



Adelaide Hockey Club – Sponsorship opportunities 2023



The Power of Hockey

An international, dynamic and inclusive sport



#1 KOOKABURRAS
WORLD RANK

#3 HOCKEYROOS
WORLD RANK

 EQUAL GENDER
SPORT



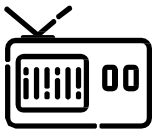
30 mil

people play hockey worldwide



120 mil

impressions on FIH social media



1 bil

broadcast views



1.65 mil

followers on FIH social media

HISTORIC MEDAL TALLY

OLYMPIC
GAMES



12

WORLD
CUP



15

COMMONWEALTH
GAMES



12

CHAMPIONS
TROPHY



44

OCEANIA
CUP



20

WORLD
LEAGUE



8

FIH
PRO LEAGUE



2

SULTAN AZLAN
SHAH CUP



17



Hockey in Australia

1.4 mil

identify as hockey fans



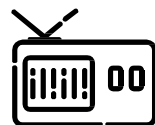
200,000

people actively involved in Hockey in Australia



87,285

2022 registered players



142,000

would say hockey is their first choice for viewing sport



5,403

2022 registered officials and volunteers



\$65 mil

estimated spend on hockey across a hockey market of 5.5 million people

Consumer profile

Hockey is a sport of gender equality with 50:50 representation. Of junior players, the number is skewed towards girls (60%)

The main reason people play hockey is for fun and enjoyment, with the older segment also identifying the health benefits. Most participants play once a week in an organised game

Hockey fans profile

Hockey fans are likely to purchase products and services from sponsors that support the hockey team

Fans are more socially conscious compared to the average Australian

Hockey fans have better attitudes to women's sport



Hockey Fan attitudes

Health Conscious

- More likely to eat organic food
- More likely to eat healthy food

Family Orientated

- Spend time with family
- Children influence what they buy

Affluent and financially savvy

- Take risks
- Invest money
- Can't resist expensive products
- Not price conscious
- Like to go to trendy restaurants
- Have expensive tastes

Tech Savvy

- Online shoppers
- Heavy mobile phone users
- Watch TV and use internet / socials a lot

Take pride in appearance

- Spend a lot on clothes
- Well dressed
- Up to date in fashion
- Use beauty products

Brand conscious

- Only buy the best known brands
- Choose premium products
- Prefer famous brands



Adelaide Hockey Club – our purpose / our values



Our Vision: To be the benchmark club for hockey in Australia

Our Mission: Friends, family, fun and flags

Our values: Sportsmanship, relationships, loyalty, commitment, ownership, contribution, gratitude, quality, supportive, participation

Our purpose:

- To foster participation in, and advancement of, the game of hockey;
- To do such things as promote the game of hockey;
- To promote the development of skills of its members in the game of hockey; and
- To foster the social activities of its members

Adelaide Hockey Club – Our reach



Adelaide Hockey Club (AHC) is one of Adelaide's premier hockey clubs based in the city fringes of the Adelaide Parklands. It fields a total of 30 teams – a senior men's and women's team in each division of hockey SA's metro competition and 18 junior sides ranging from U8 to U18's. The club's membership was 442 in 2022 ranging from 6 to 80 years old with strong representation across all age levels, abilities and gender.

AHC also runs the Minkey hockey program for primary school children (name derived from MINI hOCKEY) targeting children from years 2 to 7. The program is run on Friday afternoons between terms 2 and 3. There were 23 teams involved in Minkey in 2022 with 6-7 per team depending on age category.

AHC currently has 1,251 followers on social media.

Adelaide Hockey Club – Our successes in 2022



- 11 out of 12 senior teams made it into the finals, with 7 making the grand finals
- This resulted in 4 premierships (M3M, M2W, M3W and M4W)
- All junior teams made the finals with 3 winning the Premiership (U18 girls, U13 boys, U13 girls)
- 2 U11 teams finished top of their ladders, which means they effectively won the premiership (finals not played at this age)

- Flags in 2021: PLW, M1M, M5M, U18 girls, U18 boys, U15 boys, U13 girls
- Flags in 2020: M5M, U18 girls, U18 boys, U13 girls
- Flags 2019: PLM, PLW, M3W, M5M, U18 girls, U15 girls, U15 boys

Term and investment opportunities



Gold sponsorship opportunities

- 2 x \$3,000 PLM and PLW Shirt sponsorship (one year)
- 2 x \$2,500 weekly senior fixtures and results social media posts (2 posts per week)
- 1 x \$2,500 Bar sponsorship (Signage at the bar for the 2023 season)

Silver sponsorship opportunities

- \$2,000 pitch signage opportunities (including mention as silver sponsor in key event social media posts, website recognition and invite to key events during the year PLUS a listing on AHC business directory)

Bronze sponsorship opportunities

- \$500 individual player sponsorships (including mention as bronze sponsor in key event social media posts, website recognition and invite to key events during the year PLUS a listing on AHC Business directory)
- \$350 for listing on AHC Business directory

Key contacts for more information

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