



SWINDON  
**WILDCATS**  
ICE HOCKEY CLUB

#COOLESTSPORTINTOWN

ADVERTISING PRICE LIST

NIHL 2023/24



## **ICE RINK ADVERTISING**

- In full view of our game night crowds of up to 1400
- All year-round exposure, the Ice Rink has an annual footfall of 250K
- All prices shown are plus VAT

### **Rinkside Advertising Boards – Priced by location (see visual)**

#### **1. Main Strip: £2200**

#### **2. Behind Net/Main Corners: £1850**

#### **3. Back Corners: £1500**

- Prime location in the ice arena, in full sight of game night crowds
- Features in our game night media photography
- All year-round exposure
- Features on live game stream and highlights
- Features on our social media platforms – 30K Overall Followers with 14.2 million Impressions PA
- Regular features on our Wildcats TV – over 56K views PA
- Media coverage on live local news

### **Upper-Rink Bar Banners: £800**

- Prime location in the ice arena, in full sight of game night crowds
- All year-round exposure
- Features on live game stream and highlights
- Features on our social media platforms – 30K Overall Followers with 14.2 million Impressions PA
- Regular features on our Wildcats TV – over 56K views PA

### **Score Board Branding: One Side £1500 / Both Sides £2500**

- Prime location in the ice arena, in full sight of game night crowds
- Features in our game night media photography
- All year-round exposure
- Features on live game stream and highlights
- Features on our social media platforms – 30K Overall Followers with 14.2 million Impressions PA
- Regular features on our Wildcats TV – over 56K views PA
- Media coverage on live local news

### **Ice Rink Glass Branding: £300 Per Pane**

- Prime location in the ice arena, in full sight of game night crowds
- Features on live game stream and highlights
- Features on our social media platforms – 30K Overall Followers with 14.2 million Impressions PA
- Regular features on our Wildcats TV – over 56K views PA
- Features in our game night media photography
- All year-round exposure



### Ice Pad Branding: (price determined by position upon application)

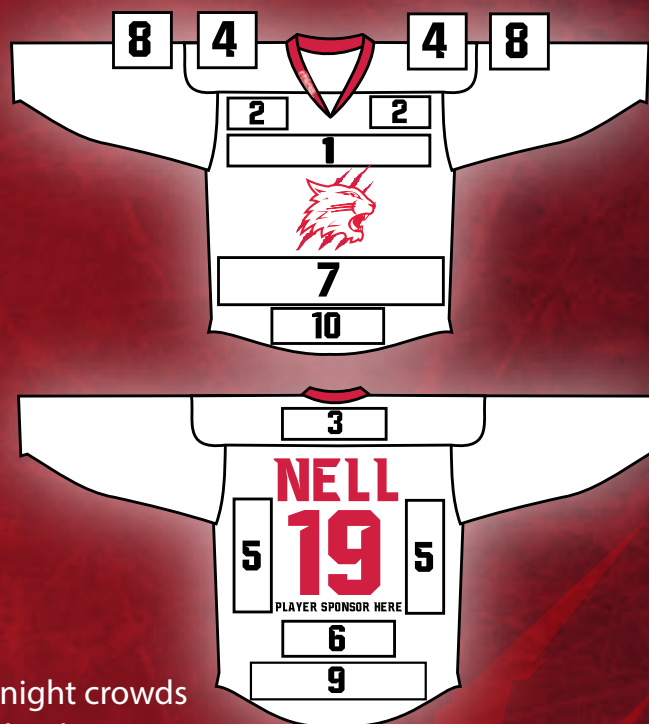
- Central focal point in the ice rink, in full sight of game night crowds
- Features on live game stream and highlights
- Features on our social media platforms – 30K Overall Followers with 14.2 million Impressions PA
- Regular features on our Wildcats TV – over 56K views PA
- Features in our game night media photography
- All year-round exposure

### DJ Booth Branding: £2500

- Prime location in the ice arena, in full sight of game night crowds
- Features on live game stream and highlights
- Features on our social media platforms – 30K Overall Followers with 14.2 million Impressions PA
- Regular features on our Wildcats TV – over 56K views PA
- Features in our game night media photography
- All year-round exposure

### Full Team Jersey Sponsorship (see visual)

1. Top/Front – Title Sponsor
2. Top/Breast - £10-15000
3. Back Nape - £3500
4. Top/Shoulders – £3500
5. Back/Sides - £2750
6. Back/Bottom Panel - £3000
7. Front/Bottom Panel - £2750
8. Lower Sleeves - £2750
9. Back/Tail - £5000
10. Front/Bottom - £2750



