

26/27



SPONSOR OPPORTUNITIES

Partnership opportunities which create **real impact for your brand.**

Partner with the Milton Keynes Lightning and Boost Your Business



Let's create a partnership package tailored to deliver **real impact for your brand.**

A partnership with Milton Keynes Lightning gives your business direct access to a loyal, engaged regional audience and high visibility brand exposure.

- **Align with Success:** Collaborate with one of the region's most successful professional sports teams in the National Ice Hockey League.
- **Reach Loyal Audiences:** Gain direct access to thousands of dedicated fans every year.
- **Support Community Impact:** Connect with the community with a variety of programs across the region.
- **Maximise Brand Exposure:** Showcase your business in multiple venues, including Planet Ice Milton Keynes.
- **Achieve Mutual Success:** Work with a forward-thinking organisation committed to building strong partnerships that deliver shared results.



2025 National Champions

11x Trophy Winners

■ Playoff Champions 02/03

■ League Champions 03/04

■ Playoff Champions 03/04

■ League Champions 04/05

■ Playoff Champions 04/05

■ Playoff Champions 05/06

■ League Champions 09/10

■ Playoff Champions 16/17

■ Cup Winners 16/17

■ NIHL National Cup Winners 23/24



■ NIHL National Play Off Champions | 24/25



Tailored Opportunities to Elevate Your Brand

We offer a wide range of customisable opportunities, designed to align perfectly with your unique business needs.



Let's create a partnership package tailored to deliver real impact for your brand.

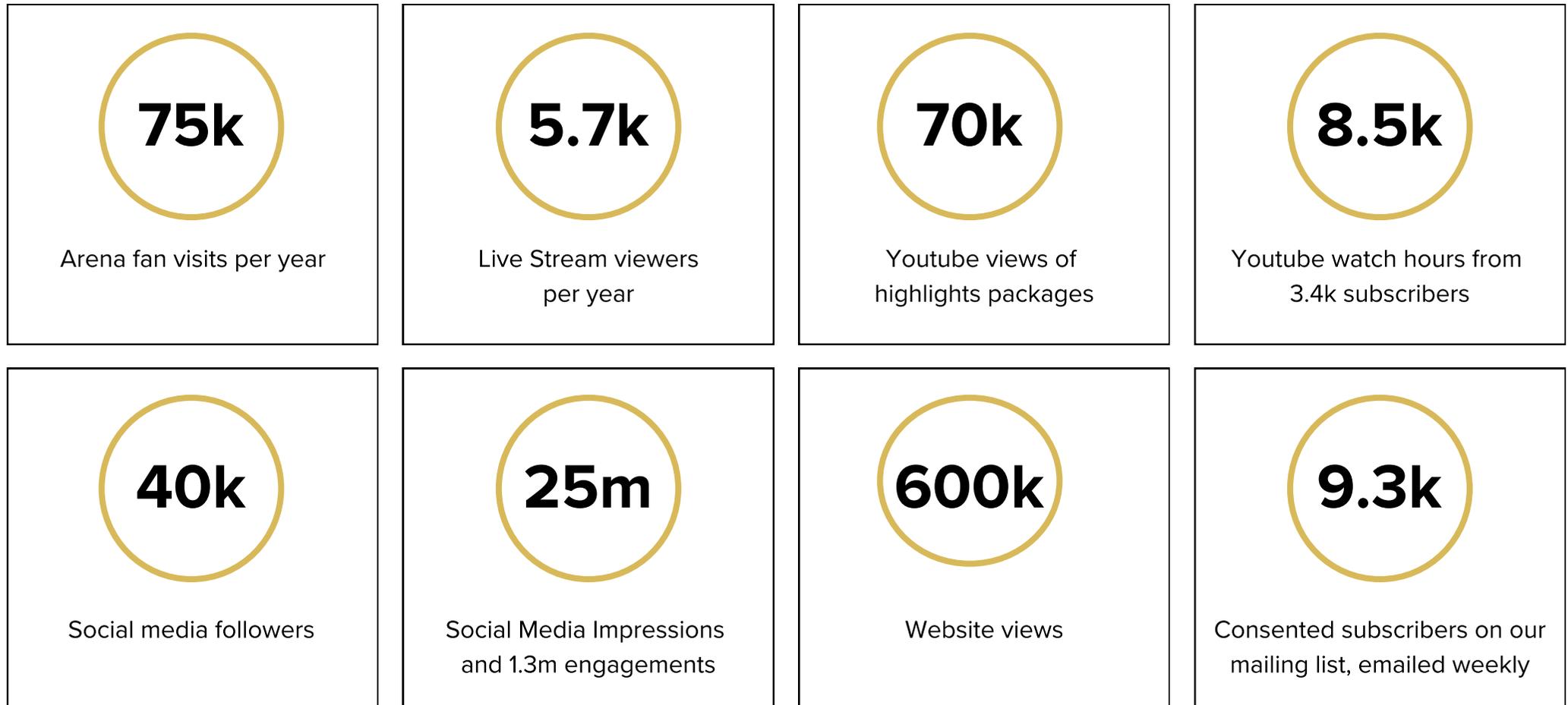
- **Boost Brand Awareness:** Targeted advertising to amplify your presence.
- **Maximise PR Exposure:** Feature in local and national media coverage.
- **Engage on Social Media:** Leverage our active online platforms to reach wider audiences.
- **Showcase Your Products:** Strategic product placement opportunities.
- **Gain Exclusive Access:** Enjoy VIP experiences and behind-the-scenes opportunities.
- **Entertain Clients & Staff:** Unique corporate hospitality and entertainment options.
- **Connect with the Community:** Participate in impactful community engagement initiatives.
- **Expand Your Network:** Valuable networking opportunities with like-minded businesses.
- **Strengthen Your Brand:** Align with a respected and successful professional sports team.



