

Botany Swarm 2021 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 semi-finals and 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 900+ spectators watching the semis and finals.

All games are livestreamed during the season. Statistics for our last regular season and semi-final game against the West Auckland Admirals streamed on Saturday 3 August 2019 were:

Video Views: 1,282

Watch Time in Hours: 306.7

Watch Time by Subscription: Non-subscribers 84.4%, Subscribers 15.6%

Gender Views: Male 70%, Female 30%

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

Top Geographies: New Zealand (43.7%), Canada (1.9%), Australia / USA (1.8%), Sweden (0.9%)

Botany Swarm – The Team

Our social media presence is VITAL to our marketing.

The Botany Swarm social media platforms are constantly updated throughout the year with external and internal messaging and our current statistics are:

472 followers on Instagram (<https://www.instagram.com/botanyswarm/>)

582 followers on Twitter (<https://twitter.com/BotanySwarm>)

2,224 likes, and 2,252 followers on Facebook (<https://www.facebook.com/BotanySwarm/>)

Our website is an important external portal for the Botany Swarm brand

(<http://www.botanyswarm.co.nz/>)

Our database of ~150 receive a monthly e-newsletter during March to September each season.

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

Botany Swarm

2020 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 five squad members representing New Zealand in the U18, U20 and Senior Men's team at International Ice Hockey Federation World Championships in 2018 and six representing the Senior Men's team during the 2019 season.

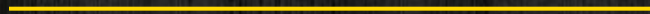
Botany Swarm – The Need

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 your brand?





*The following 2021 sponsorship opportunities
are available ...*

2021 PLATINUM SPONSORSHIP FOR \$20,000

YOU COULD BE THE PLATINUM SPONSOR OF THE 2021 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
 - ❖ 2021 home game tickets
- ❖ Full page advertisement into home game programme (artwork to be supplied)
- ❖ Two rink billboards
- ❖ One Botany Swarm playing jersey signed by all 2021 players
- ❖ Sponsorship announcements at each home game
- ❖ 12 home game season tickets
- ❖ 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)

2021 GOLD SPONSORSHIP FOR \$10,000

YOU COULD BE THE GOLD SPONSOR OF THE 2021 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
 - ❖ 2021 home game tickets
- ❖ Half page advertisement into home game programme (artwork to be supplied)
- ❖ One Botany Swarm playing jersey signed by all 2021 players
- ❖ Sponsorship announcements at each home game
- ❖ 10 home game season tickets
- ❖ VIP seating and game hosting by reserve Botany Swarm players
- ❖ Pre-game briefing by Assistant Coach (subject to availability)

2021 SILVER SPONSORSHIP FOR \$5,000

YOU COULD BE THE SILVER SPONSOR OF THE 2021 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 (artwork to be supplied)
- ❖ One Botany Swarm playing jersey signed by all 2021 players
- ❖ Sponsorship announcements at each home game
- ❖ Eight home game season tickets
- ❖ 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 2021 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 (artwork to be supplied)
- ❖ Sponsorship announcements at each home game
- ❖ Six home game season tickets
- ❖ 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 2021 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 (artwork to be supplied)
- ❖ Sponsorship announcements at each home game
- ❖ Four home game season tickets
- ❖ 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 give your organisation 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?

Contact us:

KC Ball

Botany Swarm Management

E: KC.Ball@Westpac.co.nz

M: 021 808 468

Andrew Hay

Botany Swarm Management

E: Andrew_Hay@bnz.co.nz

M: 029 619 7630
