



BUSINESS/ PARTNERSHIP OPPORTUNITIES

COVENTRY BLAZE
ICE HOCKEY TEAM



Why us?

A PARTNERSHIP WITH THE COVENTRY BLAZE IS A REWARDING EXPERIENCE WITH SIGNIFICANT BENEFITS TO YOUR BUSINESS.

A WIDE RANGE OF CUSTOMISABLE OPPORTUNITIES ARE AVAILABLE, DESIGNED TO MEET YOUR INDIVIDUAL NEEDS!

TAKE ADVANTAGE OF:

- BRANDING/ADVERTISING
- PR EXPOSURE
- SOCIAL MEDIA ACTIVITY
- PRODUCT PLACEMENT
- DATA CAPTURE
- EXCLUSIVE ACCESS
- CORPORATE ENTERTAINMENT
- COMMUNITY ENGAGEMENT
- NETWORKING OPPORTUNITIES
- AN ASSOCIATION WITH A WELL-ESTABLISHED BRAND

OUR PLEDGE TO PARTNERS

WE WILL:

- WORK WITH YOU TO ESTABLISH YOUR KEY OBJECTIVES
- ESTABLISH THE MOST EFFECTIVE ROUTES FOR DELIVERING THESE OBJECTIVES
- ENSURE BENEFITS OF THE PARTNERSHIP ARE MAXIMISED
- DEVELOP A LONGER-TERM PARTNERSHIP AGREEMENT
- COMMUNICATE THE PARTNERSHIP AND YOUR BUSINESS
- OFFER THE OPPORTUNITY TO NETWORK AND SHARE BUSINESS OPPORTUNITIES WITH OTHER PARTNERS

"GENTING CASINO COVENTRY BECAME THE TITLE SPONSOR OF THE BLAZE IN 2012. AS A NEW BUSINESS TO THE AREA, THIS HELPED US TO GET A FOOT-HOLD WITHIN COVENTRY. WE CHOSE TO SPONSOR THE **BLAZE** AS THEY HAVE BROUGHT SPORTING SUCCESS TO THE CITY AND WORKED TO A HIGH LEVEL WITHIN THE LOCAL COMMUNITY AND TO SUPPORT CHARITIES."

Our association with the **Blaze** has benefited us, not only locally but also regionally and nationally with media coverage. It was important that we aligned ourselves with a successful local brand as we developed our business in the city centre. We quickly found this was a good partnership for us with fan interaction on game days and increased social media coverage. We are proud to continue our sponsorship with the club and look forward to furthering our prosperous relationship.."

TRACEY GOUGH
GENERAL MANAGER
GENTING CASINO, SKYDOME COVENTRY





TWO TIME PLAYOFF CHAMPIONS



FOUR TIME ELITE LEAGUE CHAMPIONS



TWO TIME CHALLENGE CUP CHAMPIONS



ONE TIME BRITISH KNOCK-OUT CUP CHAMPIONS

ROLL OF HONOUR



After relocating from the neighbouring town of Solihull in 2000, the **Coventry Blaze** have gone from strength to strength. From fourth division obscurity, the **Blaze** have risen up through the leagues to become one of the most successful ice hockey teams in the country's top division, the Elite League.

The club's management team have decades of experience running professional ice hockey as a fast and furious, family focused sporting entertainment and have City Ambassadors, Community Champions, Great Britain team management and Governing Body officials amongst their ranks.

The club has one of the largest community programmes of any sports team in the country, working with hundreds of schools, charities and groups throughout every season. This outstanding contribution to the local area has been recognised by several high profile awards.

"WE ALWAYS STRIVE TO CHASE THE EDGE & ARE PROUD TO REPRESENT OUR REGION. THE NEXT DECADE WILL BE AN EXCITING CHALLENGE AS WE LOOK TO MAINTAIN OUR POSITION AS ONE OF THE MOST SUCCESSFUL HOCKEY TEAMS IN THE U.K."

ANDY BUXTON DIRECTOR

Blaze have been the UK's representative in the European Continental Cup no less than five times, a competition which has seen them take on the national champions of Italy, France, Slovenia, Austria and Denmark to name just a few.

With a remarkable 16 major titles since the move to the Skydome Arena in 2000, the **Blaze** are undoubtedly the most successful professional sports team representing the region.

UNRIVALLED SUCCESS

1999-2000 TEAM JOINS BRITISH NATIONAL LEAGUE
Head Coach Paul Thompson wins British National League Coach of the Year award.

2000-2001 TEAM RE-LOCATES: SOLIHULL TO COVENTRY
Head Coach Paul Thompson wins British National League Coach of the Year award.

