



PARTNERSHIPS
26/27



ABOUT LEEDS KNIGHTS



CROWD SPLIT
52% M | 47% F



HOME GAMES
33 per season



FANS
55,000+

Since their formation in 2021, Leeds Knights have taken the National League by storm. In just four seasons, they have secured three consecutive League Titles, a Cup final win and two Playoff Championships; cementing their reputation as one of the most exciting teams in British ice hockey.

Ice hockey is the UK's biggest indoor sport, and Leeds Knights bring it to life at Planet Ice Leeds on Elland Road. With a dedicated fan base and a commitment to excellence on and off the ice, the club presents a unique opportunity for sponsors to align with a team on the rise.

Our crowd reflects the sport's broad appeal, split 52% male and 47% female. Leeds Knights host up to 33 home games per season and have welcomed over 55,000+ fans in the last year. Partnering with Leeds Knights gives businesses the platform to build brand awareness and connect with a loyal, passionate fanbase.



Leeds Knights 24/25 Season - Third consecutive league title win

SHIRT & KIT

SPONSORSHIP

Become part of the team and feature your business on the Knights first team kit.

A fantastic way to boost brand visibility, connect with your target audience and gain exposure around the city, on both our first team kits and replica shirts worn by our fan base.



ARENA

SPONSORSHIP

We have a large range of sponsorship opportunities at the rink, with various levels available to meet all budgets.

These include:

- **Block Branding** - Larger advertising platforms around the venue.
- **Ice Logos** - Business logos embedded into the ice.
- **Rink Boards** - Exposure in front of our fans base and public skaters all year round at the rink.
- **Time Keeping Clock** - Business logo featured alongside the clock.



GAME NIGHT SPONSOR



Leeds Knights Big Screen at Planet Ice, Leeds.

BIG SCREEN SPONSORSHIP

We offer a range of packages that allow your business to be showcased on our big screen during match nights.

- | | |
|---------------------|--------------------|
| ■ Sin Bin Home | ■ Man of the Match |
| ■ Sin Bin Away | ■ Powerplay |
| ■ 50/50 Competition | ■ Penalty Kill |
| ■ SOTB Competition | ■ Power Play |
| ■ Chuck-a-puck | ■ Replays |
| ■ Puck out of Play | |

PLAYER

SPONSORSHIP



Our Player Sponsorship package gives you a direct connection with the team and your chosen player.

This package includes:

- Branding on your chosen player's jersey
- Business logo next to your player on the website
- PA announcements at home games
- Photo with your player
- Players jersey featuring in Match Night photography
- A signed jersey from your player
- Business logo featured on our Big Screen

MATCH SPONSORSHIP

Join us for a hospitality experience to remember, perfect for client networking, staff incentives or celebrations. Match Sponsorship is available for businesses looking for additional exposure:

- VIP entry for up to 20 guests with food and welcome drinks included.
- Social media coverage in the week leading up to the fixture.
- Option to present Man of the Match on the ice after the game and have a group photo with the team.
- Tannoy announcements during the evening.
- Business logo featured on the big screen.
- Business logo and advert featured in the match night emails.



VIP &

STANDARD TICKETS

VIP MATCH NIGHT

- VIP entry for up to 20 guests with and fantastic view of the game.
- Tannoy announcement welcoming you and your guests.
- Food and welcome drinks included.

STANDARD CORPORATE TICKETS

- Businesses can secure a large block of standard group tickets for a particular fixture.
- Season tickets can be purchased and shared between clients and staff.
- Group passes are available at select times during the season and can be shared across the business (January Pass, Play Off Pass etc.)



MEDIA & SOCIALS

Leeds Knights feature regularly on BBC Look North, including coverage ahead of the Cup Final and the High Five World Record attempt with the White Rose and Kids Klub, each watched by approximately 750,000 and broadcast to 2.25 million people. The Club also have regular coverage in the Yorkshire Post and on BBC Radio Leeds.



Leeds Knights have experienced strong growth across their social media channels, with follower numbers increasing from the previous season as more fans engage with the club online.





GROW YOUR BUSINESS

Showcase your business by using our first team players and Head Coach. Product placement at the rink on match nights and across our social channels, showcase your brand in a unique way.

Partnering with Leeds Knights also allows you to build relationships and meet other sponsors through our networking events, where your products can also be featured.

TESTIMONIALS

"We are immensely proud to have supported Leeds Knights since 2021. It has been fantastic to have been able to join them on their journey ice hockey team start-up to league champions in just a few seasons.

Our sponsorship of Leeds Knights, however, has always been about so much more than making a financial donation. We genuinely feel like we've formed a partnership with the team and that's reflected in the excellent exposure they help us achieve for the Morley Glass brand on match days at the Castle, as well as at every opportunity on social media and other marketing activities.

We also love the VIP treatment we benefit from on match nights. The atmosphere at matches is amazing and our team really enjoy having the opportunity to go along and give the players their support at every opportunity."

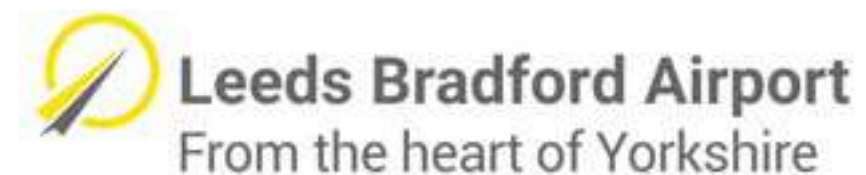
- Morley Glass



"We are thrilled to partner with a homegrown professional sports organisation, the Leeds Knights. Supporting local teams is a core commitment for us.

As the gateway to Yorkshire, we aim to extend our presence beyond the terminal buildings and strengthen our ties with everything that makes this region a fantastic place to live, work and visit."

- Leeds Bradford Airport



"We have had an excellent experience partnering with Leeds Knights. The partnership benefits us, our clients and staff in multiple ways. The Knights work with us in a truly bespoke way to help us gain exposure, contribute to the local community and make new contacts.

The amazing atmosphere on match night and the Club's genuine enthusiasm for introducing us to other businesses, really stand out."

- Ward Hadaway



COMMUNITY ENGAGEMENT

Leeds Knights are proud to have fantastic relationships with charities and community groups in and around the City.

Fulfil your corporate social responsibility by linking with our partners and being associated with us.





CONTACT:

verity@leedsknights.com

www.leedsknights.com