Potential Reach

MK Lightning delivers year-round reach across live audiences, digital platforms and media content.

Unmatched Exposure for Your Brand | Online & In-Person



12-month audience and digital engagement metrics



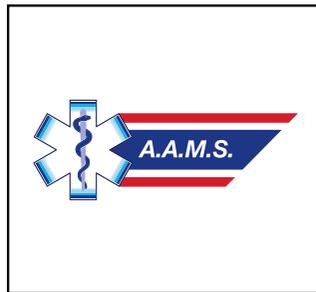
Title Sponsor Available for 26/27

Title Sponsorship delivers maximum brand visibility and association with Milton Keynes Lightning throughout the entire season.

Your brand becomes integrated into the team's identity across match nights, media coverage, livestream broadcasts, social channels and community programmes.

With repeated exposure to thousands of engaged fans and regional audiences, this flagship partnership offers unrivalled awareness, credibility and business engagement opportunities.

Platinum Sponsors 2025



Case Study - 2024/25 Title Sponsor Puckiverse, Milton Keynes newest skate shop is proud to be sponsoring Milton Keynes Lightning as Title Sponsor.



Puckiverse aims to grow into one of the leading hockey shops in the UK. Partnering with a great team, such as MK Lightning will ensure we get the Puckiverse brand a household name in no time.”

Colin Boyd, Puckiverse Owner. 24/25
Season Title Sponsor



- Supported shop opening
- Attracted footfall
- Helped staff recruitment
- Built brand awareness



Team Sponsorship



Team Sponsorship

Jersey Branding

Jersey branding with the Milton Keynes Lightning is a powerful way to promote your business.

Our jerseys are worn at every home and away game across the UK, as well as during regional promotional events.

With jersey sponsorship, your brand gains visibility not just on the ice, but off it too, featured across social media, press coverage, and PR activities throughout the season.

Packages Starting from £3000 + VAT

- **1 x Premier Space (Front)** – Prime position for maximum visibility
- **1 x Premium Space (Back)** – Prominent placement seen by thousands
- **4 x Shoulder Spaces** – Key locations for consistent exposure
- **6 x Sleeve Spaces** – High-frequency visibility in action shots
- **8 x Back spaces** - visible for face offs and bench shots

Exclusive Branding Packages Available – Contact Us for Details.

Maximise Your Brand Exposure with MK Lightning Jersey Sponsorship



Be part of the action. Be seen. **Be remembered.**



Team Sponsorship

Jersey Branding

Make a lasting impression with a fully customised warm-up jersey, worn by the team during every pre-game routine at home matches.

Designed to align with your brand, these jerseys offer a unique, high-visibility sponsorship opportunity throughout the entire season.

