

SPONSORSHIP
OPPORTUNITIES
2019/20



MURRAYFIELD
RACERS

JOIN US **ON OUR JOURNEY**

I am delighted to welcome you to our sponsorship opportunities for season 2019/20.

Last season I was proud to be part of the team that brought the legendary Murrayfield Racers name back to Edinburgh and, in only our first season as a new club, complete a league and cup double.

This success was due in no small part to the support provided by our sponsors.

We now aim to build on this and present a winning team both on and off the ice and, with your help, we can continue this exciting journey.

In the following brochure there are a number of ways you can help us. From shirt sponsorship to our prestige club sponsor we value all our sponsors equally and aim to give them value for money and the chance to be part of our winning team.

Murrayfield Racers is a name known across the UK and we aim to wear that name with pride and want your company alongside us.

This is very much still the start of our journey, one which will see the best British talent given the chance to blossom and one built on strong foundations.

These foundations we continue to strengthen through our community and schools programme, aiming to introduce young people to ice hockey and a healthier lifestyle through sport.

I am truly excited at the prospect of the Racers being back on the Murrayfield ice and ask you to join us again for what promises to be another successful season.



Tony Hand MBE





TITLE SPONSORSHIP

- Your company name on the chest of all game shirts
- Your company name on all replica shirts and special edition shirts
- Exposure across Scotland, England and Wales
- Players made available for corporate events
- Two rink boards
- In-game announcements
- Website banners
- Mentions in press coverage of all match results and game reports
- Full integration with our website and social media outlets
- **Plus** 10 season tickets for corporate seating and 10 end of season awards tickets.

PRICE
£15,000

ASSOCIATE SPONSOR

- Company branding on the front of all game shirts, replica and special editions shirts
- Exposure across Scotland, England and Wales
- One rink board
- 4 season tickets for the corporate section
- Full integration with our website and social media outlets.

PRICE
£5000

RINK BOARDS

- Rink boards are visible every single day during the year, not just during games
- This gives you the opportunity to maximise the exposure of your company brand to a huge and varied audience in the ice rink
- Every year over 400,000 people use Murrayfield Ice Rink and they will see your company logo.

PRICE (LARGE)
£1000 plus £250 to install

SUPPORTERS CLUB

- Option for club sponsors to provide loyal fans an opportunity for discounts on their products
- Loyalty/Reward Scheme. I.e. corporate discounts on gym membership, car servicing and repairs
- Restaurant discounts on production of a season ticket.

PRICE
TBA



MATCH NIGHT SPONSORSHIP

Match Night Sponsorship packages can be tailored to suit your party needs and size, however the standard package includes 10 tickets for the party (additional tickets can be added for a surcharge). Plus:

- Shout outs throughout the game
- Option to drop the puck at the start of the game
- Option to present the Man of the Match Award at the end of the game
- Meet the players post game.
- Hot/Cold buffet is available on request (additional costs may apply)

FROM
£450

MAN OF THE MATCH

- Choose and Present Man of the Match
- Receive post-game announcement and presentation on the ice
- An added option of receiving the players replica jersey.

PRICE
£150

PUCK SPONSORSHIP

- Your company logo on every puck (approximately 700 to 1000 pucks)
- Feature on merchandise
- In-game announcements such as: "Keep your eyes on the <YOUR COMPANY NAME> puck at all time"
- In addition to pucks that are printed we also offer an option to have the puck engraved with Racers and company logo, giving a great visual finish.

PRICE
£2,000

CHUCK-A-PUCK

Chuck-aPuck is a regular part of the match night entertainment which normally takes place in the 2nd period break. Contestants purchase a puck and must attempt to throw their puck closest to Club Mascot Rocky, who is situated at centre ice.

Appealing to local restaurants and food outlets, providing chuck a puck winners with a meal for a minimum of 2 across the 27 home games.

- Regular announcements in game advertising your company
- One rink board.

PRICE

£1,000

PENALTY BOX SPONSORSHIP

- In-game announcements when every goal is scored, a penalty is taken or a penalty is killed
- Excellent repetition of brand name and ability to create a brand saying that will stick with supporters well past the match night experience.

PRICE

£5,000



GAME SHIRTS

Your brand on all Murrayfield Racers team player uniforms. Your brand will be seen on local and national media outlets with several locations available. In return you will also receive 4 corporate season tickets, priority match day entry, match night announcements and a framed team shirt displaying your name/logo.

PRICES

Lower Back £3,000 / Sleeves £2,000 / Shoulders £2500

HELMETS

With your corporate branding, on the left and right hand sides of every Murrayfield Racers helmet, this branding option offers high visibility of your company name/logo.

PRICE

£3,500

SHORTS

Display your company logo in these prime positions, on the front, back or side of all Murrayfield Racers playing shorts. Highly visible and in strong position for all media photography.

PRICES

Front £2,500
/ Side £1,500 / Back £2,000

SOCKS

You will be the sole sponsor on this prime branding location, with your company logo prominently displayed on the front of all Murrayfield Racers player socks, excellent for photography.

PRICE

£1,000

TEAMWEAR

You will be the sole sponsor on the players tracksuits which are worn for many off-ice events and on all away travel. Display your company logo on the breast pocket of each of the Murrayfield Racers team tracksuit jackets. Your logo will also be available on club merchandise.

