



SPONSORSHIP OPPORTUNITIES

2025-26

Your business and the Phantoms. A winning team.

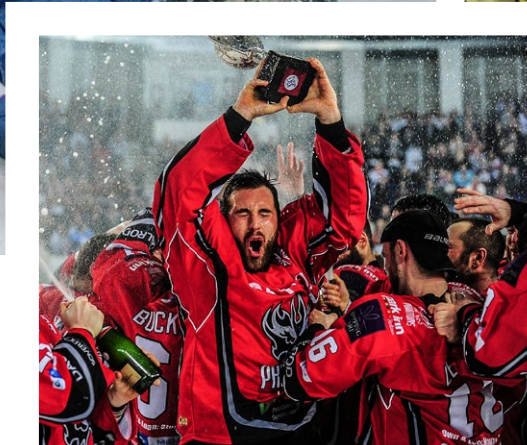
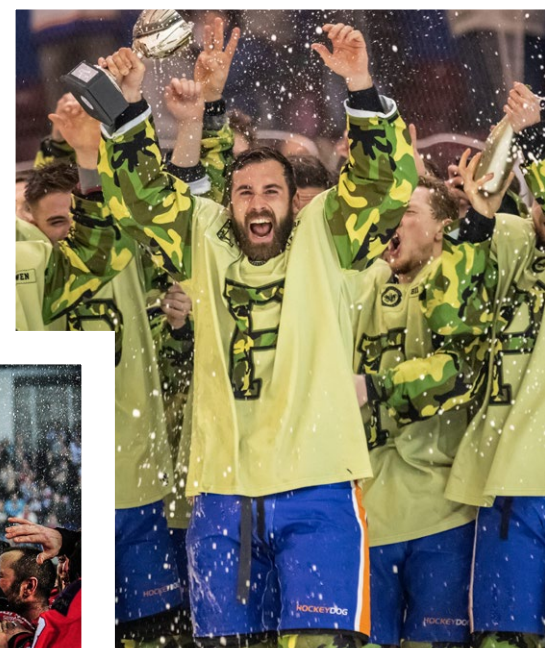
“Morson Group has a proud history of sponsoring some of the best high profile sporting talent, from grassroots level to the very top, across many sports. It has been both exciting and an honour to sponsor the Peterborough Phantoms since 2022/23, our first ever partnership with an ice hockey team.”



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 Serpentine Green Shopping Centre
- Partnership with the Juniors, Phantoms 2, Womens and Para team





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

22/23
CHAMPIONS
NATIONAL CUP

23/24
CHAMPIONS
NATIONAL PLAYOFFS



“We thoroughly enjoy being sponsors, the club are always looking to help promote our business in numerous different ways.

We are proud to see our logo on the phantoms jerseys! Being sponsors of the phantoms has significantly helped us build our brand and widen our reach”



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.

210k
ENGAGED
FACEBOOK
USERS

+25%
SOCIAL
GROWTH YEAR-
ON-YEAR

11M
X [TWITTER]
IMPRESSIONS
PER SEASON

7
DAILY POSTS
ON X [TWITTER]
DURING SEASON

12k
INSTAGRAM
MONTHLY VIEWS
& GROWING...

27k
GAME FANS
THROUGH
THE DOOR



TEAM SPONSORSHIP



FOLLOW
ON SOC
@PLANETI





TEAM SPONSORSHIP

Headline Sponsor

Partner with the Peterborough Phantoms as our Official Headline Sponsor and put your brand at the forefront of English ice hockey. With a dedicated and passionate fanbase, your brand will benefit from extensive visibility both locally and nationally, driving awareness and customer loyalty.

Aligning with the Phantoms means more than just sponsorship—it's a partnership that brings your business into the heart of the action.

Whether through hospitality events, community initiatives, or social media activations, this is your chance to connect with fans and business leaders in a dynamic sporting environment.