- Branding on full team jerseys, in full sight of game night crowds
- Brand exposure at all away games – currently 10 other locations
- Features on live game stream and highlights
- Features on our social media platforms – 30K Overall Followers with 14.2 million Impressions PA
- Regular features on our Wildcats TV – over 56K views PA
- Features in our game night media photography
- Features in our post-game and actions player shots, used on social media platforms, website, app, newsletter and local media



## PLAYER SHIRT SPONSORSHIP:

**Full Sponsorship: £750 - £1000**

**Associate Sponsorship: £375 - £500**

- Branding on player's jersey, in full sight of game night crowds
- Brand exposure at all away games – currently 10 other locations
- Features on live game stream and highlights
- Features on our social media platforms – 30K Overall Followers with 14.2 million Impressions PA
- Regular features on our Wildcats TV – over 56K views PA
- Features in our game night media photography
- Features in our post-game and actions player shots, used on social media platforms, website, app, newsletter and local media

## Full Team Helmet Sponsorship: £2000

- Named official helmet sponsor
- Company branding on the full team helmets
- Brand exposure at all away games – currently 10 other locations
- Features on live game stream and highlights
- Features on our social media platforms – 30K Overall Followers with 14.2 million Impressions PA
- Regular features on our Wildcats TV – over 56K views PA
- Features in our game night media photography
- Features in our post-game and actions player shots, used on social media platforms, website, app, newsletter and local media

HELMET



## FULL TEAM SHORTS SPONSORSHIP:

**Front - £750**

**Back - £750**

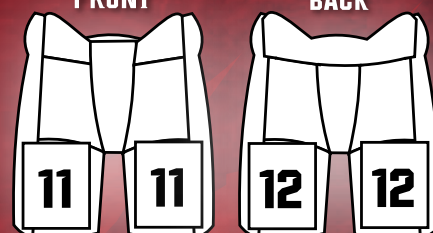
**One Side - £750**

**Both Sides - £1350**

- Branding on full team shorts, in full sight of game night crowds
- Brand exposure at all away games – currently 10 other locations
- Features on live game stream and highlights
- Features on our social media platforms – 30K Overall Followers with 14.2 million Impressions PA
- Regular features on our Wildcats TV – over 56K views PA
- Features in our game night media photography
- Features in our post-game and actions player shots, used on social media platforms, website, app, newsletter and local media

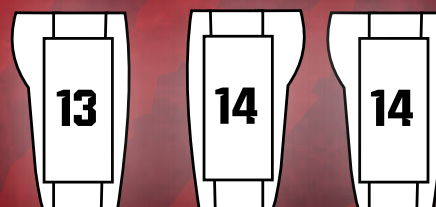
FRONT

BACK



ONE SIDE

BOTH SIDES

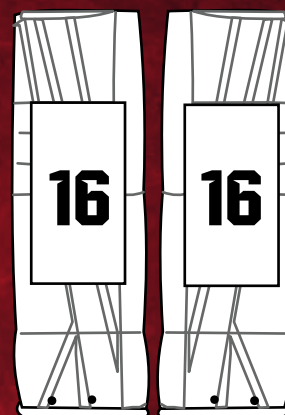




### Goalie Pad/Blocker Branding: Both £1500 (£250 production cost) 2-Yr Contract Only

- Company branding on both goalie pads
- Brand exposure at all away games – currently 10 other locations
- Features on live game stream and highlights
- Features on our social media platforms – 30K Overall Followers with 14.2 million Impressions PA
- Regular features on our Wildcats TV – over 56K views PA
- Features in our game night media photography
- Features in our post-game and actions player shots, used on social media platforms, website, app, newsletter and local media

#### GOALTENDER PADS



### Team Socks Sponsorship: £1000

- Company branding on full-team socks
- Brand exposure at all away games – currently 10 other locations
- Features on live game stream and highlights
- Features on our social media platforms – 30K Overall Followers with 14.2 million Impressions PA
- Regular features on our Wildcats TV – over 56K views PA
- Features in our game night media photography
- Features in our post-game and actions player shots, used on social media platforms, website, app, newsletter and local media

