



2024/25 Sponsorship
Opportunities

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 for 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 Vivacity gyms
- A forward-thinking organisation looking to work together and bring mutual success





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



“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.”



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
X [TWITTER]
IMPRESSIONS
PER SEASON

12k
INSTAGRAM
MONTHLY VIEWS
& GROWING...

27k
GAME FANS
THROUGH
THE DOOR



TEAM SPONSORSHIP



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 £3500 +VAT

1 x Premier Space (front)

1 x Premium Space (back)

2 x Core Spaces

4 x 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.

HELMET BRANDING

Premium Front £2500 +VAT

Both Sides £1800 +VAT

Exclusivity package £4000 +VAT

SHORTS & SOCKS

1 x Short Premium Space £2500 +VAT

4 x Core Short Spaces (pairs) £2500 +VAT

1 x Socks Premium Space £1500 +VAT

*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 home games.

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

WARM-UP JERSEY £6000 +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

Premium Front £1500 +VAT

Both Sides £750 +VAT

Exclusivity package £2000 +VAT

NET BRANDING

4 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 Season ticket to all Phantoms home games
- Unique signed jersey of your player

SEASON PRICE FROM £1800 +VAT



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.

There are three options available - the first one being full sponsorship of 'Tom', or we have helmet sponsorship and shorts sponsorship.

FULL MASCOT SPONSOR £5000 +VAT

Helmet Sponsor £1500 +VAT

Shorts Sponsor £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.



SEASON PRICE
Includes 27 league games
plus cup & playoff fixtures

8 SEATER £5,500 +VAT

12 SEATER £7,500 +VAT



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 2024/25 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.

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

Penalty Kill Sponsor

The penalty kill is when the Phantoms receive a penalty causing an on-ice advantage for the opposing team – this happens on average 3-5 times per game.

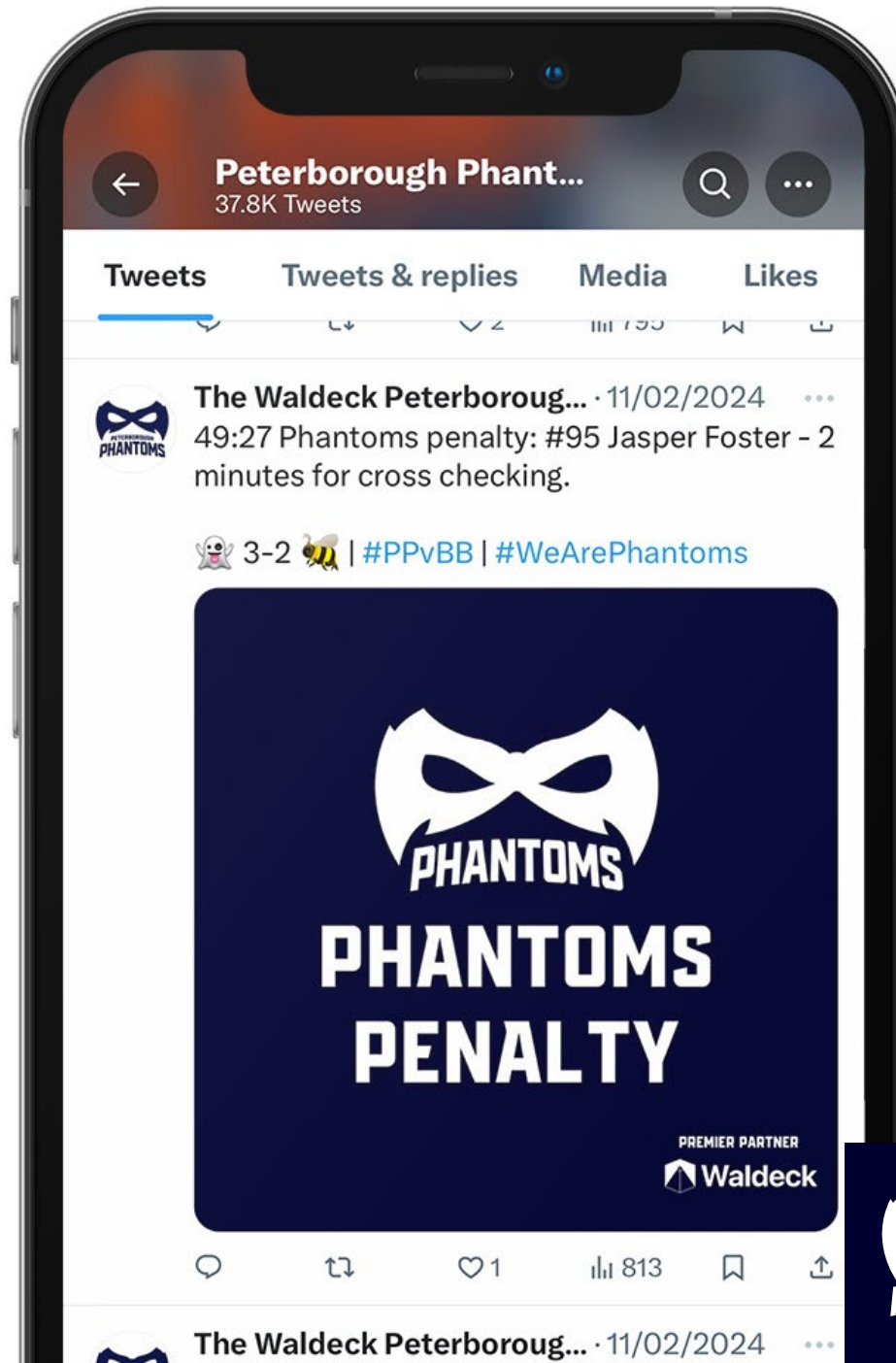
This opportunity is great to not only get your company name heard by hockey fans on game day, but also to get your company logo on the popular in-game live tweets.

