

The background of the entire image is a dark blue, textured fabric, likely a jersey. Overlaid on this is a large, stylized orange logo of a hockey mask. The mask has large, almond-shaped eye cutouts and a wide, curved mouth opening. The word "PHANTOMS" is written in a bold, orange, sans-serif font across the bottom of the mask's mouth area.

PETERBOROUGH PHANTOMS

2022/23 Sponsorship Opportunities

PHANTOMS

Your business and the Phantoms. A winning team.

A partnership with the Peterborough Phantoms is a rewarding experience with significant benefits to your business.

- Team up with one of the region's most successful professional sports teams competing in the National Ice Hockey League
- Direct access to thousands of loyal fans annually
- Active community and youth sport development programmes throughout the region
- Exposure in a variety of different venues including Planet Ice Peterborough and Vivacity gyms
- A forward-thinking organisation looking to work together and bring mutual success

Sponsorship enquiries contact:
sponsor@gophantoms.co.uk





Success on the ice...

18/19
CHAMPIONS
AUTUMN CUP

18/19
CHAMPIONS
NATIONAL CUP

18/19
CHAMPIONS
SOUTH PLAYOFFS

18/19
FINALIST
NATIONAL PLAYOFFS

21/22
NIHL FINAL 4
WEEKEND



“Our association with the Phantoms has benefited us not only locally, but also regionally and nationally with media coverage. It was important that we aligned ourselves with a successful local brand as we developed our business in the city.”

DALROD

A wide range of customisable opportunities are available, designed to meet your individual needs.

TAKE ADVANTAGE OF :

- Brand awareness advertising
- PR Exposure in local and national media
- Social media activity
- Product placement
- Exclusive access
- Corporate & staff entertaining
- Community engagement
- Networking opportunities
- Brand association

Exposure off it.

203K
ENGAGED
FACEBOOK
USERS

+25%
SOCIAL
GROWTH YEAR-
ON-YEAR

10M
TWITTER
IMPRESSIONS
PER SEASON

10K
INSTAGRAM
MONTHLY VIEWS
& GROWING...

25K
GAME FANS
THROUGH
THE DOOR





TEAM SPONSORSHIP



SYCAMORE
PETERBOROUGH

"It's a really exciting time and we look forward to supporting the Peterborough Phantoms and growing the relationship over the coming seasons"



TEAM SPONSORSHIP

Jersey Branding

Jersey branding is a hugely effective way of promoting your business with the Phantoms. Jerseys are worn for all home and away games up and down the UK as well as promotional activities within the region.

With jersey branding, you aren't just seen on the ice, you're seen off the ice too across social media, press and PR activity throughout the season.

STARTING FROM £1500 +VAT

4 x Premium Spaces

4 x Sleeve Spaces

2 x Core Spaces

*Exclusivity package - Ask for details



TEAM SPONSORSHIP

Kit Branding

This unique bit of advertising is a great way to get your brand in front of thousands of people each week.

Your brand is present across all media content, live streaming, post-game player interviews and social media advertising when using game images.

HELMET BRANDING

Premium Front £2,500 +VAT

Both Sides £1,500 +VAT

Exclusivity package £3,500 +VAT

SHORTS & SOCKS FROM £1,500 +VAT

1 x Short Premium Spaces (Sides)

4 x Short Core Spaces

1 x Socks Premium Space

*Exclusivity package - Ask for details



TEAM SPONSORSHIP

Warm-up Jersey Branding

Warm-up jerseys are an additional jersey which is worn on the ice for our pre-game routine at both home and away games.

These can be branded entirely on-brand and bespoke to your company and will be used across the full season.

WARM-UP JERSEY £5,000 +VAT



TEAM SPONSORSHIP

Goalie Branding

We are offering the unique opportunity to sponsor our goaltender equipment with your company logos able to feature prominently on their pads and blocker.

STARTING FROM £1500 +VAT

3 x Premium Spaces

*Exclusivity package - Ask for details



TEAM SPONSORSHIP

Player Sponsor

Have your brand associated with your chosen player for the whole season.

SOCIAL MEDIA & MATCH NIGHT EXPOSURE

Your logo will feature on our popular in-game ads across social media when your player is involved in the key action - the most interactive way of getting your brand seen by thousands of people nationwide.

Your name will also be mentioned as part of the match night announcements.

Player sponsorship package includes:

- Company logo on the official team website
- Company logo on associated social media posts
- Unique 'one-off' signed jersey of your player

SEASON PRICE £1500 +VAT



TEAM SPONSORSHIP

Team Car Sponsor

The Phantoms have a number of official team cars. The cars are the perfect way to get your business seen throughout the city as they are used by a number of players for general use, as well as in our Community schools' programme and at numerous business events.