2001-2002 RUNNER UP - BRITISH NATIONAL LEAGUE
2001-2002 RUNNER UP - BNL PLAY-OFF CHAMPIONSHIP
2001-2002 RUNNER UP - RUNNER UP - FINDUS CUP

2002-03 CHAMPIONS - BRITISH NATIONAL LEAGUE
2002-03 CHAMPIONS - BRITISH NATIONAL LEAGUE PLAY-OFF CHAMPIONSHIP

2003-04 TEAM JOINS THE ELITE ICE HOCKEY LEAGUE

2004-05 CHAMPIONS - ELITE ICE HOCKEY LEAGUE
2004-05 CHAMPIONS - EIHL PLAY-OFFS
2004-05 WINNER - EIHL CHALLENGE CUP
Head Coach Paul Thompson wins British Ice Hockey Writers (BIWH) EIHL Coach of the Year award

2005-06 RUNNER-UP - ELITE LEAGUE CHALLENGE CUP
2005-06 RUNNER-UP - BRITISH ICE HOCKEY KNOCK-OUT CUP
2005-06 TEAM OF THE YEAR AWARD AT BBC MIDLANDS SPORTS AWARDS
2005-06 TEAM OF THE YEAR AWARD IN THE COVENTRY, SOLIHULL AND WARWICKSHIRE SPORTS AWARDS
Head Coach Paul Thompson wins Professional Coach/Manager of the Year award in the Coventry, Solihull and Warwickshire sports awards.

2006-07 CHAMPIONS - BMIBABY ELITE ICE HOCKEY LEAGUE (EIHL)
2006-07 WINNERS - CHALLENGE CUP
Head Coach Paul Thompson appointed Great Britain Head Coach

2007-08 CHAMPIONS - BMIBABY ELITE ICE HOCKEY LEAGUE (EIHL)
2007-08 WINNERS - BRITISH KNOCKOUT CUP
Winners - Godiva Awards - Best Business in Coventry & Warwickshire Award
Winners - Coventry Telegraph Business Award s- Contribution to the Community

2008-09 WINNERS- ELITE ICE HOCKEY LEAGUE CHARITY SHIELD
2008-09 RUNNERS-UP - BMIBABY ELITE ICE HOCKEY LEAGUE (EIHL)

2009-10 WINNERS- ELITE ICE HOCKEY LEAGUE
Head Coach Paul Thompson named Elite League Coach of the Year at Elite League Awards

2014-15 CHAMPIONS - EIHL PLAY-OFFS



FAN DEMOGRAPHICS

THE "AVERAGE" **BLAZE FAN** IS
HUGELY LOYAL AND TAKES IN 87%
OF UP TO 32 HOME LEAGUE, CUP &
PLAY-OFF FIXTURES WITH AN **AWAY**
TRAVELLING SUPPORT OF 12%.

Coventry **Blaze** fans are fiercely loyal and follow their team passionately, cramming in ice hockey every Saturday and Sunday from August to the end of March, including some midweek games too! With 56 league games and up to a further 15 competition fixtures their dedication to the team is unquestionable.

Home crowds have increased consistently since the relocation from Solihull to Coventry