P.O.A. — Ask for Details

HEADLINE SPONSORSHIP INCLUDES

- Team Jersey front of shirt Headline space on home and away shirts
- All website, social media, TV media and live streaming to be sponsor branded
- PR issued to promote the agreement of the partnership
- 4 x social media post or videos on LinkedIn designed to promote the partnership during the season
- Sponsor branding to be carried on literature and as the sponsor of all business promotional family ticket offers during season
- Arena scoreboard advertisement banner during the season plus rink board
- Opportunity to utilise club players and team mascot to support promotional activity during the season (subject to availability)
- 3 x Hospitality Box visits
- 6 x season tickets to all home fixtures
- Access to the club's database (GDPR permitting)
- Provision of 2 team jerseys which can be signed on request
- Invites to all sponsor events
- Individual player sponsorship for the season



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. All packages include a complementary jersey.

STARTING FROM £3500 +VAT

- 1 x Premium Space (front)
- 2 x Premium Space (back)
- 2 x Shoulder Spaces
- 2 x Both Sleeve Spaces
- 2 x Single Sleeve 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. All packages include a complementary jersey.

HELMET BRANDING

Full helmet (exclusive) £4000 +VAT

Premium Front £2500 +VAT

Both Sides £1800 +VAT

(Note: Goalie helmet is not included)

SHORTS & SOCKS

1 x Short Premium Space (front) £3000 +VAT

1 x Short Premium Space (back) £3000 +VAT

1 x Core Short Spaces (sides) £2500 +VAT

1 x Socks Premium Space £1500 +VAT



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 home games.

These can be branded entirely on-brand and bespoke to your company and will be used across the full season. This packages includes two complementary jerseys which are not available to buy for the public.

WARM-UP JERSEY £4500 +VAT



TEAM SPONSORSHIP

Goalie Branding

A unique opportunity to sponsor our goaltender helmet and net posts.

Your company logos will feature prominently where all eyes on match night are - players, spectators, live stream audiences and through the lens of our photographer.

HELMET BRANDING

Full helmet wrap (exclusive) £2000 +VAT

NET POST BRANDING

7 x spaces £1500 +VAT

*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 media 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 company 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
- 1 x Corporate Season ticket to all home games
- Signed elite jersey of your player

SEASON PRICE FROM £1800 +VAT



GOAL!
#29 Cam Hough
SPONSORED BY
morson
canada



TEAM SPONSORSHIP

Team Car Sponsor

The Phantoms have official team cars used by players and club representatives. This is the perfect way to get your business seen throughout the city as they are used 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 £3000 +VAT

Side stickers £1800 +VAT

Car front & rear £1800 +VAT



TEAM OPPORTUNITIES

'Tom' Mascot Sponsor

Successfully introduced for the 2023/24 season - businesses now have the chance to sponsor our official club mascot, Tom.

This is a great way to showcase your brand as our mascot is at every home game and every event we attend in the community. Includes input on jersey design.

FULL MASCOT SPONSOR £5000 +VAT



TEAM OPPORTUNITIES

Team Practice Sponsor

Our practice jerseys are worn during all team practice sessions and also feature on our behind-the-scenes social media video content throughout the season.

PRACTICE JERSEY EXCLUSIVE £1000 +VAT

PRACTICE JERSEY SPACE £500 +VAT
(Front or Back position)





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 and biscuits throughout the game. Food is available to order in advance 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.



SEASON PRICE:

8 SEATER £5,500 +VAT

12 SEATER £7,500 +VAT

**Includes 27 league games
plus Cup & Playoff fixtures**



MATCH OPPORTUNITIES

Live Stream Advertising

The Peterborough 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 any promotional video you may have.

HEADLINE SPONSOR £5000 +VAT

SEASON ADVERTISING

£1500 +VAT if advert supplied

£1800 +VAT if advert not supplied



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 of game night supporters at every Phantoms home game during the 2025/26 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 of your branded award box at the end of the game.

