



2023-2024

WE WANT YOU

Promoting your brand to our highly engaged
and loyal fan base through partnerships
on and off the ice

MILTON KEYNES LIGHTNING SPONSORSHIP OPPORTUNITES

WE ARE MILTON KEYNES LIGHTNING AND WE WANT YOU

We deliver the best night out in the region, with over 1,800 highly engaged fans watching an action-packed family friendly sport in a top of the range facility in the centre of MK. This is high quality entertainment with a highly loyal and valuable fanbase who are very receptive to partnerships and brands being part of the experience. Over the last 30 years, MK and the surrounding region have fallen in love with ice hockey and supporters are known as the best fans in the country.

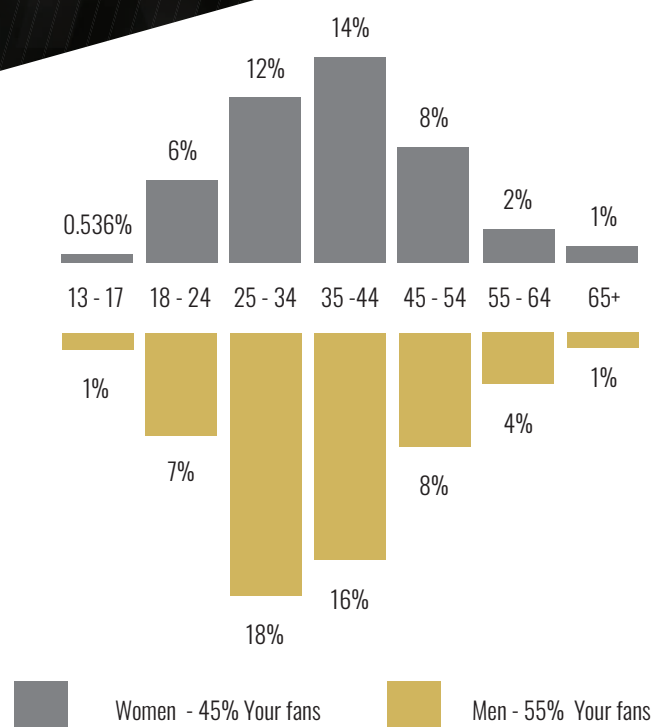
There is a clear and exciting opportunity to be able to increase your brand awareness to a broad and receptive audience by becoming a Sponsor. The key figures of what we can offer your brand are:

- 62k fan visits per year, equating to up to 186k person-hours of exposure for your brand over 8 months
- Online streaming of a further 3,875 live viewers per year, with 1,000+ replay and highlights package viewers and 2,000+ YouTube subscribers
- Around 18k Social Media followers across all platforms, delivering 18m impressions per year and around 1m engagements (clicks, likes etc).
- 420k website impressions and 5,650 fans subscribed our mailing list
- Regional Live TV and Radio coverage on BBC News, ITV, BBC Radio and TalkSport
- An additional arena footfall of several thousand more per week for public skating, skating lessons and other ice hockey, all of which can see your brand if you choose one of our advertising options

Our fan base is a broad range of supporters across age groups and roughly evenly split between genders.

Our regional presence is strong, with 250k people in Milton Keynes and over 1m within a 60 min drive of our arena. You can expect great coverage for your brand in a catchment which includes MK, Northampton, Bedford, Leighton Buzzard, Aylesbury, Luton and across into Hertfordshire.

We have a range of options to maximise your brand's exposure to our fanbase, including Kit Branding, Advertising, Players, Matches and Digital,



PACKAGES

Title Sponsor - POA

Benefits:

- Your company logo on the front of the team jersey (Home, Away and Warmup), above the team logo
- Your company name in the official name of the team (e.g. All In Black Milton Keynes Lightning)
- Banner / branding on our website homepage and a dedicated sponsor page
- Your logo prominently displayed front and centre of the matchnight magazine
- 16 Season Tickets, allowing you reserved access to all home league games
- 15% discount code for matchnight tickets for your staff
- 30 second advert on our matchnight stream
- 2 VIP nights for up to 40 people including match entry, food and use of the VIP cash bar
- 4 x rink advertising boards (3m length)
- 2 player sponsorships, your company's name read out pre-match, and whenever the players name is mentioned (goal, assist, penalties, man of the match), meet and greet and photograph with your player, signed, framed team jersey of the sponsored player, signed team photo
- 12 social media posts per year promoting your brand to our online audience
- Invite to pre-season sponsor meet and greet evening

Platinum Sponsor - £10,000+ VAT

Benefits:

- Your company logo on the shoulder / sleeve of the team jersey (Home, Away and Warmup)
- Dedicated sponsor page on our website
- Your logo displayed front matchnight magazine
- 8 Season Tickets, allowing you reserved access to all home league games
- 15% discount code for matchnight tickets for your staff
- 30 second advert on our matchnight stream
- 1 VIP night for up to 40 people including match entry, food and use of the VIP cash bar
- 2 rink advertising boards (3m length)
- 1 player sponsorship, your company's name read out pre-match, and whenever the players name is mentioned (goal, assist, penalties, man of the match), meet and greet and photograph with your player, signed, framed team jersey of the sponsored player, signed team photo
- 12 social media posts per year promoting your brand to our online audience
- Invite to pre-season sponsor meet and greet evening
- 2 tickets for a sponsors VIP matchnight experience