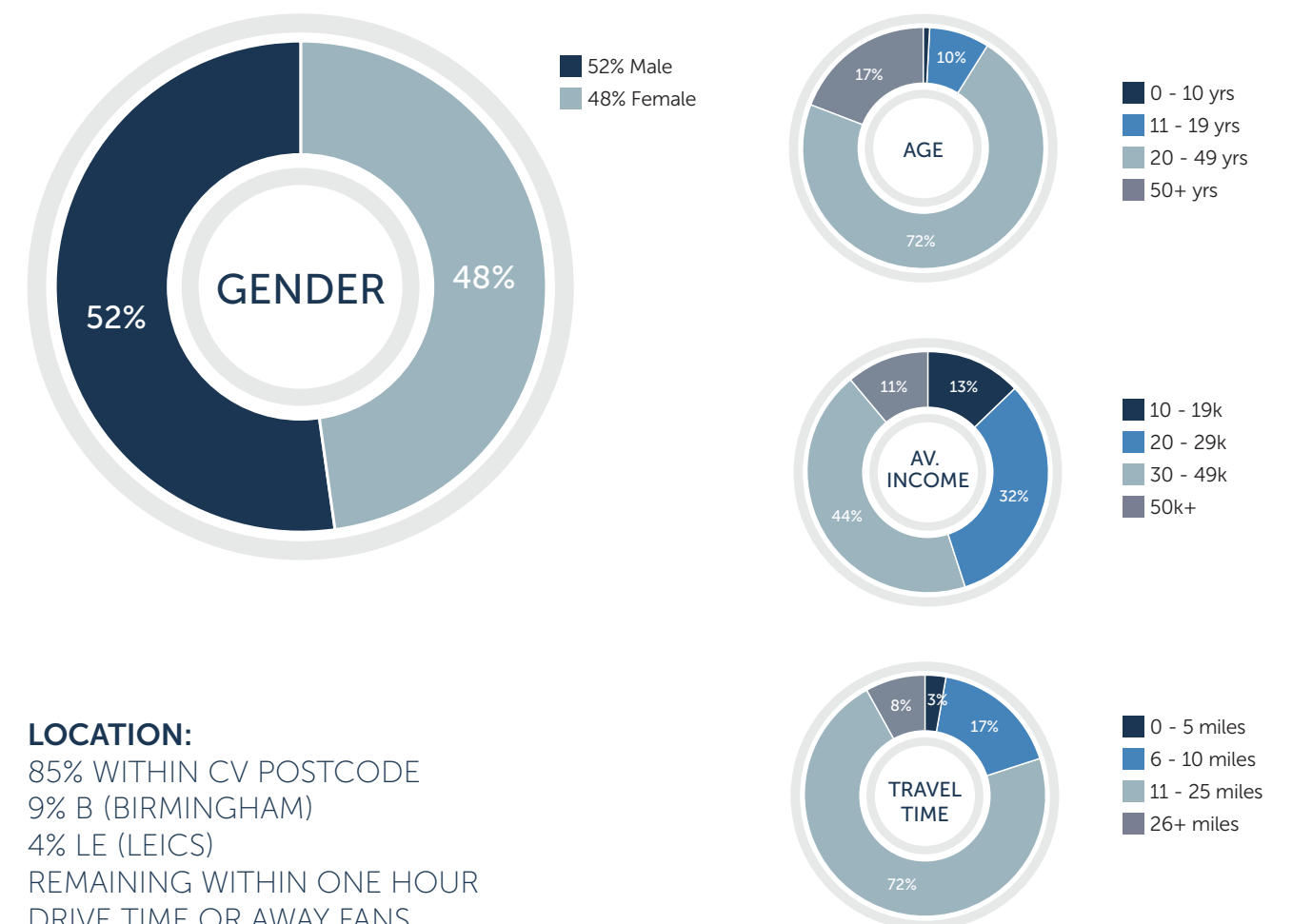
BLAZE CORE FANS: 18-65 YEARS
AVERAGE AGE: 32 YEARS,
2 CHILDREN AGED UNDER 20
MALE: 52%
FEMALE: 48%

in 2001 and feature a growing number of families with young children and adult groups too.

85% of **Blaze** fans come from CV postcoded areas including Rugby, Warwick, Kenilworth and Leamington with a growing number from Birmingham and Leicestershire regions.

The match night atmosphere at the Skydome is unrivalled, with music, crowd interaction, prizes, competitions and of course the ice hockey – an all round excellent night out.

HOUSEHOLD INCOME: £57,000
SEMI-DETACHED PROPERTY
OWNER
ONE HOUSEHOLD CAR
ONE HOLIDAY PER ANNUM
(EUROPE)



BRANDING

THE BLAZE OFFER AN EXCITING VARIETY OF BRANDING, ADVERTISING, ONLINE MARKETING AND PROMOTIONAL OPPORTUNITIES.

If your brand supports the **Blaze**, fans, players and all others associated will support yours too. Each season we sell hundreds of replica jerseys, up to 100 game-worn shirts, including special designs for Christmas, Halloween and Valentine's Day. Plus, the Coventry Blaze store offers a range of other memorabilia which could have YOUR brand on.

TITLE SPONSOR
The highest level of sponsorship offered by the **Coventry Blaze**, the Title Sponsorship sees your

brand partnering the club right from your logo emblazoned across the breast of playing & replica shirts through to club stationery.

KIT BRANDING
You can choose to place your logo on sleeves, shoulder blades, shorts, socks, helmets and the netminder's pads & blocker! Benefit from high visual branding locally and nationally, with all packages supported by marketing activation programmes.



COVENTRY 2021 CITY OF CULTURE BID THEMED CHALLENGE CUP SHIRT



VALENTINE THEMED SHIRT



CHRISTMAS THEMED SHIRT



HALLOWEEN THEMED SHIRT



HELMET
Offers up to three sponsors the opportunity to place their logo to the front and sides of all player headwear. A key kit branding opportunity for any sponsor with an opportunity to take branding to another level.



SHIRT FRONT TITLE
Reserved for the team Title Sponsor, this position offers unparalleled visibility on match nights, replica and game worn shirts and photographic and television coverage.



