



# LEEDS KNIGHTS PARTNERSHIPS *2025/26*

# ABOUT US

Leeds Knights are rapidly establishing themselves as a dominant force in British ice hockey. Since their formation in 2021, the club has taken the National League by storm, securing back-to-back league titles in the 2022/23 and 2023/24 seasons, along with a Playoff Championship victory.

In just a short time, they have cemented their reputation as one of the most exciting and ambitious teams in the sport. Ice hockey is the UK's biggest indoor sport and one of the fastest-growing spectator experiences, delivering action, skill, and intensity. The Leeds Knights embody this spirit, thrilling fans with fast-paced, hard-hitting competition at Planet Ice Leeds, located 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, driving the future of British ice hockey. Now is the time to be part of the Leeds Knights' journey, where passion meets performance, and the pursuit of greatness never stops.







2024/25 NATIONAL CUP CHAMPIONS



# STATISTICS

Leeds Knights lead the NIHL National League in followers, with our reach skyrocketing every day. Millions of impressions and interactions fuel a powerful connection with our passionate fanbase. Partner with us to tap into this unstoppable momentum.

On the ice, the energy is unmatched. Our crowd is diverse, dedicated, and growing fast. With a packed home schedule and a sold-out arena, the atmosphere is electric—making it the perfect stage for brands to shine.

57%



43%



Ice Hockey has a diverse fan base

**1.3M**  
Engagements

**28.5M**  
Impressions

**33**  
Home Games Per Season

**2000**  
Seat Arena

**42K**  
Social Media Followers



# ADVERTISING & 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 jerseys worn by our fan base.





# SHIRT & KIT SPONSORSHIP

Players' shirt or kit sponsorship is one of the most prominent ways to associate your business with the Leeds Knights.

Being on the kit is a fantastic way to boost your brand visibility as well as match night exposure, sponsors logos are included in our replica jerseys that are very popular with our ever-growing audience.









# ADVERTISING & SPONSORSHIP

## RINK BOARDS

Exposure in front of our fans base and public skaters all year round at the rink



## ICE LOGOS

Business logos embedded into the ice skaters



## PLAYER SPONSORSHIP

Logo featured on the back of the players shirt, game day announcements and big screen advertising





# BIG SCREEN SPONSORSHIP

**GAME NIGHT  
SPONSOR**



See your brand on our 6m x 3 m digital screen during match nights. Multiple appearances each game during play and breaks in play to promote your business.

Fan Cam  
Sin Bin Home  
Sin Bin Away  
Powerplay  
Penalty Kill  
Replays

Puck out of Play  
50/50 competition  
SOPB competition  
Chuck a Puck  
Man of the match sponsor

**SAXON**



# GROW YOUR BUSINESS

Partnering with the Knights also allows you to build relationships and meet our other sponsors through our networking events.

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







# MATCH NIGHT OPPORTUNITIES

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



## MATCH SPONSORSHIP

- **VIP entry for 10 guests** with food and welcome drinks included
- **Social media coverage** in the week leading up to the fixture
- **Tannoy announcements** during the evening
- Business logo featured on the **big screen**
- Option to present **Man of the Match** on the ice after the game and have a group photo with the team

## VIP MATCH NIGHT

- **VIP entry for 10 guests** and fantastic view of the game
- **Food and welcome drinks** included
- **Tannoy announcement** welcoming you and your guests



# COMMUNITY ENGAGEMENT

Leeds Knights are proud to have fantastic relationships with charities and community groups in and around the City. Fullfill your corporate social responsibility by linking with our partners and being associated with us.





# 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, from starting 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.”



“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.”



**Leeds Bradford Airport**  
From the heart of Yorkshire

“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.”



# OUR PARTNERS





# GET IN CONTACT

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