There are three options available - the first is a full car sponsorship, or we also offer side stickers and stickers on the car rear and front.

FULL CAR SPONSOR £5000 +VAT

Side stickers £1500 +VAT

Car front & rear £1500 +VAT





MATCH OPPORTUNITIES



MATCH OPPORTUNITIES

VIP Boxes

There is simply nothing better than watching all the action, excitement, spills and thrills of a Phantoms Ice Hockey match from the comfort of our Ice Lounge VIP Boxes.

From the best seats in the house, you will be provided with complimentary tea & coffee throughout the game, as well as a range of confectionery. Food is available to order from our on-site Papa John's and will be delivered straight to the comfort of your box during the game, so you don't miss any of the action.

The VIP Boxes also have their own private bar, exclusively for Ice Lounge members.

The Ice Lounge has many different benefits for companies from client entertaining and networking to staff rewards.



8 SEATER

Gold Package £4,500 +VAT

Platinum Package £5,500 +VAT

12 SEATER

Gold Package £6,500 +VAT

Platinum Package £7,500 +VAT



GOLD = 27 REGULAR SEASON GAMES
PLATINUM = REGULAR SEASON + CUP & PLAYOFF GAMES



MATCH OPPORTUNITIES

Man of the Match Sponsor

Man of the Match sponsorship at the Peterborough Phantoms gives you the opportunity to get your business in front game night supporters at every Phantoms home game during the 2021/22 season.

Your business name will be announced as the Man of the Match Sponsor for both the home and away teams during the on-ice presentation at the end of the game, with your brand featuring in the post- game photos.

SEASON PRICE £1500 +VAT



MATCH OPPORTUNITIES

Live Stream Advertising

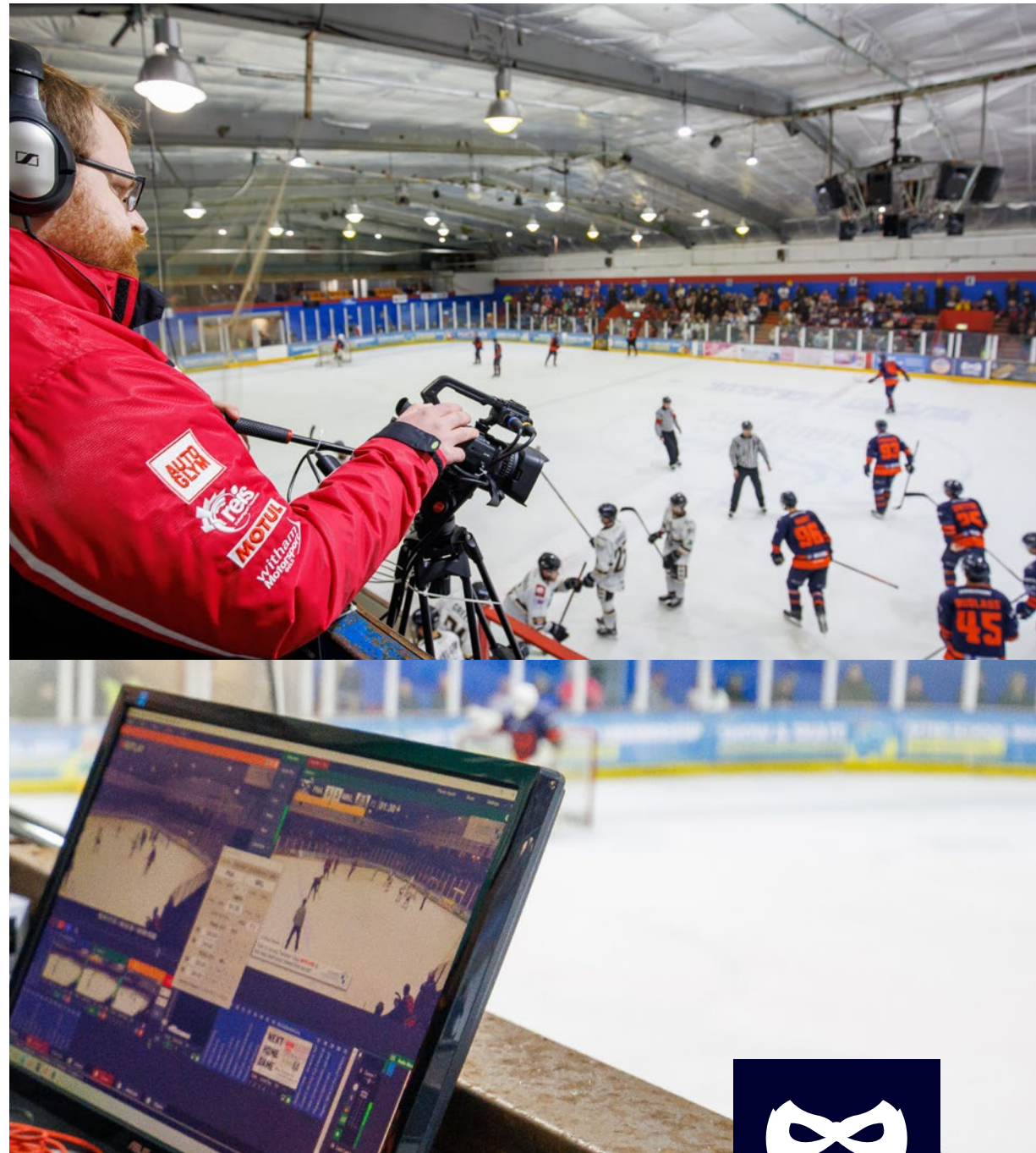
The Phantoms live stream each of their home games during the season, as well as making the games available to re-watch via their catch-up Video on Demand service. The stream is watched by supporters of both teams, giving you a large geographical coverage in the UK.