Your logo will also appear on the Man of the Match media posted on our social media channels after every home game.

SEASON PRICE £2000 +VAT



MATCH OPPORTUNITIES

Player of the Month

Each month Phantoms fans are invited to vote for their player of the month.

These social media posts would display your company logo, the player receives a trophy with your company name on the ice. This can be presented by you or used as a prize giveaway to promote your brand.

SEASON PRICE £2000 +VAT



MATCH OPPORTUNITIES

Teamsheet Sponsor

Our official Teamsheet announcement is posted on all of our social channels every game day and would display your business logo as team sheet sponsor.

SEASON PRICE £1500 +VAT



MATCH OPPORTUNITIES

Penalty Kill & Power Play Sponsors

An opportunity to not only get your company name heard by hockey fans on game day, but also your company logo on the popular in-game live X updates.

The penalty kill is when the Phantoms receive a penalty giving an on-ice advantage for the opposing team. The power play is when the opposing team receive a penalty giving an on-ice advantage for the Phantoms – these both happen on average 3-5 times per game.

SEASON PENALTY KILL SPONSOR £1500 +VAT

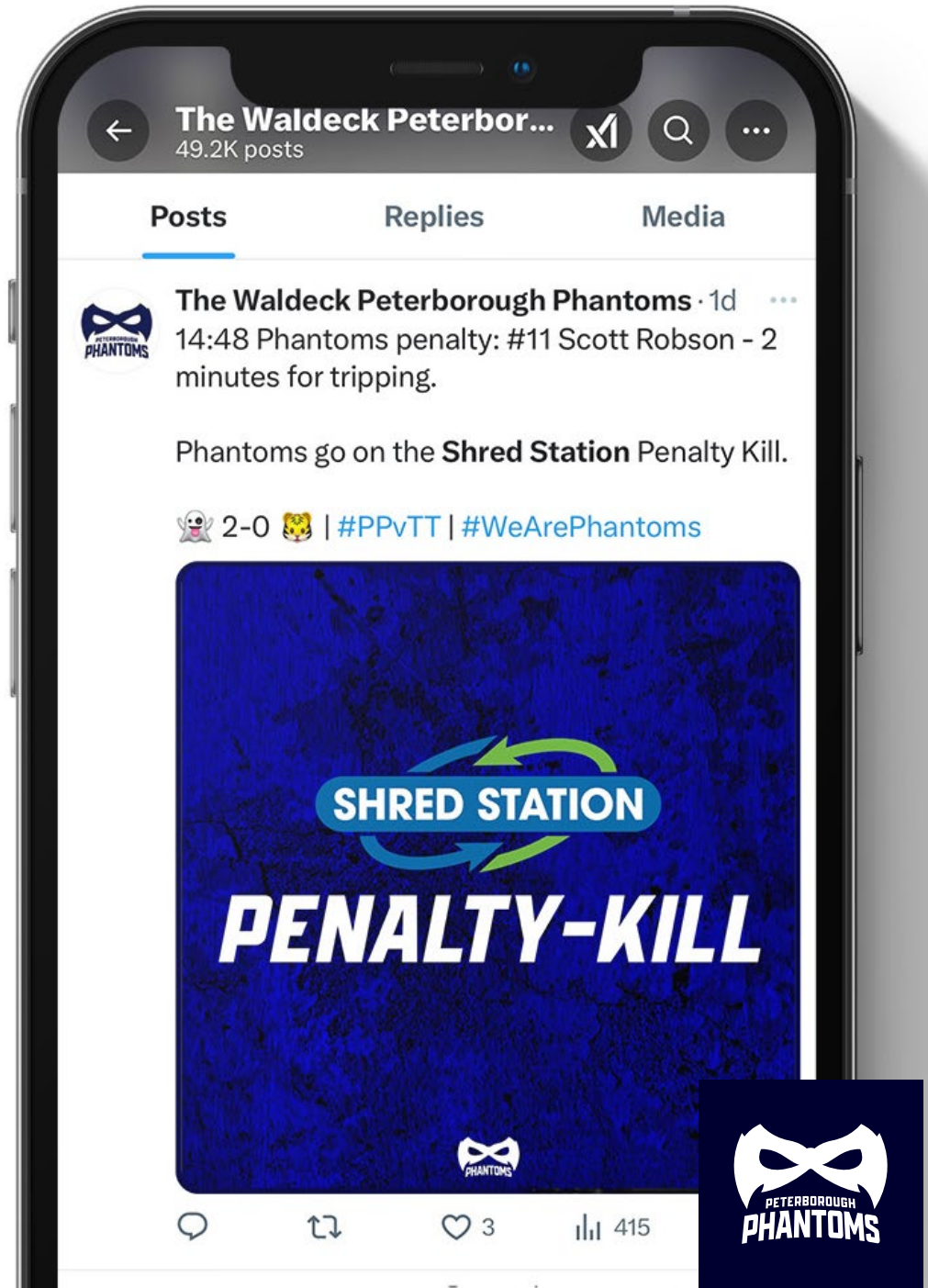
The penalty kill will be announced as:
'The Peterborough Phantoms are now on the (your company here) penalty kill'.

