MATCH

From £1,500 (Full Season)

- Named official sponsor for the man of the

match award.

- PA announcements during all home games.
- PA announcement when man of the match awards are being presented for both home and away teams at each of the home games.

## SIN BIN/PENALTY BOX BRANDING

From £1,500 (Full Season)

- Named official sin bin/penalty box sponsor.
- Pre-recorded advertising jingle played whenever a home player receives a penalty, on average 5-10 per home game.
- Opportunity to have two pre-recorded jingles, one each for the home and away penalties.
- PA announcement during all home games.

## GAME DAY PROGRAMME ADVERTISING

From £250 (Full Season)

Quarter Page - Half Page - Full Page

- Over 100 copies sold to the public at every home game throughout the season.
- Advertisement can be updated as often as required to push offers and target your audience.

## 50:50 COMPETITION SPONSORSHIP

From £1,500 (Full Season)

- Company branding on all 50:50 printed tickets

approximately 28,000 sold per season.

- PA announcement every time the 50:50 competition is promoted during home games.
- Full social media coverage - average monthly reach of 800,000.
- Company offers available to 50:50 ticket holders to suit your own promotions. Ideal where you want potential customers to come to you with an offer in hand so you can promote other goods.

## SHIRT OFF THE BACK SPONSORSHIP

From £1,500 (Full Season)

- Company branding on all SOTB printed tickets - over 12,000 sold per season.
- PA announcement every time SOTB competition is promoted during home games.
- Full social media coverage - average monthly reach of 800,000.

## WEBSITE ADVERTISING

From £850 (12 months)

- Full branding and feature page on the Raiders official website.
- Content can be updated as often as required to promote your business to it's fullest potential.
- An average of 36,000 monthly website views.
- Social media exposure, with direct links to the website.

## RAIDERS TV (YouTube Channel)

From £1,000

- Named official Raiders TV sponsor.
- Company name featured in the title of every

Raiders TV upload.

- Average monthly views of 6,000-over 50,000 per season.
- Company branding on the channel homepage.
- Company logo shown throughout video play of every Raiders TV upload.
- 30 second slot for video advertising at the end of each upload.
- Direct web link embedded in each upload.

## HOME GAME LIVE STREAMS

From £1,000

- Up to 100 live streamers per home game.
- Company logo and web link on official live stream website.
- Company logo shown before live stream begins on holding screen.
- Up to 10 minutes of video advertising time at each home game throughout the season.











**BELIEVE & ACHIEVE**

**EVERYONE ACTIVE RAIDERS**

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**FOR ALL SPONSORSHIP ENQUIRIES CONTACT**

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**BROCHURE CREDITS**

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