SHOULDER
Be Shoulder to Shoulder with the **Blaze**. Prominent position of logo on one side front or both top of shoulders.



SHIRT SLEEVES
Prime branding opportunity to have your logo included on both shirt sleeves



SHOULDER BRANDING REVERSE
This position is ideal for either portrait or landscape logo's as there is no limit to logo shape, in fact the more creative, the better!



LOWER BACK BRANDING
is ideal for a landscape logo as it stretches right across the back and gives maximum impact.



SHORTS
Up to ten positions to choose from, each position gives high brand exposure and results show these positions generate the second largest return on investment though media coverage.

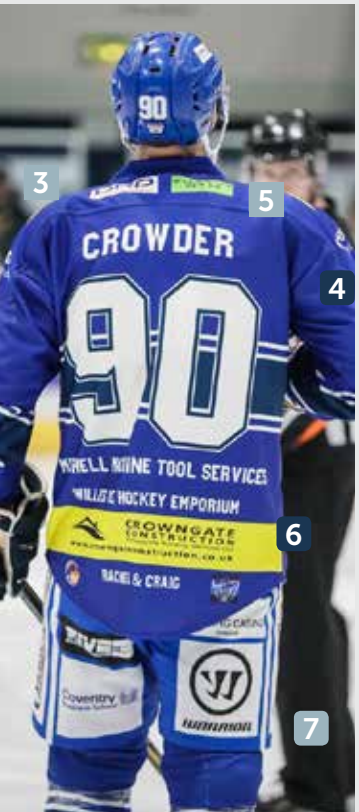


SOCK BRANDING
A new opportunity created by the Blaze to take full advantage of a clean line of advertising space. Position is available to front only.

FRONT



BACK



SIDE



MEDIA SUMMARY

Since relocating to Coventry the **Blaze** have enjoyed extensive exposure through print, television, radio and online.

Particularly, **Blaze** are well covered by local newspapers such as the Coventry Telegraph and Observer, and have a high profile on local BBC radio stations, including Coventry and Warwickshire and FreeRadio.

The Elite League and the **Blaze** feature on various national TV channels such as the BBC and FreeSports..

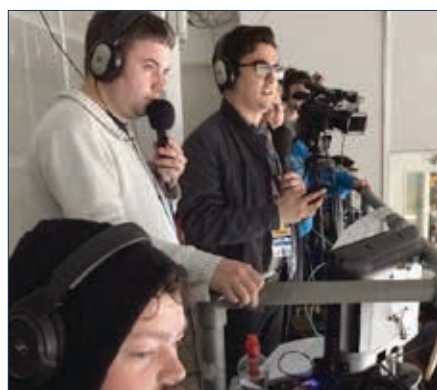
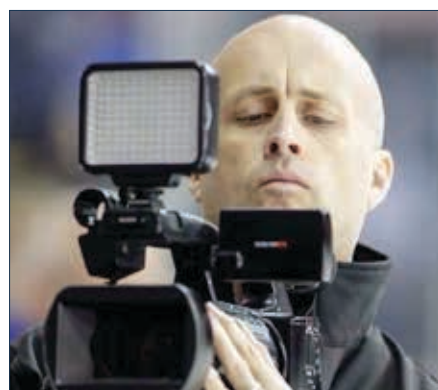
SOCIAL MEDIA OVERVIEW:

TWITTER: 30,000 FOLLOWERS ACROSS @COVBLAZEHOKEY AND @COVBLAZELIVE
35,000,000 IMPRESSIONS DURING SEASON 2018/19 - THAT'S NEAR 4 MILLION A MONTH!

FACEBOOK: 13,500 LIKES TO OUR PAGE - REACH OF UP TO 250,000 VIEWS PER MONTH!

INSTAGRAM: 7,500 FOLLOWERS

YOUTUBE: 200,000 VIEWS OVER THE 2018/19 SEASON



EACH WEEK, THE BLAZE ENJOY EXTENSIVE MEDIA EXPOSURE THROUGH PRINT, TELEVISION, RADIO, THE CLUB WEBSITE AND SOCIAL MEDIA.

BLAZE RECEIVE STRONG SUPPORT FROM THE **BBC** FEATURING REGULARLY ON BBC COVENTRY AND WARWICKSHIRE LOCAL RADIO, THE BBC SPORT WEBSITE AND ON BBC MIDLANDS TODAY TV.



NATIONAL FREE-TO-AIR CHANNEL **Freesports** SHOW UP TO 20 LIVE ELITE LEAGUE GAMES EACH SEASON WITH A HIGHLIGHTS PROGRAMME FEATURING THE BLAZE EVERY SINGLE WEEK.

