

Botany Swarm 2019 Sponsorship Opportunities



Botany Swarm – The Team

The home of the Botany Swarm is Paradise Ice Arena, Botany Downs. The team is one of five teams competing in the New Zealand Ice Hockey League (NZIHL) and play 16 games plus finals between May and September each year.

The home games are scheduled between 5:00pm and 7:00pm on Saturday and Sunday evenings with approximately 200 to 300 fans attending each regular season game and approximately 600 watching the finals.

All games are livestreamed. Statistics for our last regular season game streamed on Sunday 5 August 2018 were:

Video Views: 1,282

Minutes Viewed (watch time): 17,683

Gender Views: Male 75%, Female 25%

Top Demographic: Male, 25-34 (56.7% of watch time)

Top Geographies: New Zealand (89%), USA, (5.4%), Russia (1.8%)

Our social media presence is important - 577 followers on Twitter (<https://twitter.com/BotanySwarm>), 1,935 likes, and 1,905 followers on Facebook (<https://www.facebook.com/BotanySwarm/>). We have recently launched a re-designed website. We have a subscription database of ~150 which receive a monthly e-newsletter during January to September each year.

All local players are strictly amateur who pay almost \$2,000 each per season to play. Each season, the team includes four import players who have some of their costs covered. Imported players are not paid. Coaches, managers and support staff are all volunteers.

Botany Swarm

2018 Playing Team



Botany Swarm – The History

Botany Swarm has a proven track record of success. We have won the NZIHL Championship a total of four times and have placed third three times in the last 10 years.

The team's imported players have consistently been season top point scorers.

We have built depth with eight squad members representing New Zealand in the U18, U20 and Senior Men's team at International Ice Hockey Federation World Championships in 2016 and five representing the same during the 2018 season.

Botany Swarm – The Need

We are a team built on the kind nature of a raft of volunteers. The players themselves, give up a major portion of their personal time and finances to be part of the squad.

Our requirements are a sponsorship relationship to help with expenses for the season.

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What's in it for you?



*The following 2019 sponsorship opportunities
are available ...*

2019 PLATINUM SPONSORSHIP FOR \$20,000

YOU COULD BE THE PLATINUM SPONSOR OF THE 2019 BOTANY SWARM AND IN RETURN, YOU WILL RECEIVE:

- ❖ Team naming rights
- ❖ Company logo on:
 - ❖ Botany Swarm playing shirts and pants
 - ❖ Botany Swarm website
 - ❖ Home game programme
 - ❖ Livestream broadcast
 - ❖ 2019 home game tickets
- ❖ Full page advertisement into home game programme
- ❖ Two rink billboards
- ❖ 12 home game season tickets
- ❖ One Botany Swarm playing jersey signed by all 2019 players
- ❖ Sponsorship announcements at each home game
- ❖ Full VIP catering for up to 20 persons for four home games
- ❖ VIP seating and game hosting by reserve Botany Swarm players
- ❖ Pre-game briefing by Assistant Coach (subject to availability)

2019 GOLD SPONSORSHIP FOR \$10,000

YOU COULD BE THE GOLD SPONSOR OF THE 2019 BOTANY SWARM
AND IN RETURN, YOU WILL RECEIVE:

- ❖ Company logo on:
 - ❖ Botany Swarm playing shirts and pants
 - ❖ Botany Swarm website
 - ❖ Home game programme
 - ❖ Livestream broadcast
 - ❖ 2019 home game tickets
- ❖ Half page advertisement into home game programme
- ❖ 10 home game season tickets
- ❖ One Botany Swarm playing jersey signed by all 2019 players
- ❖ Sponsorship announcements at each home game
- ❖ VIP seating and game hosting by reserve Botany Swarm players
- ❖ Pre-game briefing by Assistant Coach (subject to availability)

2019 SILVER SPONSORSHIP FOR \$5,000

YOU COULD BE THE SILVER SPONSOR OF THE 2019 BOTANY SWARM AND IN RETURN, YOU WILL RECEIVE:

- ❖ Company logo on:
 - ❖ Botany Swarm playing shirts and pants
 - ❖ Botany Swarm website
 - ❖ Home game programme
 - ❖ Livestream broadcast
- ❖ Quarter page advertisement into home game programme
- ❖ Eight home game season tickets
- ❖ One Botany Swarm playing jersey signed by all 2019 players
- ❖ Sponsorship announcements at each home game
- ❖ VIP seating and game hosting by reserve Botany Swarm players
- ❖ Pre-game briefing by Assistant Coach (subject to availability)

\$2,000 SPONSORSHIP

YOU COULD BE THE \$2,000 SPONSOR OF THE 2019 BOTANY SWARM
AND IN RETURN, YOU WILL RECEIVE:

- ❖ Company logo on:
 - ❖ Botany Swarm website
 - ❖ Home game programme
 - ❖ Livestream broadcast
- ❖ Third page advertisement into home game programme
- ❖ Six home game season tickets
- ❖ Sponsorship announcements at each home game
- ❖ VIP seating and game hosting by reserve Botany Swarm players
- ❖ Pre-game briefing by Assistant Coach (subject to availability)

\$1,000 SPONSORSHIP

YOU COULD BE THE \$1,000 SPONSOR OF THE 2019 BOTANY SWARM
AND IN RETURN, YOU WILL RECEIVE:

- ❖ Company logo on:
 - ❖ Botany Swarm website
 - ❖ Home game programme
 - ❖ Livestream broadcast
- ❖ Third page advertisement into home game programme
- ❖ Four home game season tickets
- ❖ Sponsorship announcements at each home game
- ❖ VIP seating and game hosting by reserve Botany Swarm players
- ❖ Pre-game briefing by Assistant Coach (subject to availability)

The Benefits



Using one of these partnership opportunities will allow positive marketing exposure and more importantly, an opportunity to treat key staff and customers to experience a fast, exciting and dynamic sport that many will have never seen live and up close.



Thank you so much for your time!

Any questions?

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