You can have your brand featured on our live stream before the game, as well as during the period breaks.

We have a range of options available from displaying static branding through to playing out any promotional video you may have.

SEASON ADVERTISING - Price on Application

***Exclusivity sponsor package available**



MATCH OPPORTUNITIES

'Shirt Off The Back' & 50/50 Sponsor

At each of the Phantoms home games, the club runs the popular 'Shirt Off The Back' and 50/50 competitions.

'Shirt Off The Back' allows the fans to win a player's game-worn shirt at the end of the game.

50/50 is a lottery drawn at home games where both home and away fans are in for a chance to take home half the money from 50/50 ticket sales.

As a sponsor of 'Shirt Off The Back', or 50/50, your name and branding is included on every ticket sold and included within game announcements.

STARTING FROM £1500 +VAT



MATCH OPPORTUNITIES

Net Sponsor

NEW FOR 2022/23

For the 2022/23 season, we are offering the exclusive opportunity to place your company logo on the one place that every player wants to put the puck, IN THE NET!

Well, the posts of the net... As we know this is where all eyes are - players, spectators, live stream audience and through the lens of our photographer.

SEASON PRICE £1500 +VAT



MATCH OPPORTUNITIES

Puck Sponsor

Being the Official Game Puck sponsor allows you to have your brand logo printed onto the pucks that will be used for all of the Phantoms home games for the 2021/22 season.

The logo will also be included onto Pucks sold as part of the clubs merchandise range on match nights and also through our online store.

Each time a puck goes out of play, the fans get to keep them, adding to your brand exposure.

SEASON PRICE £2500 +VAT





ARENA ADVERTISING



ARENA ADVERTISING

Rink Boards & Skyline Banners

Rink advertising at the Arena is an ideal way to ensure your company is seen by our fans for Phantoms home fixtures. Rink boards are also shown in all official media, including press, game livestreams and social channels.

Planet Ice Peterborough, has an approx annual footfall of 120,000 people outside of Phantoms games and your advertising remains in place for all other matches and events held at the Arena.

RICK SIDE BOARDS FROM £1500 +VAT

2x Super boards

4 x Double boards

16 x Standard boards

*Exclusivity package - Ask for details

SKYLINE BANNERS £1500 +VAT

5m wide large format, high impact advertising located above the stands at the Arena.

Only a limited number available per season.



ARENA ADVERTISING

Penalty Box Sponsor

Here's an opportunity to not only get your company in front of people, but to also get it heard by Hockey fans on game day.

By sponsoring the Penalty Boxes at the Peterborough Phantoms, your company name and brand will be seen on the Rink Boards in front of the penalty box, and during games your name will be announced as the sponsor each time a player is placed in the penalty box by the referee.

Rink boards are a permanent fixture in Planet Ice Peterborough, which has an approx annual footfall of 120,000 people.

SEASON PRICE £2000 + VAT

***Exclusivity package - Ask for details**



Phantoms in the community.

Grass Roots Sports Project

In 2019, Phantoms introduced the Grass Roots Sports Project - an innovative partnership between the club and The BGL Group.

The project is designed to encourage young children to try a variety of different sports by an engaging and interactive assembly delivered in schools by the Peterborough Phantoms' community co-ordinators, who visit a number of schools each week.

The project has teamed up with many of the cities local sports clubs, who offer free 'try and see' sessions for children to have a go at different sports and are then encouraged to continue participating.

