



# Manchester Mayhem

## 2026 Season Sponsorship

Empowering Communities Through Sport

GET STARTED



In partnership with British Para Ice Hockey Association



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# SPONSORSHIP LETTER

## **Dear Potential Sponsor,**

We are thrilled to present you with a valuable sponsorship opportunity for the Manchester Mayhem Para Ice Hockey Club, a leading force in promoting inclusivity, community spirit, and adaptive sport across the United Kingdom.

As one of the UK's most inspiring Para Ice Hockey teams, Manchester Mayhem empowers athletes of all abilities both disabled and non-disabled, to compete side by side. With a growing fan base and active community outreach, our mission goes beyond sport; we aim to break barriers, champion diversity, and foster unity through teamwork and resilience.

Your sponsorship will directly support our players, training programs, and community initiatives, ensuring that Para Ice Hockey remains accessible to all. In return, your brand will gain significant exposure through our games, events, and social media coverage reaching audiences who value inclusion, determination, and social impact.

We invite you to partner with us for the 2026 season to make a real difference both on and off the ice. Together, we can continue to build an inclusive sporting community that inspires change and celebrates ability in all its forms.

**Warm regards,**

Peter Hagan



# PACKAGES AVAILABLE

## Sponsorship Opportunities





## MANCHESTER MAYHEM – WHO ARE WE?

We were founded seven years ago. Manchester Mayhem are dedicated to being a team who values and focuses on inclusivity and being open to all, offering a platform for both able-bodied and disabled players to compete together.

Our experienced leadership team includes Peter Hagan, with 25 years of coaching expertise in Ice Hockey and Para Ice Hockey, and Karl Nicholson, former Captain of the Great Britain Para Ice Hockey team & part of the coaching set up with Great Britain, who has over 30 years of experience in parasports. Together, we're building a community-focused club that fosters skill development and inclusivity, with players ranging from 9 to 50+ years old. Manchester Mayhem are proud to be fundamental in the growth and development of National team players in both the Great Britain Men's and Women's programs.

To date Manchester Mayhem have been involved in developing and supporting 10 athletes to the Great Britain programme, including essential grass roots development to elite competition of 8 athletes.

Our continued vision is to develop new teams, participate and host international games, and continue with “Learn to Play” sessions to grow the sport and strengthen our roots in the community. We offer sponsors the chance to stand out alongside a passionate, diverse group with a shared mission to break down barriers and make a real difference through sport.



## GOALS & OBJECTIVES

- ❑ Promote Inclusion by creating equal opportunities for both able-bodied and disabled athletes to train and compete together in a supportive environment.
- ❑ Build Community Engagement through teamwork, confidence, and social interaction, helping players and fans connect beyond the ice rink.
- ❑ Increase Awareness of Para Ice Hockey by showcasing the sport at local, regional, and national levels to attract new audiences and participants.
- ❑ Support Youth Development by organizing “Learn to Play” sessions and beginner programs that encourage young athletes to join and grow in the sport.
- ❑ Strengthen Partnerships with local businesses, organizations, and sponsors to ensure continued growth and accessibility for all.
- ❑ Expand Media Reach through social media campaigns, community stories, and media collaborations to promote inclusivity and inspire wider participation.
- ❑ Ensure Long-Term Sustainability by building strong foundations for future athletes, securing funding, and developing ongoing community initiatives.
- ❑ Most importantly – make the sport FUN!!!



## CLUB ACTIVITIES

- ▶ League Matches held across Cardiff, Peterborough, Sheffield, and Widnes, showcasing thrilling Para Ice Hockey action and sportsmanship.
- ▶ Community Outreach Programs looking to promote inclusivity and awareness through public demonstrations and local events.
- ▶ “Learn to Play” Sessions offering opportunities for newcomers, including children and adults, to experience Para Ice Hockey for the first time.
- ▶ Charity & Fundraising Events supporting local causes and promoting social responsibility through sport.
- ▶ Media Coverage & Social Campaigns highlighting player stories, match updates, and sponsor features across platforms.
- ▶ Recognition Events celebrating athletes, coaches, and partners who contribute to the club’s growth and community impact.
- ▶ Networking Opportunities - connect with sponsors, partners, and supporters to strengthen relationships and community engagement.





# TARGET AUDIENCE

Manchester Mayhem connects with a wide and diverse audience, including:

01

Local sports fans and families who enjoy exciting, community-based events.

02

Businesses and brands seeking inclusive sponsorship opportunities.