Create a bold presence on the ice and beyond

Warm-Up Jersey Sponsorship – £7,500 + VAT



Team Sponsorship

Exclusive Warm-Up Jersey Sponsorship

Record replica sales of jerseys for the 25/26 season, meaning your brand is being seen, even when the team isn't on the ice.



Team Sponsorship

Get your brand in front of thousands of fans every week with these unique advertising options.

Your logo will feature prominently across all media content, including live streams, post-game player interviews, and social media promotions using game-day images.

Helmet Branding

Ensure your brand is always in sight during the action:

- Premium Front: £3,000 + VAT
- Both Sides: £2,000 + VAT
- Exclusivity Package: £4,500 + VAT (Contact us for details)

Shorts & Socks Branding

Achieve high visibility with key kit placements:

- Shorts: 4 x Premium Space: £3,000 + VAT
- Socks: 1 x Premium Space: £2,000 + VAT

Exclusive packages are available

Stand Out with High-Impact Branding Opportunities



Ask us for more details and secure your standout spot today!



Team Sponsorship

Player Sponsor



Put Your Brand at the Heart of the Action

Support your favourite player while showcasing your brand throughout the season. Player sponsorship creates a unique connection between your business and the team, ensuring high visibility on match nights and beyond. Sponsorship Benefits:

Price: £1,500 + VAT

 <p>Your company name on the back of the team jersey (Home, Away, Warm-up) (Text only, no logo, excludes replicas)</p>	 <p>Your logo on our player sponsor page on our website</p>	 <p>15% discount for matchnight tickets for your staff</p>
 <p>Your company's name read out pre-match and whenever the player's name is mentioned (goals, assists, penalties, man of the match)</p>	 <p>Meet and greet photograph with your sponsored player</p>	 <p>Signed, framed team jersey of your sponsored player</p>
 <p>Signed team photo</p>	 <p>2 tickets for sponsors VIP matchnight experience</p>	 <p>Invite to pre-season sponsor meet and greet evening</p>

Make your mark on the season — **sponsor a player today.**





Team Sponsorship

Maximise Your Brand Exposure with MK Lightning Jersey Sponsorship

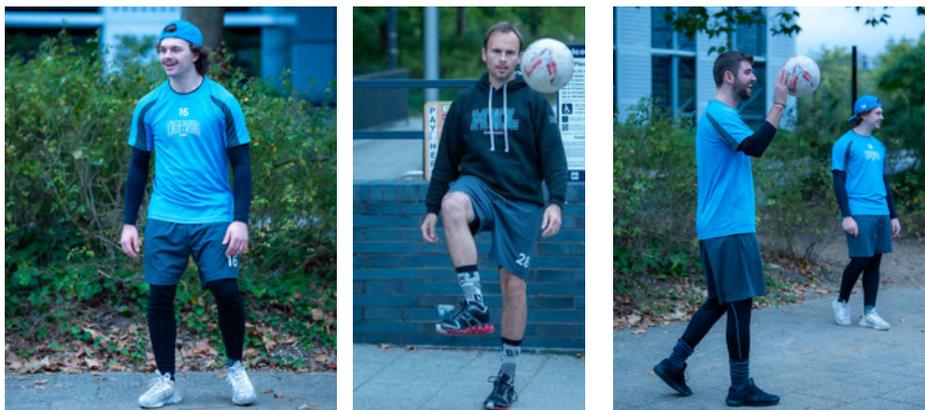
Off Ice Kit Sponsorship

Align your brand with the team both on and off the ice by sponsoring the official Off Ice kit.