SEASON POWER PLAY SPONSOR £1500 +VAT

The power play will be announced as:
'The Peterborough Phantoms are now on the (your company here) power play'

EXCLUSIVE SPONSOR OF BOTH £2700 +VAT

*Example X live feed



MATCH OPPORTUNITIES

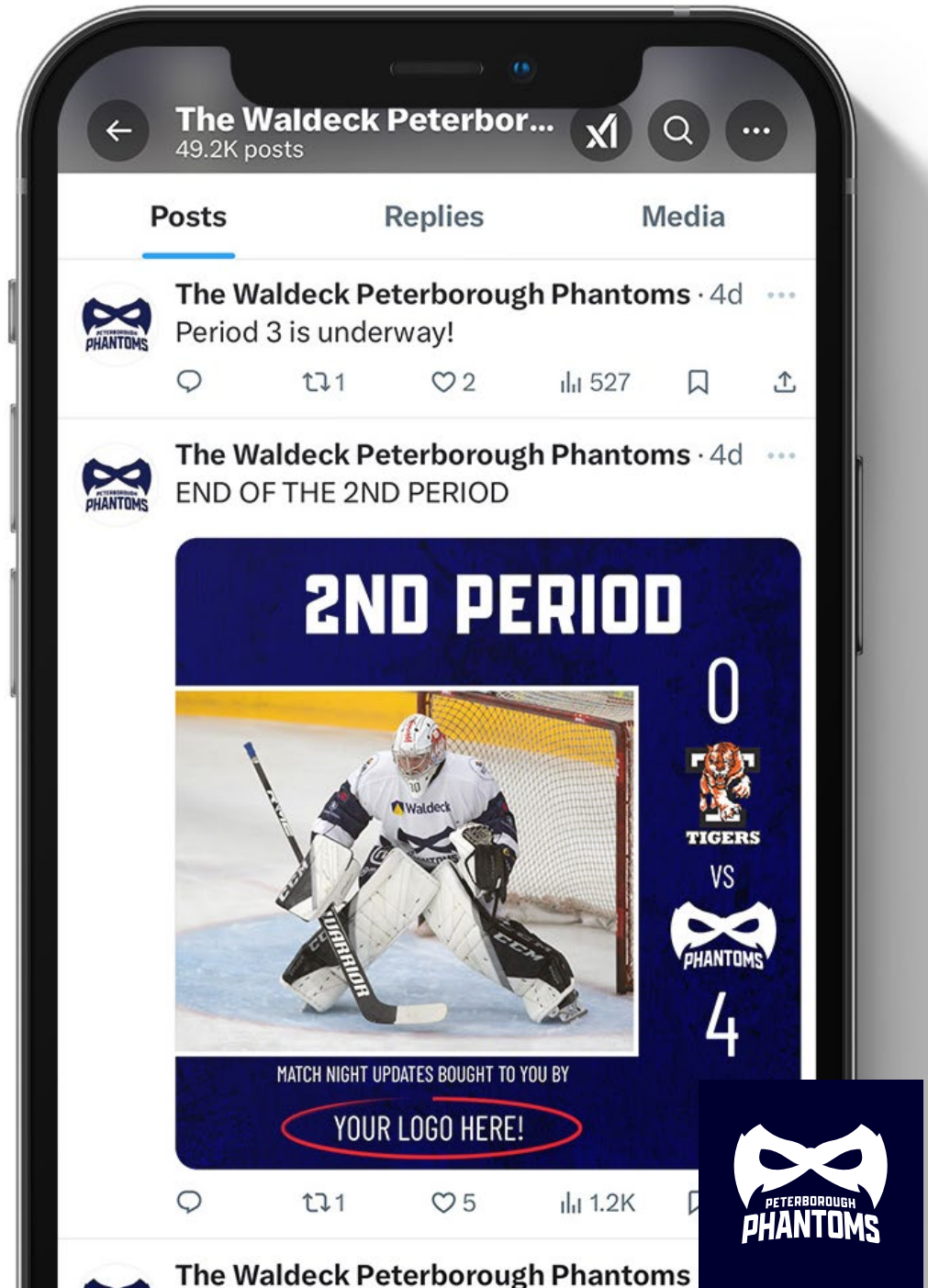
'Match Night Live' on X

This opportunity is great to not only get your company name and campaigns seen by hockey fans on game day during our popular in-game live updates on the X platform (twitter).

Our media team will coordinate with your business to help provide maximum impact.

SEASON PRICE £1000 +VAT

*Example X live feed



MATCH OPPORTUNITIES

'Shirt Off Your 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 is included within game announcements and your branding on every one of over 60,000 tickets sold during a season. .

STARTING FROM £1000 +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 across the season.

The logo will also be included onto Pucks sold as merchandise in the official club shop and through our online store.

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

Announcements will also be made throughout the game for fans to 'keep their eye on the (your name here) puck.

STARTING FROM £2500 +VAT



MATCH OPPORTUNITIES

Season Ticket Sponsor

Use our printed season ticket to promote your business or offer discounts to our most loyal supporters and build your brand.

SEASON PRICE £1000 +VAT





ARENA ADVERTISING



ARENA ADVERTISING

Zamboni Sponsor

Why not put your company name on the arena Zamboni?

Exposure for your brand prior to the start of each game and during period breaks, the zamboni is also in use during Phantoms 2, womens, junior phantoms, para ice hockey and public skating sessions at Planet Ice Peterborough.

SEASON PRICE £2000 +VAT



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 live streams and social channels.

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

RINK SIDE BOARDS FROM £1500 +VAT

SKYLINE BANNERS £1200 +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 Box at the Peterborough Phantoms, your company name and brand will be seen on the Triple 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.

SEASON PRICE £4000 + VAT



Phantoms in the community

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 as their Official Charity for the season.

Last year the Club also held donation collections for Peterborough Homeless.

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.