FREE SPORTS

THE **BLAZE** FEATURE HEAVILY IN LOCAL NEWSPAPERS SUCH AS THE **COVENTRY TELEGRAPH** AND **COVENTRY OBSERVER**, AND HAVE ALSO BEEN COVERED IN NATIONAL BULLETINS SUCH AS THE **DAILY MAIL**.

Coventry Telegraph

Coventry Observer

MATCH NIGHT

EXPERIENCE

"MY FRIENDS AND I ALL WENT TO A GAME IN DECEMBER. **OMG WHAT A NIGHT!** WE'VE ALREADY BOOKED TO COME AGAIN!."

EMMA SANDS, RUGBY

Join this awesome entertainment spectacle at the Coventry Skydome and be amazed at the atmosphere, music & games, crowd interaction and of course... ice hockey!

Whether you're a family enjoying a night out, a group of friends or sports club out for the night, celebrating an event, or a business entertaining your clients with something unique and memorable, match nights at the Blaze are awesome!

We'll leave you wanting to come back again and again. That's why **Blaze** fans just keep coming back for more!

"Our aim is to create a contagious atmosphere inside the Skydome. We treat our game nights as our 'show' and endeavour to entertain with music, competitions, on-ice fan interaction, surprises and of course... the ice hockey."

Rob Coleman, Operations Manager



"WE ARE REGULAR VISITORS TO THE BLAZE AFTER WE HAD AN INVITE FROM WORK. THE KIDS LAP IT UP EVERY WEEKEND, IT'S EXCELLENT VALUE FOR MONEY AND GIVES THE FAMILY SOMETHING WE CAN DO TOGETHER."

JOHN FAIRBURN, COVENTRY



"I BRING MY KIDS TO AS MANY GAMES AS I CAN NOW. ICE HOCKEY IS THE ONLY SPORT THEY'VE REALLY TAKEN TO AND LOVE ALL THE MUSIC, CHANTING AND OF COURSE THE ACTION ON THE ICE."

JULIA ALLISON, KENILWORTH



MATCH SPONSORSHIP

Make sure that your company is the headline act on a Blaze match night. Match sponsorship includes many great benefits, including PA announcements throughout the game, promotion of your sponsorship and

company before and after the game on all of our web platforms, presentation of the Man of the Match awards and the very best seats in the house!! With increasing demand for our Match Sponsorship packages, make sure you book quickly!

A MATCH SPONSORSHIP INCLUDES:

- Eight tickets for the VIP Crowngate SkyLounge with a sensational view of the ice or a 10-person private SkySuite Executive Box
- Additional SkyLounge places can be booked at a cost of £30 plus VAT
- Welcome drink on arrival (if choose SkyLounge seating)
- Social Media announcements of sponsorship prior to game
- PA announcements
- Presentation of Man of the Match (digital photos provided for your personal use)
- Opportunity to promote your brand within arena during the game (sales/promo stand, data capture, competitions etc)
- Company Logo on all team sheets
- Complimentary copies of our official monthly magazine OnFire
- Complimentary Tea & Coffee
- Fully stocked and manned private bar facility (payable separately)
- Private toilet facilities

Cost from: £500 plus VAT

To book a Match Sponsorship package, please call the **Blaze** office on **02477 719919** or e-mail: **office@coventryblaze.co.uk**





CORPORATE HOSPITALITY

VIP CROWNGATE SKYLOUNGE

There's simply nothing to compare with watching all the action, excitement, thrills and spills of a Genting Casino Coventry Blaze ice hockey battle from the comfort of our hospitality suite – the Crowngate SkyLounge.

Offering breath taking views of the ice, a game-night spent in the SkyLounge will provide you with an evening to enjoy and remember for a long time. After a welcome drink on arrival, it will be time to take your seats for the main event – a high octane professional ice hockey match between two of the top teams in the United Kingdom.

Complimentary tea and coffee is available throughout the game and there is a dedicated cash bar, just for guests in the SkyLounge. Food can be purchased from around the Arena and brought to the SkyLounge to enjoy from the comfort of your seat, or table space set behind the front seating. Private toilet facilities are also available.

After the final buzzer, you will have a final chance for a drink and a chat before the SkyLounge closes approximately 45 minutes after the end of the game.

With team sheets and a guide to the game provided for every guest as well as the opportunity to meet and chat with the Blaze Directors, a night as our guests in the SkyLounge will leave you wanting more!

An evening in the SkyLounge costs £30 per person, and tickets can be purchased online. Just choose the game, and click on the SkyLounge from the arena map.

Group Booking or Exclusive Corporate Use. A discount may be given for group bookings of 12 or more. Please contact the Blaze office to find out more.