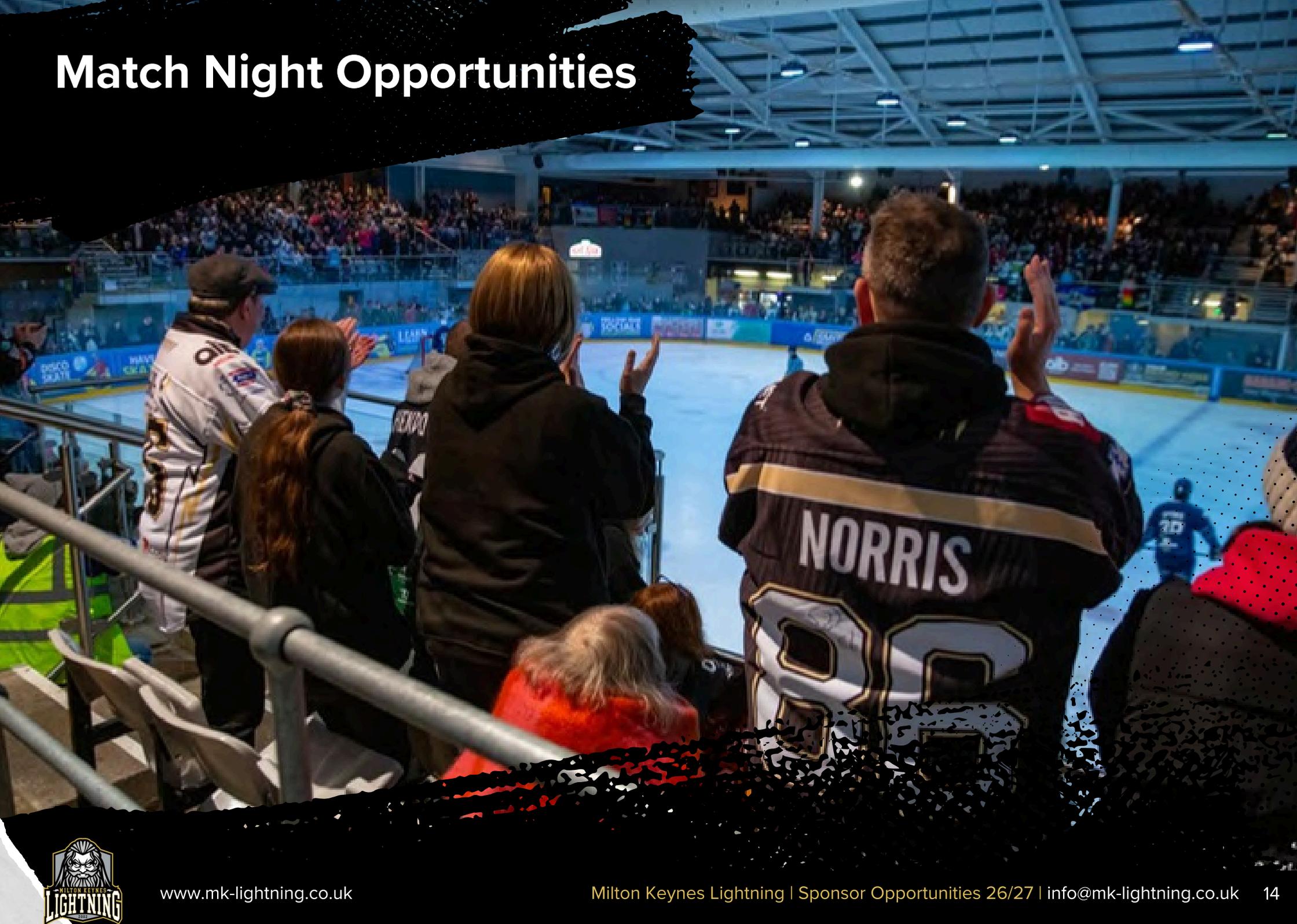
This sponsorship ensures year-round visibility around the country as players, coaching, equipment and medical staff wear branded team apparel during travel, media appearances, and community events.

It's a powerful way to create a lasting connection between your business and the team while reaching fans beyond match nights.

Prices from £2,500 + VAT



Match Night Opportunities



Exclusive VIP Hire



Watch from the Skybar

Enjoy all the excitement, intensity, and drama of a Milton Keynes Lightning ice hockey match from the best seats in the house, our exclusive Skybar hire.

Relax in comfort while taking in the fast-paced action. A hot buffet is served in the first period break

The Skybar also features a private bar, exclusively for VIP members, providing the perfect setting for socialising before, during, and after the game.

Ideal for businesses, our VIP nights offer a premium space for client entertaining, networking, and staff rewards, ensuring a memorable experience both on and off the ice.

Prices from £1000 + VAT (for 25 people)

Maximum Capacity 40 people



Season Ticket Sponsor



Season Ticket Holders are a vital part of the MK Lightning fan base, with more than 1,200 sold for the 2025/26 season.