PRICE

£1,800

UNIQUE SIGNED SHIRT

- Receive a special signed shirt at the end of the season presented at the awards evening
- Company name and logo on the jersey
- Mention during roster call before each and every game
- Mention on the new Murrayfield Racers website.

PRICE

£400

COMMERCIAL OPPORTUNITIES WITH THE RACERS

There are various ways in which you can get involved with the Murrayfield Racers as a Commercial or Promotional Partner.

Our Journey is just beginning and we want you to be part of it.

Our Commercial Manager would be happy to discuss your requirements and build a package that suits your commercial and business needs.

Some of our most popular Sponsorship/Commercial Options are:

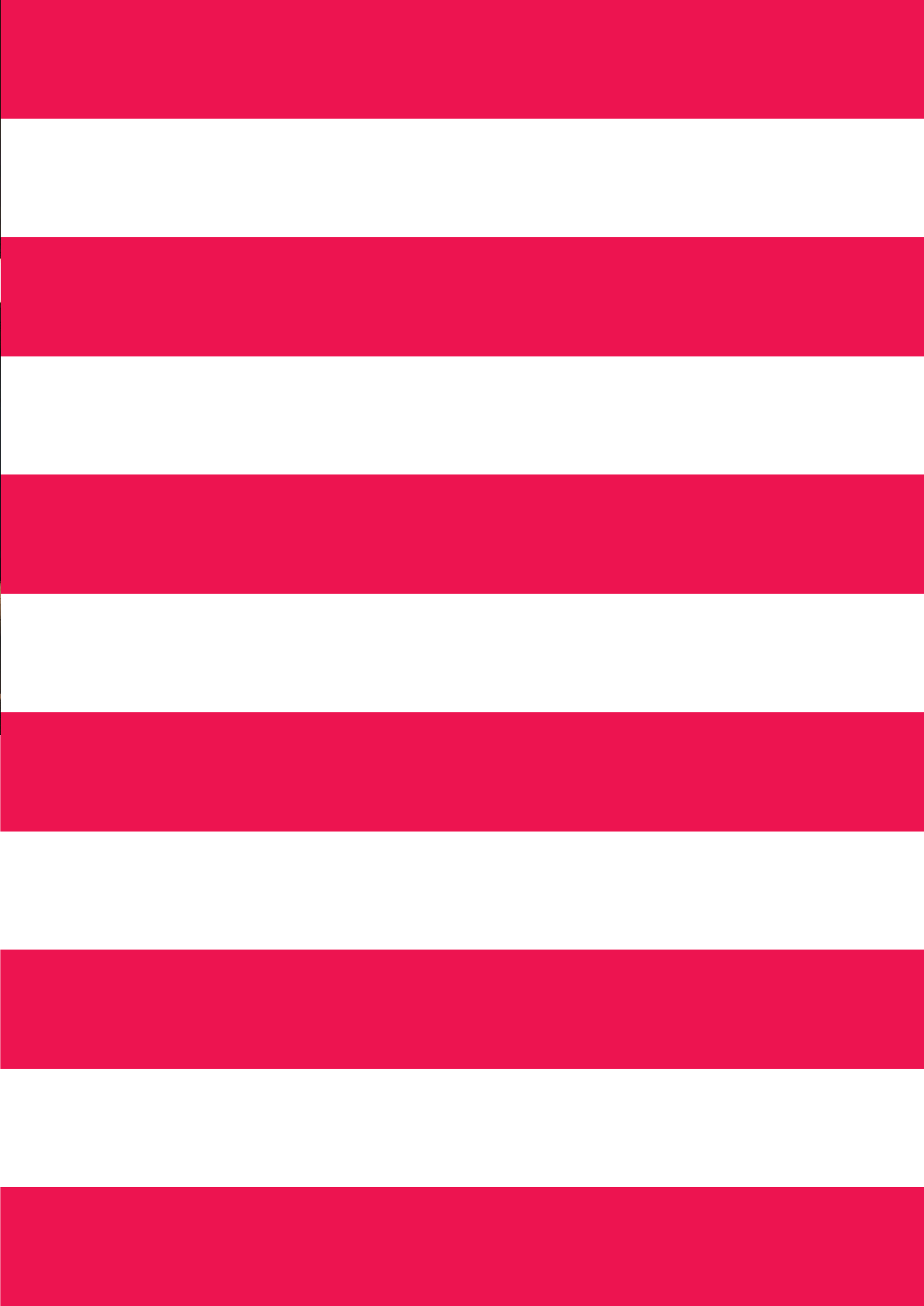
- Player Sponsorship
- Rink Side Advertising
- Patch on the Players Jerseys & all Replica Jerseys
- Helmet Sponsorship
- Patch on Players Shorts
- On-ice Logo
- Match Night Sponsorship
- Community Project Sponsorship

Our newly upgraded matchnight facilities offer a private and relaxed atmosphere where you can watch the game from the very best seats in the house. This is a great way to entertain clients and staff, as well as create awareness for your business/brand.

We are more than happy to create packages to suit your budget and will shortly release a Commercial Brochure outlining further the options available to you and your business.

If you would like to get involved and join us on our Journey, please contact our commercial department on info@mracers.com

We look forward to working with you during the forthcoming season.



CONTACT US

We can tailor These packages to meet your companies needs, please email our Commercial team on info@mracers.com to discuss your needs.

Murrayfield Racers
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#RacersAreBack