03

Community organizations promoting accessible sports.

04

Athletes and individuals with disabilities inspired by Para Ice Hockey.

05

Online and media audiences across the UK engaging with our matches and campaigns.



## MARKET ANALYSIS

The UK's adaptive sports sector is experiencing strong growth, driven by rising public interest in inclusion, accessibility, and community-driven initiatives. Para Ice Hockey is one of the fastest-growing adaptive sports, attracting athletes, families, and fans who are inspired by determination, teamwork, and equality on and off the ice.

Manchester Mayhem operates within a vibrant regional sports community that actively supports inclusive events and grassroots development. With expanding media coverage, social media engagement, and partnerships across the North West, the club continues to raise awareness and attract new participants every season.

For sponsors, this market offers a powerful opportunity to associate with a purpose-driven organization that delivers social impact and lasting visibility. Partnering with Manchester Mayhem means aligning your brand with resilience, empowerment, and community spirit—values that resonate with audiences across the UK.





## COMMUNITY IMPACT

Manchester Mayhem is more than a sports club it's a community that believes in using sport as a force for good. Over the years, the team has supported several charitable initiatives that reflect its values of compassion, inclusion, and unity. Among these efforts is the Ukraine Ambulance Appeal, where Manchester Mayhem designed and sold special jerseys to raise funds, becoming the top contributors among all participating clubs.

One of the initiatives we hold dear is The Smokey Project, a cause that supports dog shelters in memory of our former club photographer's dog, Smokey

During the COVID-19 pandemic, the club expressed gratitude to essential workers by donating Easter gifts to hospital staff a small gesture that carried great meaning. In addition, Manchester Mayhem continues to strengthen community ties through school visits, public demonstrations, and "Learn to Play" sessions that introduce young people to Para Ice Hockey.

Through these ongoing efforts, Manchester Mayhem demonstrates that inclusivity, teamwork, and compassion extend far beyond the ice creating positive change and lasting connections within the community.





## COSTS

Our biggest expense is ice time, which is crucial for training and competitions. Specialized facilities are essential for Para Ice Hockey, and while we've built strong relationships with Widnes as an accessible rink; rising running costs are putting significant strain on our club.

As a primarily self-funded club, many of our players contribute their own money to keep things running, making this situation unsustainable. To manage costs, we've been forced to reduce training from weekly to bi-weekly, reduce ice time and increase player contributions, which has makes it harder for players to stay engaged and improve. Without sponsor support, we risk losing players and even the sport in the Northwest region.



# ELITE SPONSOR

£1,500

# SPONSORSHIP PACKAGE

## Benefits:

- ✓ Logo displayed prominently on the front of team jerseys.
- ✓ Featured placement on the official club website with a direct business link.
- ✓ Recognition across all social media platforms and match day promotions.
- ✓ Opportunity to perform a ceremonial puck drop at a league game.
- ✓ Opportunity to select and present the Player of the Year Award.
- ✓ Signed game-worn jersey and professional photos for your brand promotion.



# PREMIER SPONSOR

£750

# SPONSORSHIP PACKAGE

## Benefits:

- ✓ Company logo displayed on the front of club jerseys.
- ✓ Recognition on the official website and in social media campaigns.
- ✓ Invitation to take part in a ceremonial puck drop at a league match.
- ✓ Signed Manchester Mayhem jersey (home or away).
- ✓ Ongoing brand promotion throughout the 2026 season.



# COMMUNITY SPONSOR

£500

# SPONSORSHIP PACKAGE

## Benefits:

- ✓ Company logo featured on sleeves or back of team jerseys.
- ✓ Exposure on the club website and in social media posts.
- ✓ Invitation to participate in a ceremonial puck drop event.
- ✓ Signed team jersey as a token of appreciation for your support.



# HALL OF FAMER PACKAGE

£600

# PLAYER SPONSORSHIP PACKAGES

## Benefits:

- ✓ Prominent logo placement on the front of your chosen player's jersey.
- ✓ Company details and website link displayed on the player's profile.
- ✓ Dedicated social media campaign and video interview featuring your brand.
- ✓ Game-worn jersey from your sponsored player at the end of the season.



# ALL-STAR PACKAGE

£250

# PLAYER SPONSORSHIP PACKAGES

## Benefits:

- ✓ Logo or name displayed on the back of your chosen player's jersey.
- ✓ Company details and website link on the player's profile.
- ✓ Signed photo and signed jersey from your sponsored player.
- ✓ Featured social media post highlighting your sponsorship and brand.



