

**2024-25**

**SPONSORSHIP  
OPPORTUNITIES**

**Be A Knight!**





**2023-24 NIHL National Division Champions!**



**WELCOME**

A partnership with the Leeds Knights is a unique opportunity to connect with the fastest growing sport in Leeds, with "Sell-Out!" Crowds, the largest social media following – over 30,000 – in the National Division, and the most action-packed night of family entertainment in the city!

# ABOUT THE LEEDS KNIGHTS

Formed in 2021, the Knights are one of the top teams in the **NIHL National Division** with an ever-growing, loyal and diverse fanbase.

Playing over 60 games per season with home ice - **"The Castle!"** - at the Planet Ice arena on Elland Road, the Knights have achieved great success!

- 2023-24 NIHL National Division Champions
- 2022-23 NIHL National Division Champions
- 2022-23 NIHL National Division Playoff Champions





# TEAM SPONSORSHIP

As a **Team Sponsor**, your company can be prominently displayed on the team's jersey and on our replica merchandise.

**Team Sponsors** benefit from a range of marketing options across all our social media platforms and our official photography and **'Live Stream'**.

**Team Sponsors** are a feature of every game and a great opportunity to showcase your business with the fastest sport in Leeds!



Kit sponsorship is one of the most prominent ways you can associate your business with the **Leeds Knights** – various options are available, on the team's jerseys, the shorts, socks or the player's helmets.

# ADVERTISING in "The Castle!"

Your brand can be seen by thousands of our fans at every game plus the **Ice Logos** and **Rink Boards** are installed all-year-round so are visible during public skating sessions, school and skate parties and for shows and events in the arena.



We have various sizes of **Ice Logos** and **Rink Boards** available – to suit all needs.

# ICE LOGOS and RINK BOARDS

To our **Match Night** audience, the **Ice Logos** and **Rink Boards** are part of the ice hockey experience, and feature in our **Match Night** photography and **'Live Stream'**.



# MATCH NIGHT PACKAGES

Our **Match Night** packages are an interactive part of every game in "**The Castle!**" where fans can engage with key elements of an ice hockey game.

All sponsors feature on our "**Big Screens!**" and receive regular "**Shout-Outs!**" during the game PLUS, are tagged in our **Match Night** social media marketing across all our platforms.

Choose from:

The **Penalty Box\*** - the '*sin bin*'

**Man of the Match\*** – presented on the ice

Match Night Competitions - **Chuck A Puck**, **fifty50** and **Shirt Off His Back**

\* include rink side advertising space

# PLAYER SPONSORSHIP

**Player Sponsorship** connects you with the team and your chosen player, see:

- Your brand on your chosen player's jersey
- A weblink with your player's profile
- Feature in our **Match Night** photography
- Tagged in our social media stories
- See your brand on our **Big Screens!**
- PA announcements at every home game
- Player interaction opportunities, and
- A signed jersey from your player!





# HOSPITALITY in "The Castle!"

You can have your very special '**Night with the Knights**' as our VIPs, with exclusive use of our hospitality areas, a food and drink 'package', in the best seats in "**The Castle!**"

**A Winning Team  
Best Match Night Experience  
A Sustainable Club  
Part of the 'Community'.**

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For all sponsorship enquiries, contact:

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