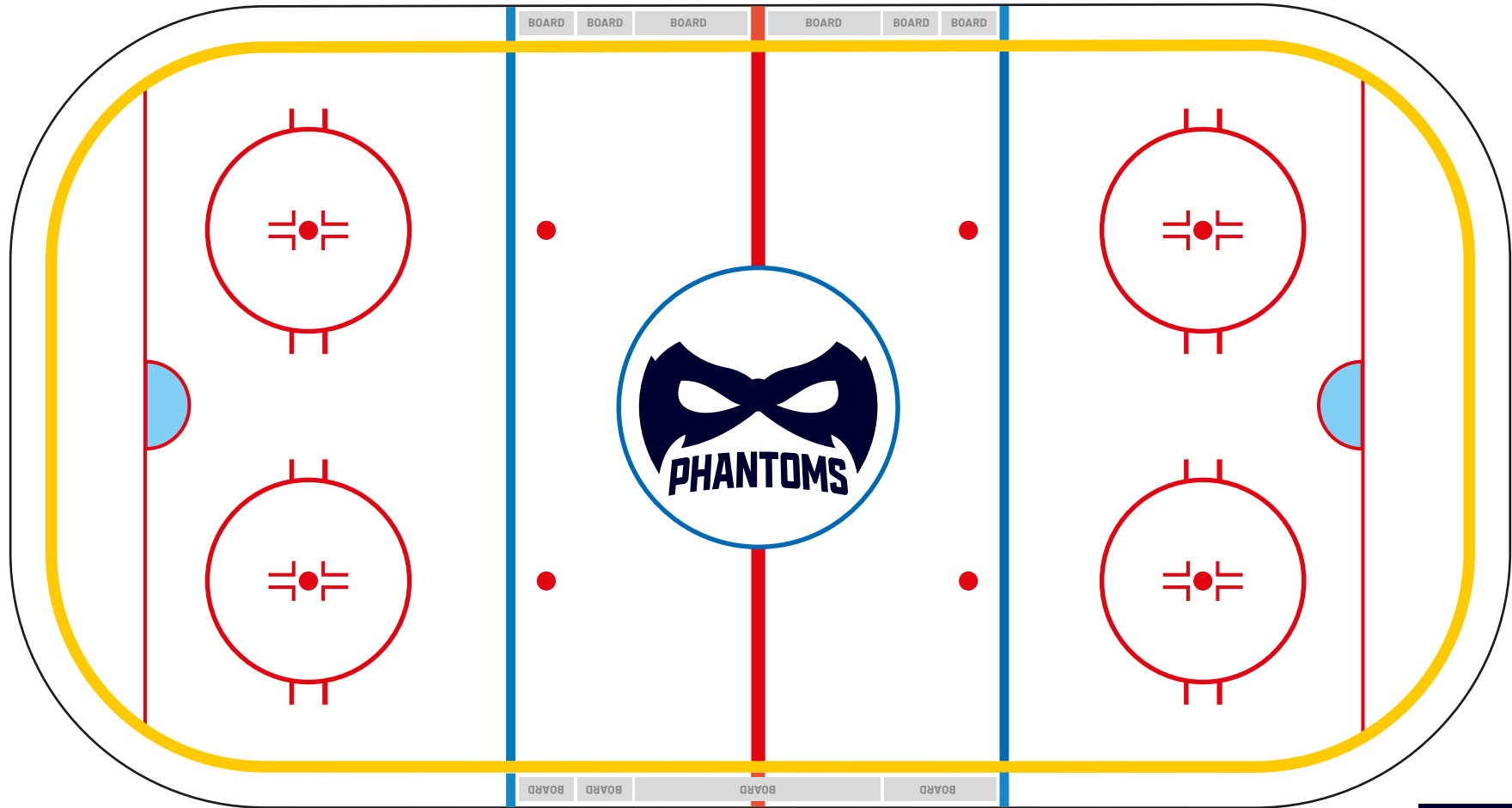
“We’re so grateful for the incredible support of the Waldeck Peterborough Phantoms ice hockey team and their fantastic fan base for their ongoing support of Sue Ryder.

To know that this will now continue into next season is fantastic and very welcome news. We have really enjoyed being part of the crowd at each of the club’s home games, cheering the team on, and of course seeing them win the national cup. Bring on next season.”



ARENA ADVERTISING

Arena Spaces



AWAY PENALTY BOX HOME





nicki@peterboroughphantoms.co.uk

gophantoms.co.uk