Bookings can be made as far in advance as required for any game on our fixture list.

For exclusive corporate use of the SkyLounge, meaning the suite will be yours alone, a minimum of 35 and a maximum of 40 guests must be booked.

For further information, to check availability or to make a booking, please call the Blaze office on **02477 719919** or email **office@coventryblaze.co.uk**





SKYSUITES and SKYBOXES

A range of private corporate hospitality boxes, holding between 6 and 16 people are available for every Blaze home game.

Each SkySuite or SkyBox is supplied with a fully stocked drinks fridge and benefits from direct service by staff from the Arena bar. All consumption is paid for at the end of the evening.

Complimentary self serve tea and coffee is included, as are team sheets for the evening's game and copies of our official monthly magazine OnFire.

Food to be enjoyed in your SkySuite or SkyBox can be ordered from Papa John's Pizza, or from one of the other catering outlets from around the arena at the time of booking, or during the game.

Free car parking in the adjacent SkyDome multi-storey car park is also included. You will receive a pass on the night from one of our hosts.

And that's not all – Guests in SkyBoxes and SkySuites will, subject to his availability, also be greeted and entertained during the game by our resident match-night host and incredible magician, Jester Styles - Prepare to be amazed!

Boxes for between 6 and 16 people cost between £150 and £400 plus VAT per game.

For further information, to check availability or to make a booking, please call the **Blaze** office on **02477 719919** or email **office@coventryblaze.co.uk**



CORPORATE SEASON TICKETS

Enjoy your **Blaze** experience from premium seats in the Arena - prime location at centre ice!! Seats have padded seat cushions and back rests and are located behind and between the two team benches for an up close and personal view of the action!

£460 plus VAT includes all pre-season games, a guaranteed 27 league fixtures, plus four Challenge Cup encounters. If **Blaze** qualify, quarter and semi-final Cup games are also included along with a potential Play-off quarter-final game.



MATCH NIGHT PROMOTIONS

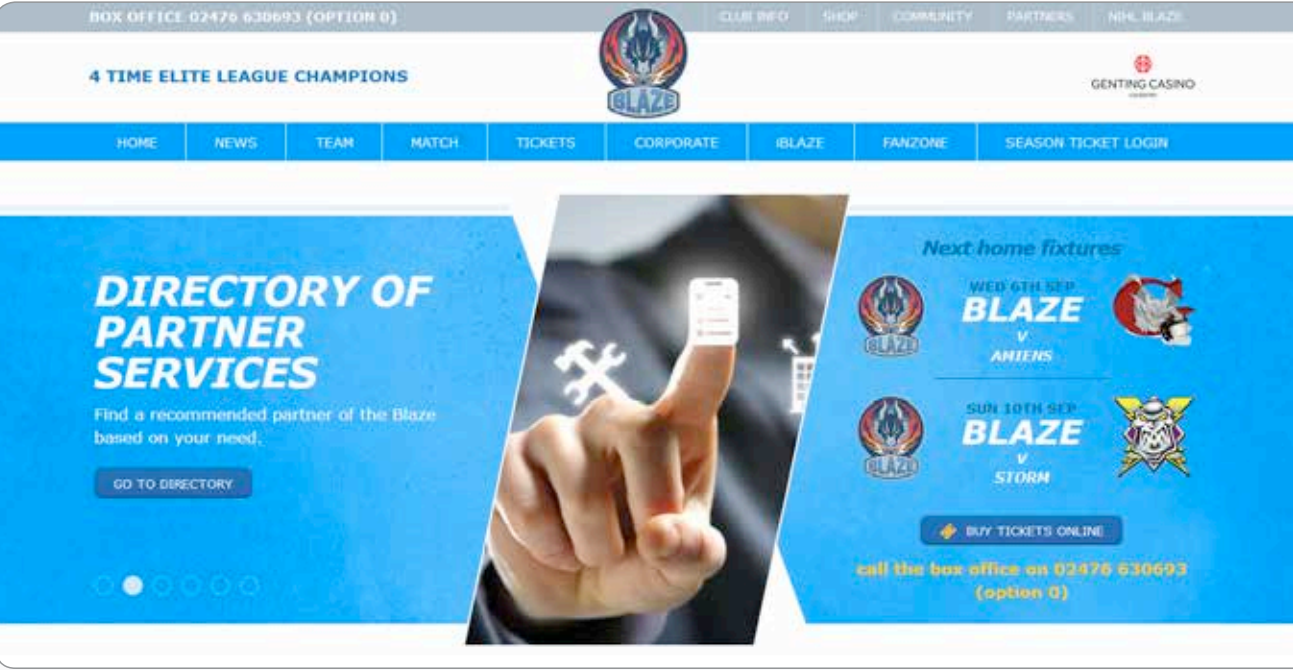


Match night promotions at **Coventry Blaze** games allow sponsors to promote services and products to up to 3,000 spectators. This can be via a promo/sales stand or in-game competition/giveaway for example.