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

SEASON PRICE £1500 +VAT

***Exclusivity package available - ask for details**

*Example X live feed



MATCH OPPORTUNITIES

Power Play Sponsor

The power play is when the opposing team receive a penalty causing a on-ice advantage for the Phantoms — this happens on average 3-5 times per game.

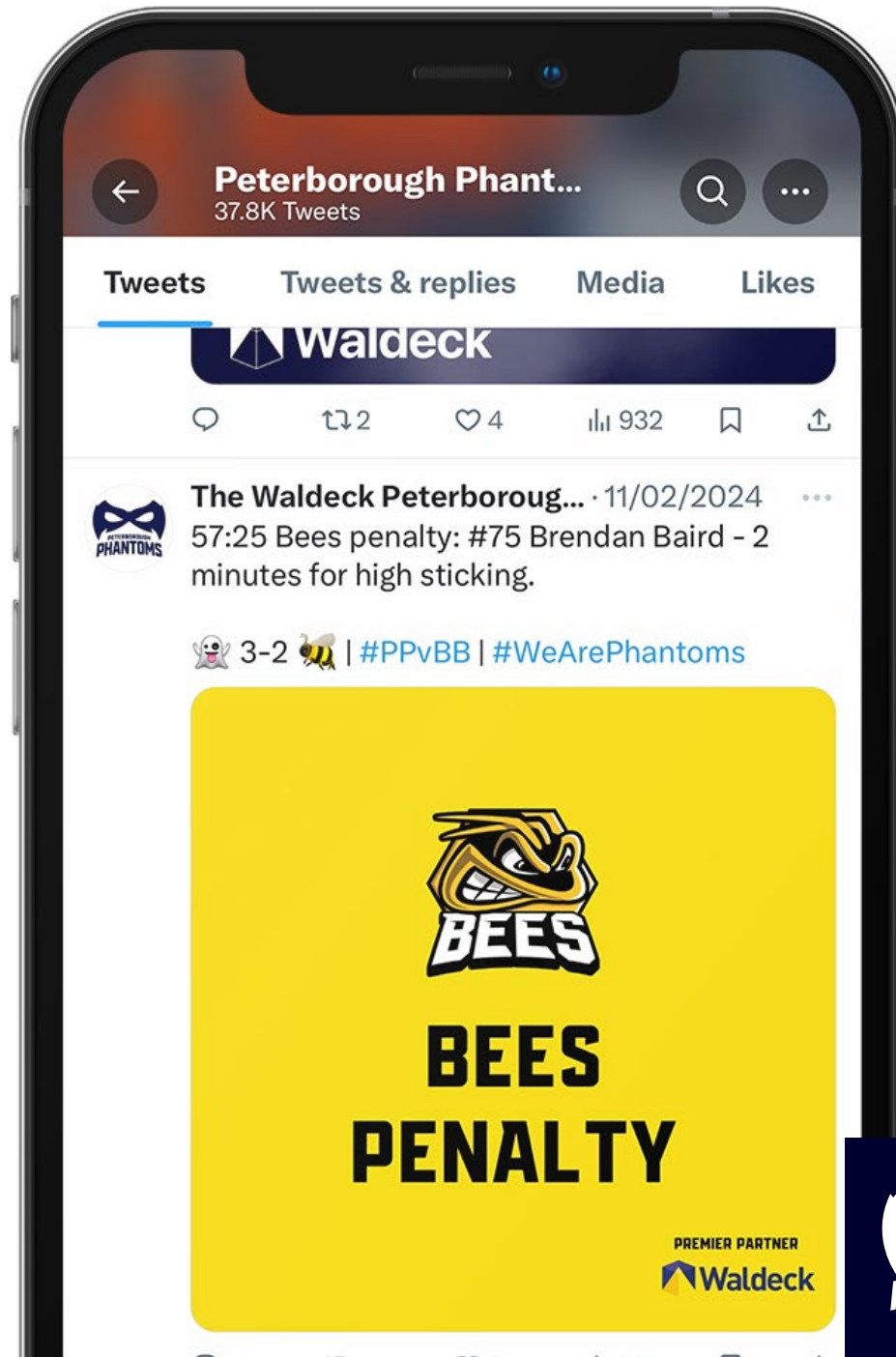
This opportunity is great to not only get your company name heard by hockey fans on game day, but also to get your company logo on the popular in-game live tweets.

