



Cliftonville Hockey Club- Sponsorship Appeal

2019-20 Season

Cliftonville Hockey seeks sponsorship from local businesses to support the next three years of our development.

CHC is built around its members with the ethos of delivering affordable hockey for all ages and abilities. A core value of the club since our humble beginnings.

Our proposal represents an affordable and considered option for local businesses looking to improve brand awareness through Kent, surrounding counties and online.

Enclosed you will find our proposal for consideration.

Cliftonville Hockey Club

James Provins- Club Treasurer/Commercial

Aron Walker- Club Chairman



Sponsorship Opportunities

Cliftonville Hockey Club- A Brief History

As far as can be ascertained, the club began its activities in 1926. Among its founder members were Sidney P Glenn, who is widely recognised as having been the major driving force behind the club's development and success. The standing of Cliftonville as one of the leading clubs in Kent and the South has been largely due to Glenn's energy and drive in the office of Hon. Secretary

Unfortunately the early records and minutes of the club were destroyed when the Presidents home was bombed in 1940, so very little is known about the club before this date.

We do know however that Cliftonville HC began as a mid-week side playing on Thursday afternoon, which was early closing day. Most of the Cliftonville players played for Westgate 'A' on Saturdays, captained by Sidney Glenn. The Westgate 'A' mid-week players finally combined to form the Cliftonville Hockey Club, running two teams before the Second World War.

The club ceased playing between 1939 and 1945 but restarted again in 1945, playing against Service sides. The club was the first sporting side of any kind to go into France after the war, despite the inconvenience of obtaining visas and military permits. A past President Mr N.H. Steed confirmed the date of this venture as 20th September 1946.

CHC continued to make tours to the continent, often bringing home the silverware. The earliest minutes available, dated 18th April 1947, show that the club had moved from playing in Cliftonville to Hartsdown Park in Margate. The club then relocated to Jackey Bakers, The Ramsgate Corporation Sports Ground for the start of the 1950-51 season.

Following a proposal by Sidney Glenn at an extraordinary meeting on 15th February 1950 a Margate Hockey Festival took place during the weekend of 29th-30th April 1950. The following year this festival became known as the Thanet Hockey Festival. The Thanet Hockey Festival was once the largest festival of its kind in the world. Significantly its chief organiser up to the 1970's was Sidney Glenn.

The club was joined by the Thanetians in 1980 and in 1983 Ramsgate Ladies joined to give the club a much-needed Ladies section, which was further expanded by the arrival of the Westgate Ladies in 2007.

Over the years a number of Cliftonville players have gone on to play hockey at County, National, International and Olympic level. Perhaps Sidney Glenn 75 years ago, provided a foundation for the hockey experiences that both past and present players remember and enjoy to this day.

Cliftonville Hockey Club- Present Day

Cliftonville currently fields 2 men's sides, 2 ladies and boasts strong Junior and Veteran sections. The club has put in place a new committee for the 2018-19 season with a clear directive for delivering improvement both on and off the pitch.

With close links to St. Lawrence College, club members are fortunate to be able to play on Kent's newest ultra-high tech International standard water based pitch, as well as having the use of a sand based pitch to complete the offer. In the coming years SLC will be building a £1 million clubhouse alongside the hockey pitch, placed in between hockey, cricket, football and rugby pitches. Cliftonville hockey Club will be key to the success of this facility and we will remain an integral part of its development.



Why Cliftonville Hockey Club?

A club approaching 100 years with an extensive history of being a driving force in the local community with various links to schools, colleges and businesses.

Members Contact Points

The Cliftonville 2018/19 committee are determined to develop, build and push the club forward which will only bring with it increased benefits for our sponsors. As it stands we have a base of approximately 150 active members across the club. If you combine with typical support networks and families the power of word of mouth delivers coverage in excess of 5000 contact points for your brand. We are looking to double our membership over the coming years meaning our potential exposure for just members and their connections would exceed 10,000 contact points

Non Playing Member Database

In full compliance with recent GDPR, we have an extensive database with over 300 email contacts. We limit our email transactions to thoughtful and precise information dropping in a monthly newsletter, as our sponsor your brand and logo would be central to all communication. We are also working with St Lawrence College, a very close partner of the hockey club, to engage with their own list of past members and Old Lawrentians. At last count this represented a list of over 5000 members. As the hockey club and the school grow closer together our work and development would feature within the school communications alongside our sponsor logos.

Opposition Clubs and Members

Cliftonville plays its hockey in the Kent leagues. Across Kent there are approximately 40-50 hockey clubs, ranging from Thanet and Canterbury to Sevenoaks and Blackheath. This provides significant coverage for our club brand and also our sponsor branding. We would conservatively estimate that each weekend we offer contact points with over 500 people across our away fixtures and the attached association with spectators and opposition players.

Our Men's and Ladies 1st XI feature in the top league for the county. In the 2017/18 season our Men's came second and narrowly missed out on promotion losing in the playoff. Our ladies had a solid season achieving mid table with ambitions to build again this year and push for promotion. If successful our top teams would be promoted in to the regional leagues. This would take the brand awareness across Kent, Sussex, London and Essex.