Our loveable but mischievous mascot is always happy to help with promotions to help you generate the highest exposure possible.



ADVERTISING & PUBLICATIONS



BLAZE WEBSITE:
AVERAGE 800,000 HITS PER MONTH

ONFIRE MAGAZINE:
MONTHLY MAGAZINE - APPROX. 1,000 COPIES SOLD EVERY MONTH.

1/8, 1/4, 1/2 OR FULL PAGE ADVERTISEMENT OPPORTUNITIES AVAILABLE.



SIGNAGE

PERIMETER BOARDS, BENCHES, GOALS, PENALTY BOXES

ARENA BOARDS
• UNIQUE IN THAT THEY ARE ACTUALLY PART OF THE PLAYING SURFACE! ARENA ADVERTISING IS AN EFFECTIVE, AWARENESS GENERATING MEDIUM THAT LINKS SPONSORS WITH THE SPECTATORS. YOUR COMPANY SIGN COULD ALSO BE FRONT AND CENTRE OF ONE OF OUR SKYBOXES OR SKYSUITES. UP TO 4 METRE BOARDS ARE AVAILABLE STARTING FROM £1000 + VAT.



PARTNER SERVICES & SOCIAL MEDIA WORK

We take our partnerships extremely seriously and will continuously do our utmost to promote your company and brand.

For example, the **Blaze** are the only club in the Elite League to have a '**Directory of Partner Services**' with each of our associated companies having their own customisable page on the Blaze website. This allows us to easily promote offers, hold competitions and generally advertise services to our huge following on social media. If you support the Blaze, our fans, sponsors, players and staff will support you! Visit: coventryblaze.co.uk/partners/directory-partner-services



Former **Blaze** Captain Jordan Pietrus promoting the Coco Fuzion brand for use on social media.

Print and Design

			
Services	Graphic Design - Creatively inspired brand communications ideas and solutions	High Quality Fine Art Printing, 3D Lenticular Specialists, Direct to media specialists	Full colour printing and copying services as well as graphic design and finishing services

ICE LOGOS

Have your logo in full view of near 3,000 **Blaze** supporters every week, plus thousands more who watch our highlights on **Blaze TV**, and skate during the week at Planet Ice, Skydome.

Your brand, permanently painted under the ice –taking centre stage with the players. Available from £1,500 + VAT.



GOAL POSTS

Goal post branding offers your company a primary focal point, not only for spectators in attendance but also for visual media coverage.

With your brand 'wrapped' around the posts of both goals, your company is guaranteed to feature in the very best **Blaze** photographs which appear in local newspapers, on our website and all forms of social media.



HOME AND AWAY PENALTY BOX

Your company name will always be heard by the crowd and **Blaze TV** viewers as they give their full attention to the corporate announcement accompanying each player's entry into the penalty box (approx. 12 per game).

POWERPLAY, PENALTY KILL, EVEN STRENGTH GOAL

Each time **Blaze** receive a powerplay, go on the penalty kill or score a 5-on-5 even strength goal, your company name could be associated with it as the announcement is read out over the PA system and on social media.



RAFFLES

Every Blaze game, we run two popular raffles: **Shirt off the back:** The winner takes home a game-worn jersey, presented on the ice by the particular player after the game.

50/50: The winner receives half of the raffle takings, presented on the ice by their chosen player after the game. Your company could be linked with either in social media, website and in-game announcement promotion.



PLAYER OF THE MONTH

Voted for by the fans, presented to the winning player on ice by the sponsor – it could be you! Your company will be promoted as part of the voting process and presentation of the award.