PACKAGES

Gold Sponsor - £7,500+ VAT

Benefits:

- Your company logo on the sleeve of the team jersey (Home, Away and Warmup)
- Shared sponsor page on our website
- 4 Season Tickets, allowing you reserved access to all home league games
- 15% discount code for matchnight tickets for your staff
- 1 advertising board (3m length)
- 1 player sponsorship, your company's name read out pre-match, and whenever the player's name is mentioned (goal, assist, penalties, man of the match) meet and greet and photograph with your player, signed, framed team jersey of the sponsored player, signed team photo
- 3 social media posts per year promoting your brand to our online audience
- Invite to pre-season sponsor meet and greet evening
- 2 tickets for a sponsor's VIP matchnight experience

Silver Sponsor - £5,000+ VAT

Benefits:

- Your company logo on the back of the team jersey (Home, Away and Warmup)
- Shared sponsor page on our website
- 2 Season Tickets, allowing you reserved access to all home league games
- 15% discount code for matchnight tickets for your staff
- 1 advertising board (3m length)
- 1 player sponsorship, your company's name read out pre-match, and whenever the player's name is mentioned (goal, assist, penalties, man of the match), meet and greet and photograph with your player, signed, framed team jersey of the sponsored player, signed team photo
- 1 social media post per year promoting your brand to our online audience
- Invite to pre-season sponsor meet and greet evening
- 2 tickets for a sponsor's VIP matchnight experience

PLAYER SPONSOR

Bronze Player Sponsor - £1,250+ VAT

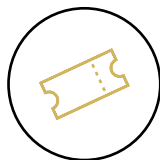
A great way to promote your brand or support a particular player through the season. It creates a unique link between your brand and the player and gets your name right into the heart of the matchnight experience.



Your company logo on the back of the team jersey
(Home, Away and Warmup)



Player sponsor page on our website



15% discount code for matchnight tickets for your staff



1 player sponsorship, you company's name read out pre-match, and whenever the players name is mentioned (goal, assist, penalties, man of the match), meet and greet and photograph with your player, signed, framed team jersey of the sponsored player, signed team photo



2 tickets for a sponsors VIP matchnight experience



Invite to pre-season sponsor meet and greet evening

ADVERTISING

Another great way to get your brand front and centre is to sponsor the boards around the ice. With your logo displayed on the boards, it is visible throughout the match (live, on TV, Webcast and photographs). These boards also remain in place throughout the year for general skating and ice-based events as part of Planet Ice's programme.

Penalty Box boards get particular exposure during match coverage (the sponsors name is announced each time a box is used) and in the highlights packages. While the Home and Away Bench boards featuring prominently in photographs and general coverage.

Standard Rink- Side Boards - **£2150+ VAT***

Other options e.g. scoreboard, wall banners and roof banners - **£ Contact Us**

Home / Away Team Bench Boards, Penalty Box Boards - **£ Contact Us**



MATCHES



Individual Match

If you would like your brand announced on a match night or included in our official photographs, there are a number of ways to get involved. Match sponsorship includes regular announcements of your brand, promotion of special offers, end of match presentation opportunities and official photographs.

Individual match sponsorship - £500 + VAT (subject to availability)



VIP Tickets

Corporate entertaining at Ice Hockey is hugely popular, whether entertaining clients or enjoying a night out with colleagues, we can provide a memorable and cost-effective experience. Enjoy our SkyBar lounge, food during the first period break and a dedicated bar with a great view and with attentive representatives on hand to look after you and your guests.

£45 per person inc. VAT Includes match ticket, food from the set menu and access to the SkyBar



Bench with the Lightning

Watch the team warm up from the bench, photographs and player fist-bumps are a feature of this experience along with a tour of the home dressing room, led by an experienced guide.

£45 per person inc. VAT



Season Tickets

Your company's logo and contact details printed on each Season Ticket (around 650 tickets produced), used up to 30 times during the year

(total opportunity of up to c. 19.5k views)

£2,000 + VAT Contact for more information



Matchnight Pucks

Game pucks featuring your logo on one face, and announcements everytime the puck leaves the playing arena (c. 5-10 in game announcements per game). Very high exposure for your brand.

Annual sponsorship - £2,000 + VAT

DIGITAL



Website

Your brand's logo in our website header visible on every page, with the opportunity for a dedicated page and imagery to promote your business to over 340k visitors per year.

£3000 + VAT



LightningTV Live Streams

Your brand on all our live stream broadcasts and a TV advert for your brand during the live stream intervals.

£2000 + VAT



LightningTV Highlights Packages

Your brand on all our highlights packages and website video and / YouTube pages, and a TV advert for your brand during the live stream intervals.

£3000 + VAT

Contact details & package options available

We are available to discuss your requirements and build a package which meets your needs, and are able to combine options and include additional incentives such as match tickets and special events. Please contact us and we will build with you the perfect way that Milton Keynes Lightning can promote and support your brand as a partner. Please email sponsors@mk-lightning.co.uk and we'll be in touch.



We are **Milton Keynes Lightning**
and we want you on our team.