Our Season Ticket branding package places your company logo directly on the cards, and, even more prominently, on the branded lanyards that supporters wear to every game.

While Season Tickets are primarily digital, over 60% of fans choose to purchase the physical card as an added extra, creating even more visible brand exposure throughout the season.

Prices from £2000 + VAT

Match Night Opportunities



Position your brand at the heart of the action,
enquire today.

Live Stream Advertising

Expand Your Reach with LightningTV

LightningTV live stream every home game throughout the season, with highlights free on YouTube after every game.

This gives your brand exposure to a broad audience, including supporters of both home and away teams across the UK.

Your business can feature on our live stream before the game and during period breaks, ensuring prime visibility during key moments. We offer a variety of sponsorship options, from static branding to full promotional video placements.

Sponsorship Options:

- **Stream Sponsor** - £12,000 + VAT
(Exclusive top-tier exposure - logo displayed top right)
- **Highlights Sponsor** – £6,000 + VAT
(Top-tier exposure)
- **Season Advertising** – £2,000 + VAT
(Advert supplied)

5.7k

Live viewers
per season

70k

YouTube views

8.5k

YouTube
watch hours



Match Night Opportunities

Team Update Sponsorship

Promote Your Brand with Every Game

Align your business with the excitement of MK Lightning Team News, a highly anticipated update for fans ahead of every game.

This sponsorship ensures your brand is seen by a dedicated audience across multiple channels.

Sponsorship Benefits:

- **Pre-Game Visibility:** Your brand featured in official team news announcements, shared before every match.
- **Social Media Exposure:** Logo placement on team lineup graphics and social media posts.
- **Widespread Reach:** Gain attention from both home and away supporters.

Sponsorship Packages

- **Season Sponsorship** – £2,000 + VAT
- **Per Game Sponsorship** – £150 + VAT (If Available)

Secure your spot and make an impact, **contact us today**



Match Night Opportunities



Game Day Sponsorship

Promote Your Brand For A Game

Align your business with the excitement of MK Lightning Game Day. This sponsorship ensures your brand is seen on all our social media channels.

Your Night with the Lightning at Planet Ice Milton Keynes!

Each home game has just ONE Match Night Sponsorship package available, which includes:

- VIP Check in
- Allocated seats in block 1, front row for up to 8 people.
- A ceremonial Puckdrop at the beginning of the night for 2 people, including photos taken (and you get to keep the puck)
- Your advert/ slides shown on the big screens in the arena, and on the Live Stream



Sponsorship Packages:

- Per Game Sponsorship – £1000 + VAT

Secure your spot and make an impact,
contact us today

As our Match Night Sponsor, we'll also feature your business in our pre-game build-up across social media, on our website, and in our fan emails, putting your name in front of the Lightning fans all week.

Find out which games are available and book your Match Night with MK Lightning.



Match Night Opportunities

Game Day Screen Advertising

Promote Your Brand During The Game

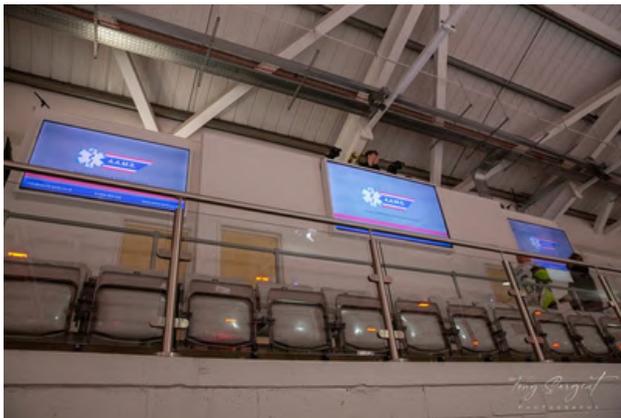
Align your business with the excitement of MK Lightning Game Day.