PUCKS

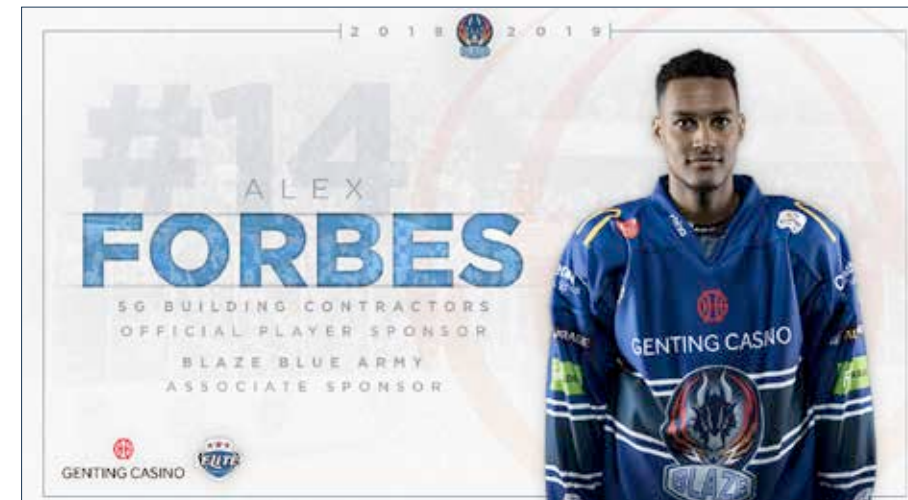
Every Blaze puck will carry your company branding throughout the entire season. Collected by fans and presented to those who carry out the ceremonial puck-drop, along with in-game announcements throughout every match, your company name will always be heard.



PLAYER SPONSORSHIP

Lead and associate **Blaze** player sponsorship is available, meaning your company will be partnered with a top-level sportsman from the most successful professional sports team in the region.

Your company name will be widely used and heard by up to 3,000 supporters each match-night as the player takes part in the action, whether it's a goal scored, assisted or a penalty received for example.



With your company name prominently displayed on every jersey worn by your sponsored player through the season, your brand will feature heavily in media images used in local newspapers, on our website and widely on social media.



At the beginning of the season, you will receive a game-issue version of the jersey to be worn by your sponsored player. This will be presented to you at our Sponsors Night where you will get the chance to meet and network with our other partners, and be introduced to your sponsored player.



Your company logo will feature on the front page of the **Blaze** website, on graphics associated with your player in our #BlazeLive Twitter Updates and in our significantly promoted Directory of Partner Services.

Your company logo will feature on all **Blaze TV** features that involve your associated player, including match highlights watched by thousands of fans each week.

Available from £850 + VAT.



VITAL STATISTICS

over
500,000
visitors
to the
Skydome
Arena
every year

Up to
100,000
readers
of Blaze
stories
in the
Coventry
Telegraph
and
Coventry
Observer
every day

200,000
radio
listeners
across
BBC
Coventry
and
Warwicks
and
FreeRadio

16
Champion
-ships
since 2000

30,000
followers
on Twitter
and
35,000,000
impressions
on Twitter
per season

22%
of
audience
profile are
season
ticket
holders

**52%-
48%**
male to
female
fan ratio

24,000
views on
YOU TUBE
each
month

13,500
likes on
facebook

over
800,000
hits
to Blaze
web site
per month

over **100**
hours of
live web
casting on
BLAZE TV

over
72,000
school
children
engaged
on our
award
winning
community
programme

3.2
minutes
average
time spent
on-line
per web
site visit

More than
1,000,000
people
watch Elite
League
hockey

STATISTICS COMPILED JULY 2019

over
7,500
followers
on
Instagram

Live games
and weekly
highlights show
on national free-
to-air channel
FreeSports

ATTENDANCES

ON AVERAGE 2,300 PEOPLE ENJOY THE **BLAZE**
HOCKEY EXPERIENCE EVERY HOME GAME..

BLAZE IN THE COMMUNITY

The **Blaze** are one of the most active sports clubs in the local community engaging with over ½ million children & young adults every year. Activities range from school assemblies encouraging healthy lifestyles, delivered by the **Blaze** players, to charity collections and visits.



"WE ARE INCREDIBLY PROUD OF THE WORK THAT WE DO IN THE COMMUNITY FROM SUPPORTING LOCAL SCHOOLS AND CHARITY INITIATIVES TO ARRANGING PLAYER VISITS TO DROP OFF PRESENTS TO CHILDREN IN HOSPITAL FOR EXAMPLE."

CRAIG SUMMERTON
MARKETING AND MEDIA MANAGER

WE CAN MEET YOUR NEEDS!



A wide range of customisable opportunities are available, designed to meet YOUR needs, including sponsorship of the following:

Our mischievous mascot **Scorch**

Player Cards – around 20 single cards each handed out to up to 3,000 people

Blaze cars – our players could drive around with your branding

The popular Blaze webcast – watched by hockey fans around the globe

Blaze TV YouTube – near 24,000 views a month

#BlazeLive – Match Night Twitter Updates

Centre-ice Clock branding

Become the **Title Sponsor** of our home, the **Skydome Arena**

If you haven't found something perfect for your company in this brochure – contact us!

NEXT STEPS...



CONTACT THE BLAZE OFFICE:
office@coventryblaze.co.uk

COVENTRY BLAZE ICE HOCKEY CLUB
SKYDOME ARENA
CROFT ROAD
COVENTRY
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