

MANCHESTER MAYHEM

Sponsorship Opportunities

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WHO ARE WE?

The North West has had a history of Para Ice Hockey for over a decade, originally with the Manchester Phoenix Sledge Hockey Club and more recently with the Manchester Mayhem Para Ice Hockey Club - a community driven not-for-profit disability sports club.

After the folding of the Manchester Phoenix Organisation in 2016, Manchester Mayhem was born, looking to fill the gap with an independent team and an aim to provide a platform for players of all ages and levels to participate - as a truly inclusive organisation. Unlike many other sports, Para Ice Hockey, at least domestically, allows for both disabled and able bodied players to compete together, offering a truly inclusive sport. This helps break down barriers while building understanding and community awareness, which many other sports can't.

Our squad currently includes players from 9 years old up to their 50's, male and female players, both able bodied and disabled, all from various backgrounds, and all with their own unique stories.

As well as the inclusivity and family atmosphere we have cultivated at the Club, we are proud that we have helped many players develop their skills on and off the ice and even to National Team level as well, both the Men's and Women's Great Britain Programmes.

We play across the country, with games held in Cardiff, Peterborough, Cambridge, Sheffield, as well as our own rinks in Widnes and Altrincham, and with plans for new teams on the horizon, we could be travelling elsewhere soon. As well as the UK, we are hoping to venture abroad to play games and tournaments, to further grow our game and improve our players, as well as developing relationships with other teams outside the UK.

This season we will be offering 'Learn to Play' sessions, giving people the chance to experience the sport first hand and see what it takes. This will help us to recruit new players, supporters, volunteers and further strengthen our roots in the community.



Manager & Coach – Peter Hagan

Peter has been involved with ice hockey for over 20 years. From recreational ice hockey, coaching in the USA, and working for a professional team.

Peter set up the original Manchester Para Ice Hockey team (the Manchester Phoenix Sledge hockey Club), part of the Manchester Phoenix Community Sports Foundation, and then the Manchester Mayhem when the Manchester Phoenix Ice Hockey Club ceased operations.

Peter is also involved with the revamped Great Britain Women's Para Ice Hockey Club as a Development Coach.



Captain & Coach – Karl Nicholson

Karl has seen pretty much everything there is to see in the sport, representing Great Britain at World Championships & even the Winter Paralympics.

He has served as the Captain of the Manchester Mayhem since its inception, as well as being part of the leadership group for Great Britain, both on and off the ice. He is also part of the coaching team for the revamped Great Britain Women's Para Ice Hockey Club.



PROMOTING INCLUSIVITY

The Manchester Mayhem Para Ice Hockey Club are proud to promote inclusivity. We truly believe that **Hockey Is For Everyone**, and with that we welcome everyone; from any age, gender, religion or sexual orientation.

As long as you want to sit in a sledge, we welcome you all. We believe this helps to break down barriers and stigma within the community, consciously and subconsciously, helping to bring people together so we can see our commonalities, rather than our differences.

We recently partnered with Pride Tape, to show our support to the LGBTQ community, by adopting them into our logo permanently, to show inclusivity is at the core of our squad.



We are beyond honoured that the Manchester Mayhem Para Ice Hockey Club has chosen to adopt Pride Tape onto their very cool and stylish team identity. When they approached us about their idea, we were thrilled.

Speaking to Pete about the importance of reflecting the club's diversity onto their team's jerseys with Pride Tape was incredibly flattering. We believe the Mayhem's desire to celebrate their inclusive environment in Manchester through their sport, will inspire similar acts of positivity and love not only in the UK but all around the world.

We're proud to not only call the Mayhem partners, but to also grow with them as friends. If we truly want to make sure Hockey Is For Everyone, it will take all of us to make it happen.

Thank you, Mayhem, for including Pride Tape. We make tape, you make it powerful.

Jeff McLean, Co-Creator - Pride Tape
www.pridetape.com



MAYHEM IN THE COMMUNITY

Manchester Mayhem Para Ice Hockey Club realises the importance of disability sport and the benefits it can have to the local community, both on and off the ice.

Since Para Ice Hockey started in the North West, firstly as the Manchester Phoenix Sledge Hockey Club, and then with the formation of the Manchester Mayhem Para Ice Hockey Club, we have tried to reach as many people as possible in the local community.

Using demonstrations, Learn To Play sessions, school visits etc we try to grow the sport locally as well as nationally.

Our aim is to make Para Sports as open and inclusive as possible, from kids looking to get into sports - where participation may be more challenging - to adults looking to continue playing a sport and the social aspect that brings.

We aim at improving Mental Health awareness, both within the club and the community. This is something we have had some success in with one of our players being profiled in a hockey magazine publication.

Participation in sport is proven to be hugely beneficial to mental health as well as physical health. Unfortunately as open and inclusive as many sports want to be, it can be challenging to incorporate disabled players within able bodied sports.

With several Learn To Play Sessions planned, continued presence in the local community with increased visits to schools and other organisations, we hope to build a strong base from which we can break down barriers within the community.