Get your business seen by over 2000 people on a game day, with your advert/ slides shown on the big screens in the arena,

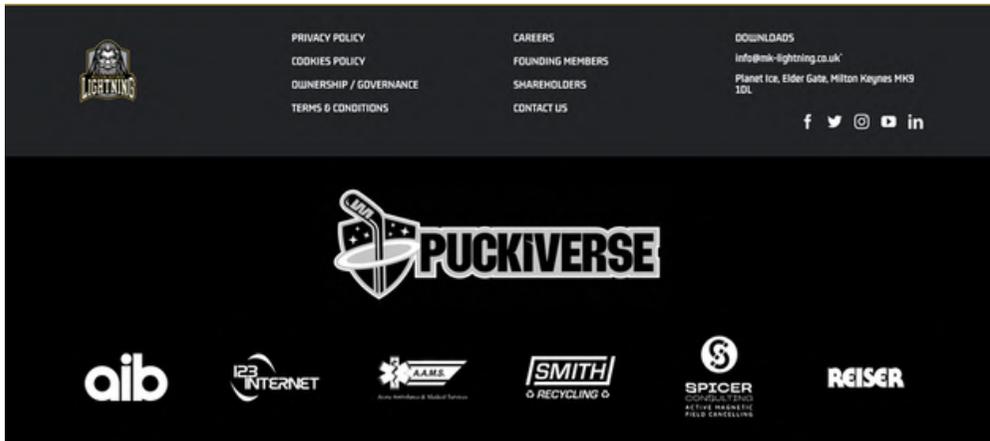
Sponsorship Packages:

- Per Game Sponsorship – £200 + VAT
Guaranteed minimum 10 plays of the slide

Secure your spot and make an impact,
contact us today



Website Advertising



Maximum Exposure- Year Round

Static banners with your logo on our website.

Prices from £1500+VAT



Arena Advertising



Arena Advertising



Barrier Boards

Maximum Exposure- Year Round

Showcase your brand at Planet Ice Milton Keynes with high-impact rink advertising.

Your company will be seen by Lightning fans at every home game, while also gaining exposure through official media coverage, including press, live streams, and social media.

Beyond match nights, your advertisement remains in place for all other events, games, and activities, reaching tens of thousands of visitors annually (e.g. public skating, other hockey games, figure skating) outside of MK Lightning games.

A prime opportunity to keep your brand in front of a wide and engaged audience, secure your rink advertising space today!

Prices from £2,500 + VAT



Sponsorship Packages

Example Bespoke Package for the Brand Exposure & Match Attendance

Brand Exposure:



Jersey Logo on Back
£3000



Player Sponsor
£1500



Team News Social Media
£2500



1 x Barrier Board
£2500



Match Attendance: 4 x Season Tickets = £1850

One Great Price: **£13,250+ VAT** | Payment Plans Available



Sponsorship Packages

Title Sponsorship

Brand Exposure:



Logo on Front of Jersey (Home, Away, Warm-up).



2 x Player Sponsorships



4 x Rink Barrier Board (2.7m)



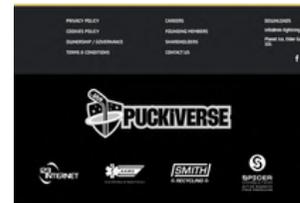
30 Second advert on the Live Stream (content provided by you)



2 x VIP night for up to 40 people (includes match entry, food and use of the cash bar)



12 social media posts per year, and referred to in all posts (Where applicable)



Your logo on our website



16 x Season Tickets

One Great Price: **Contact us for details** - Payment Plans Available



Sponsorship Packages

Platinum Partner

Brand Exposure:



Jersey Logo on shoulder/ sleeve
(Home, Away, Warm-up).



Player Sponsor



2 x Rink Barrier Board (2.7m)



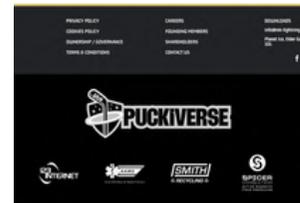
30 Second advert on the Live
Stream (content provided by you)



1 x VIP night for up to 40 people
(includes match entry, food and use of
the cash bar)



12 social media
posts per year



Your logo on our website



8 x Season Tickets

One Great Price: **£15,000 + VAT** | Payment Plans Available



Sponsorship Packages

Silver Partner

Brand Exposure:



Jersey Logo on back of jersey (Home, Away, Warm-up).



Player Sponsor



1 x Rink Barrier Board



1 social media posts per year



2 x Season Tickets

One Great Price: **£6,500+ VAT** | Payment Plans Available





www.mk-lightning.co.uk/sponsorship/become-an-mkl-sponsor/

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