Hockey Online Management

Kent hockey is managed through multiple different websites. League dates, umpire appointments and fixture details are all managed on line. We are obliged to detail all information on these websites and our own. This generates significant footfall to our website from opposition clubs, league management and umpire management. With your brand being central to our website and links leading to your own website this represents a great opportunity for consumer pick up.

Cliftonville hockey club represents an excellent sponsorship opportunity for local businesses with significant local, county and internet coverage. The club is building a future proof plan that will see Cliftonville become even more of an ever present within the hockey world and beyond, delivering significant value to our members and sponsors.



Club Sponsorship Options

We are proposing four levels of sponsorship- ranging from Lead Club Sponsor through to a Selective Sponsor looking to support the club with a specific project.

Below you will find our proposals for consideration.

Term

- 3 yr. Fixed Term Agreement
- Effective from season starting September 2019 through to season ending April 2022

Sponsorship Bandings

GOLD

Main Club Sponsor x1

This sponsor will be the primary/ lead sponsor for the hockey club.

Total Amount £5,000

Payable in three transactions; an initial payment of £3000 followed by two further payments of £1000 at the start of the following two seasons.

In exchange you will receive the following;

- Sponsor logo printed on the front of all Cliftonville HC home shirts- men's, ladies, vets and juniors.-
- First sponsor logo listed on the Cliftonville HC website entry page with link to sponsor website.
- CHC release a monthly newsletter with club affairs we would offer a branded detailed article each month written by or on behalf of the sponsor- providing an opportunity to inform our entire email database of the sponsor's business.
- Sponsor logo added to all social media (facebook, twitter, Instagram) and all club related documentation (internal communication, newsletters etc.)
- Cliftonville hockey club strives to feature in local news (radio & newspaper) although specific sponsor mention will be difficult, photos showing sponsor on club shirt are normally visible.
- Two complimentary tickets to the annual club dinner and dance.

SILVER

Secondary Club Sponsor x1

This sponsor will represent the club's second largest donor.

Total Amount £3,000

Payable in three transactions; an initial payment of £1500 followed by two further payments of £750 at the start of the following two seasons.

In exchange you will receive the following;



- Sponsor logo printed on the arm of all Cliftonville HC home shirts- men's, ladies, vets and juniors.-
- Sponsor logo printed on the centre front of all Cliftonville HC away shirts- men's, ladies, vets and juniors.
- Sponsor logo listed on the Cliftonville HC website entry page with link to sponsor website.
- Sponsor logo added to all social media (facebook, twitter, Instagram) and all club related documentation (internal communication, newsletters etc.)
- Cliftonville hockey club strives to feature in local news (radio & newspaper) although specific sponsor mention will be difficult, photos showing sponsor on club shirt are normally visible.
- Two complimentary tickets to the annual club dinner and dance.

BRONZE

Additional club sponsor x3

This sponsor will represent the club's additional sponsor.

Total Amount £1500

Payable in three transactions; an initial payment of £1000 followed by two further payments of £250 at the start of the following two seasons.

- Sponsor logo printed on the arm/upper back of all Cliftonville HC home shirts- men's, ladies, vets and juniors.-
- Sponsor logo listed on the Cliftonville HC website entry page with link to sponsor website.
- Sponsor logo added to all social media (facebook, twitter, Instagram) and all club related documentation (internal communication, newsletters etc.)
- Cliftonville hockey club strives to feature in local news (radio & newspaper) although specific sponsor mention will be difficult, photos showing sponsor on club shirt are normally visible.
- Two complimentary tickets to the annual club dinner and dance.

SELECTIVE SPONSORSHIP

Sponsorship for bespoke projects within the club

Total Amount: POA

This sponsorship band has previously been used for the funding of Junior Kit, Junior Goalkeeper kits, Away shirts etc.

If you are interested in contributing a specific value towards something please let us know.



Where will the money be spent?

As a club we have an operating budget close to £20k per season. This includes pitch fees, coaching costs, equipment, umpiring costs, insurance and England hockey affiliation fees. We target to cover these costs through membership payments and social event income. As part of our development in building a club fit for the future while also providing affordable hockey for all ages and abilities we must look for additional revenue streams to support the club.

Sponsorship represents a core part of delivering revenue growth while maintaining reasonable annual fees against the backdrop of rising costs.

As a registered club our finances are protected by our cosignatory policy within our constitution. This ensures that any sponsorship received by Cliftonville hockey club will not be used for anything other than hockey related affairs under the supervision of both the Chairman and Secretary.

Contact Information

Thank you for taking the time to consider Cliftonville as a feasible sponsorship opportunity. Below you will find the contact information for the Club Treasurer / Commercial Development and the Club Chairman. Please feel free to get in touch to discuss opportunities going forward.

Club Treasurer & Commercial Development

James Provins

Mob: 07896 049122

E: James.Provins89@outlook.com

Club Chairman

Aron Walker

Mob: 07782 141259

E: Aron.Walker@hotmail.com