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

SEASON PRICE £1500 +VAT

*Exclusivity package available - ask for details

*Example X live feed



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 £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 for the 2024/25 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 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 £2700 +VAT





**ARENA
ADVERTISING**



NEW FOR 2024/25

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.

POA - Ask for details



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 £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 Box 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.

SEASON PRICE £1000 + VAT



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.



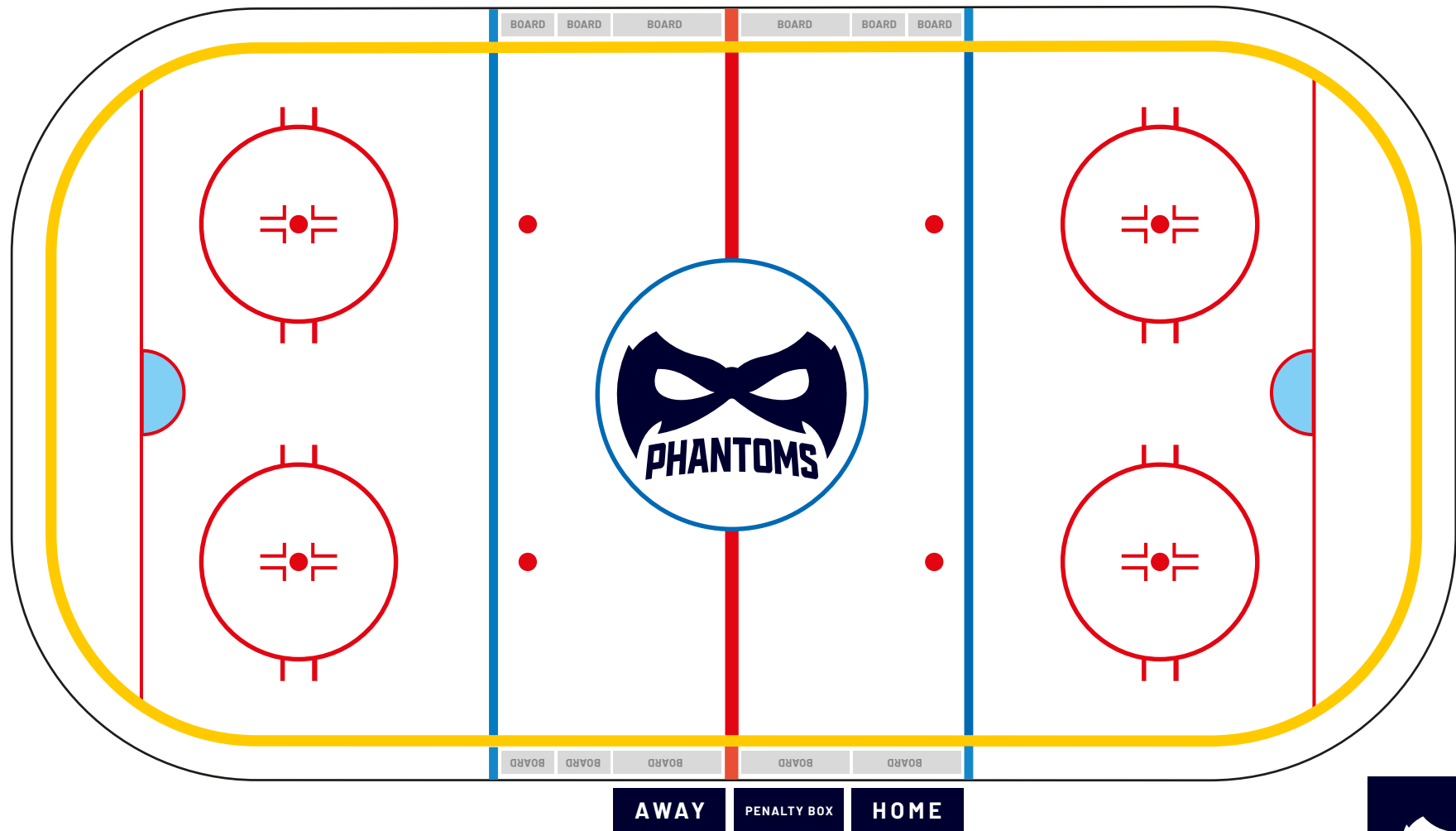
TEAM SPONSORSHIP

Brand Spaces



ARENA ADVERTISING

Arena Spaces





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gophantoms.co.uk