Over the next few years, we hope that, with your support, we can strive together to continue to benefit the community as we look to grow the game and look to launch our ultimate goal, a junior team.

As passionate as we are about competing on the ice, our passion to grow the game and be a positive force in the community is equally as strong. We hope that our input in the community can make a difference to people's lives, both young and old, and find the Mayhem and Great Britain stars of the future.

Identifying Core Objectives

- Develop links with children from communities throughout the North West
- Encourage sports participation and a healthy lifestyle
- Help to improve sporting activities for both able-bodied and disabled players
- Provide a safe and controlled environment for all from our local communities
- Extend our work with local and national organisations to promote disability sports & inclusivity
- And most of all, have **FUN!!**



Our latest project saw us successfully collect treats, food and toys for Manchester and Cheshire Dogs' Home



Previously we have donated Easter eggs for the hardworking staff and patients at Warrington & Halton Hospital



HOW SPONSORSHIP HELPS US

As a community driven not-for-profit disability sports club, every single penny Manchester Mayhem receives goes back into the club.

Ice hockey is a unique physical team sport, but one that unfortunately comes with added running costs beyond the equipment we use. Our main expenditure for the club is the cost of ice time, as the sport needs specific facilities to play.

We have two local ice rinks (Altrincham and Widnes), and we have great relationships with both, but unfortunately the cost of booking ice time has risen over the last several years.

This puts some unfortunate limitations on the club, as this is mainly self-funded by the players themselves. Currently we train every two weeks and the players each pay £40 a month to cover the cost of booking the ice. Ideally we would all like to train weekly in order to progress quicker as a team and attract new players, but doubling our player subs on top of their already expensive equipment costs is just not feasible.

The two solutions to making weekly training a reality, is through initiatives that bring new players to the sport, and looking for sponsorship.

The harsh reality is, if we can't help subsidising the cost of the ice, we will lose players, both new & established, and possibly the sport in the area.



Shows Cost of just training and increase per year for hourly and average monthly cost to club (hourly rate x 26 / 12 months). Match Days are additional roughly 1.5 hours x 4 games, plus Ref Fees on top.

Our Aims and Objectives Going Forward

- Promote the sport of Para Ice Hockey in the region, and develop players to play in the British Para Ice Hockey League
- Create pathways to allow players the best opportunity to reach the GB Programmes - something we have had success with in the past several years
- Reduce the annual cost for our members
- To provide the best on/off ice service to our members
- To help grow off-ice staff and education to help provide better coaching and development for the sport regionally & nationally
- To provide a platform to promote our sport, attract people to the sport and promote those who have helped us grow

How Sponsorship Helps You

Showcase social responsibility

Sponsoring a local team is seen as a gesture of goodwill within the community. Would-be patrons may remember your brand as socially responsible and a supporter of important social causes. Sports sponsorship sends a message that you care about what the fans care about – and that can be an incredible force. You're creating a relationship with consumers, not just advertising to them.

Increase customer loyalty

A study found that 7 in 10 NASCAR® fans were loyal to the sport's brand sponsors. On a smaller scale, for example, local businesses can foster customer loyalty through local team sponsorships.

Unique marketing Opportunity

The potential reach a business can get from sponsoring a sports team is a LOT bigger than you think. Through on-ice exposure, TV and media appearances, our numerous online channels, aswell as clothing that players and fans often wear in their everyday lives.





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BRANDING OPPORTUNITIES

Equipment branding is the most popular form of team sponsorship, and we have different options to suit everyone.

Having your name and/or logo emblazoned on all of our game jerseys throughout the season brings your brand into our team as a recognised and valued partner.

Sponsorship benefits go far beyond just our on-ice product, they are also featured heavily on our many media appearances and across our social media presence.

Title Sponsor - £750

Being our season title sponsor is a unique opportunity that places your brand front and center of our jersey sponsors. Your company logo will sit above our team logo occupying our largest sponsor area.

- Company name prominently on all team jerseys
- Your own team jersey to keep
- End of season printed and framed team photo with message of recognition
- Company logo added to our website and linked to yours
- Tagged and mentioned in our social media posts

Secondary Sponsor - £500

Our secondary sponsor spots are available on either on the front, sleeves, or lower back of all team jerseys.

- Company name visible on all team jerseys
- Your own team jersey to keep
- End of season printed and framed team photo with message of recognition
- Company logo added to our website and linked to yours
- Tagged and mentioned in our social media posts

Sponsor A Player - £100

A great opportunity for both individuals and/or businesses to support your favourite player and own a piece of club history too.

Own & Loan gives you the opportunity to buy your favourite players home or away jersey and “loan” it back to them for the season, so you get a game worn jersey at the end of the season. A truly unique way to support your local team and player.

- Name and/or logo printed on the lower back of the players jersey
- Signed player jersey at the end of the season
- Player signed Manchester Mayhem puck
- Dedicated social media post
- Association with a unique sportsperson in the community, possibly even a GB International player



We look forward to hearing from you to discuss any ideas and sponsorship packages you might be interested in.

It is our hope that together we can build a strong and lasting partnership.