### Team Mascot Sponsorship: £2500

- Full branding on mascots jersey, in full sight of game night crowds
- Features on live game stream and highlights
- Features on our social media platforms – 30K Overall Followers with 14.2 million Impressions PA
- Regular features on our Wildcats TV – over 56K views PA
- Features in our post-game and actions player shots, used on social media platforms, website, app, newsletter and local media
- PA announced every time the mascot is mentioned

### Pre/Post Game Interview Sponsorship: £2500

- Your company logo/branding will be featured on all interview posts
- Your company will be tagged in all interview posts on our social media platforms – 30K Overall Followers with 14.2 million Impressions PA

### Match Report Sponsorship: £2000

- Sponsor logo on home & away match reports
- Features in website articles, up to 2 per week
- Your company will be tagged in all match report posts on our social media platforms – 30K Overall Followers with 14.2 million Impressions PA



**Sin Bin Sponsorship: £2500 (£200 production cost)**

- Named official Sin Bin sponsor
- Company branding behind the full Penalty Box
- Pre-recorded advertising jingle played whenever a player gets a penalty, 10-15 per home game
- Opportunity to have a-recorded jingle played for all penalties
- PA announcements during all home games

**Puck Out Of Play Sponsorship: £1000**

- PA announcement every time the puck goes out of play/over the glass, 10-15 times per home game
- PA announcements during all home games

**Man Of The Match Sponsorship: £1500**

- Named official sponsor for the man of the match awards
- Social Media presence during all home and away games
- Tagged in all man of the match social media posts - 30K Overall Followers with 14.2 million Impressions PA
- PA announced when the man of the match awards are being presented

**Red Carpet Sponsorship: £1600**

- Named official red-carpet sponsor
- Company branding on the red carpet
- Features in our post-game and actions player shots, used on social media platforms, website, app, newsletter and local media
- Features on our social media platforms – 30K Overall Followers with 14.2 million Impressions PA

**50/50 Competition Sponsorship: £2000**

- Company branding on all 50/50 printed tickets –100K sold per season
- PA announcement every time 50/50 competition is promoted during home games
- Features on our social media platforms – 30K Overall Followers with 14.2 million Impressions PA

**Shirt Off Player's Back Sponsorship: £1000**

- Company branding on all SOPB printed tickets – 25K sold per season
- PA announcement every time Shirt off Player's Back competition is promoted during home games
- Features on our social media platforms – 30K Overall Followers with 14.2 million Impressions PA



### **Promotional Video Shoot: £550**

**Let the Swindon Wildcats create a video to help promote your business**

- Bespoke script and video plan created for your approval
- Video recorded and directed, with all equipment provided
- Includes full video production and editing
- MP4 of video provided for your company's future use
- Official release on our social media platforms – 30K Overall Followers with 14.2 million Impressions PA

### **Balcony Block Branding - Full Block (A-E / S&W) £1000**

- Company branding(stickers) on 100-200 balcony seats, seen by all fans accommodating seats
- Block named after your company
- PA announcements as official block sponsor

### **Promotional Events or Work Visits: (video included) £500-£750**

- 2 players & 2 staff members to support your event or visit your workplace
- A video of 2 minutes maximum to be produced and released on social platforms – 30K Overall Followers with 14.2 million Impressions PA

### **Promotional Events or Work Visits: (No video included) £250-£500**

- 2 players & 1 staff member to support your event or visit your workplace
- Photographs of your visit to be added onto Swindon Wildcats social media platforms – 30K Overall Followers with 14.2 million Impressions PA

### **Social Media Coverage: £500**

- 2 website articles that will be shared on all social media platforms - 30K Overall Followers with 14.2 million Impressions PA
- 3 promotional posts on Facebook, Twitter & LinkedIn (this could include promotional competition or business push)
- 3 shares on Facebook, Twitter & LinkedIn

### **Wildcats Video Sponsorship (YouTube Chanel and Social Media Clips): £2500**

#### **Wildcats TV (YouTube Channel)**

- Named official Wildcats TV sponsor – over 56K views PA
  - Company name featured in the title of every Wildcats TV upload
  - Company branding on the channel home page
  - Company logo shown throughout video play of Wildcats TV uploads excluding shorts, interviews and sponsor promotions
  - 30-second slot for video advertising at the end of match highlights - 28 per season
  - Direct web link embedded in each upload excluding shorts, interviews and sponsor promotions
- #### **Social Media Clips**
- Highlight coverage on social media platforms – 30K Overall Followers with 14.2 million Impressions PA
  - Company logo shown regularly on social media clips



## FOR ALL SPONSORSHIP ENQUIRIES CONTACT

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