# ROOKIE PACKAGE

£100

# PLAYER SPONSORSHIP PACKAGES

## Benefits:

- ✓ Logo or name featured on the back of your chosen player's jersey.
- ✓ Company details and website link displayed on the player's profile.
- ✓ Signed photo of your chosen player as a thank-you gift.
- ✓ Social media mention highlighting your support.



# HALL OF FAMER PACKAGE

£600

# COACH SPONSORSHIP PACKAGES

## Benefits:

- ✓ Prominent logo placement on the front of the coach's training suit.
- ✓ Coverage of your coach's ice time and coaching course fees for a full year.
- ✓ Dedicated social media campaign and video content featuring your brand.
- ✓ Signed game-worn jersey from a player at the end of the season.



# ALL-STAR PACKAGE

£250

# COACH SPONSORSHIP PACKAGES

## Benefits:

- ✓ Logo or name displayed on the back of your chosen coach's training suit.
- ✓ Company details and website link featured on the club's profile.
- ✓ Signed team photo and signed jersey from the coach and team.
- ✓ Featured social media post highlighting your brand and sponsorship.



# ROOKIE PACKAGE

£100

# COACH SPONSORSHIP PACKAGES

## Benefits:

- ✓ Logo or name featured on the arm of your chosen coach's training suit.
- ✓ Company details and website link displayed on the club's online profile.
- ✓ Signed team photo as a thank-you for your support.
- ✓ Social media mention recognizing your sponsorship.



# HELMET SPONSORSHIP

£600

# EQUIPMENT SPONSORSHIP OPPORTUNITIES

## Benefits:

- ✓ Company logo displayed on team helmets, ensuring high visibility during all games and training sessions.
- ✓ Exposure through match photography, media coverage, and social media posts.
- ✓ Association with a sport that promotes inclusion, resilience, and teamwork.
- ✓ Strengthened community reputation through visible support of adaptive sports.



# PUCK SPONSORSHIP

£500 (100 Pucks)

# EQUIPMENT SPONSORSHIP OPPORTUNITIES

## Benefits:

- ✓ Your company logo printed on one side of every official game puck, with the team logo on the reverse.
- ✓ Pucks used in all official matches, training sessions, and sold as part of team merchandise.
- ✓ Brand exposure through live games, fan merchandise, and promotional giveaways.
- ✓ Recognition on the club's website and social media channels for your support.





## SPONSOR BENEFITS

- Increased brand visibility through team jerseys, website features, and local media coverage.
- Recognition across all social media platforms, match promotions, and community events.
- Direct connection with families, fans, and organizations who value inclusion and teamwork.
- Opportunity to align your brand with adaptive sports and promote equality through action.
- Positive brand image by supporting diversity, accessibility, and community development.
- Strengthened corporate social responsibility by contributing to real social impact.
- Long-term partnership opportunities with ongoing exposure and future collaborations.
- Build customer trust and loyalty by associating with a respected, purpose-driven club.





## WHY YOU SHOULD SPONSOR US?

01

### **Exclusive Cultural Exposure**

Gain valuable exposure by partnering with a respected and growing Para Ice Hockey team.

02

### **Direct Market Access**

Reach a diverse audience of families, sports fans, and community organizations across the UK.

03

### **Prestige Brand Placement**

Align your brand with values of inclusion, equality, and social responsibility.

04

### **VIP Engagement Opportunities**

Enjoy strong local and online visibility through events, media coverage, and social platforms.

05

### **Community & Cultural Alignment**

Support a meaningful cause that empowers individuals of all abilities and promotes mental and physical well-being.

06

### **High ROI & Lasting Impact**

Build lasting relationships through community involvement and shared purpose.



## DONATIONS & JOIN THE MAYHEM

Manchester Mayhem is a not-for-profit organization, and every contribution goes directly toward supporting our players, equipment, and ice time. Your donations help us keep Para Ice Hockey accessible for everyone, ensuring athletes of all abilities can continue to train, compete, and thrive.

In addition to sponsorships, we also welcome financial donations, raffle prizes, and in-kind contributions that assist with community events and fundraising activities. Each donation, no matter the size, plays a vital role in sustaining the club's mission of inclusion, teamwork, and empowerment.

Join the Mayhem and be part of a movement that brings people together, breaks barriers, and creates lasting change both on and off the ice.





## CONTACT INFO

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