Between September '19 and April '20, we visited over 15,000 children in Peterborough, teaching them the importance of regular physical activity.



The Phantoms carry out many different community engagements in support of local businesses and charities. The club also has a great link with Sue Ryder Thorpe Hall and often assist in their fundraising.

Ticket Promotions

We offer unique incentives for businesses to reward employees. Our team visits businesses around the city and wider region offering promotional tickets to home games - designed to raise our co-brand awareness for the club and that of our sponsors.



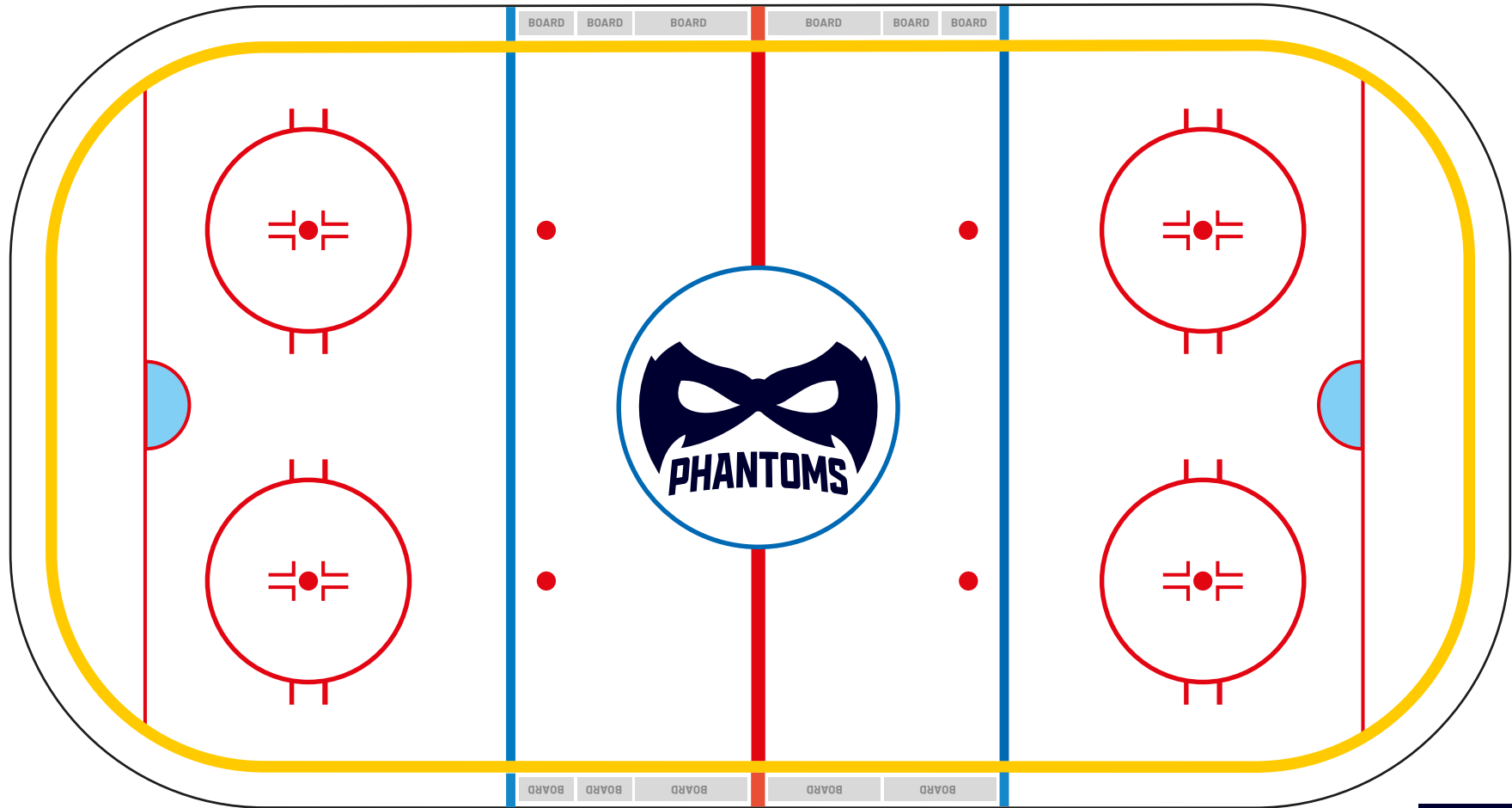
TEAM SPONSORSHIP

Brand Spaces



ARENA ADVERTISING

Arena Spaces



AWAY PENALTY BOX HOME





sponsor@gophantoms.co.uk

gophantoms.co.uk