



Canterbury Red Devils Sponsorship Proposal 2023

The NZIHL and the Canterbury Red Devils



- The New Zealand Ice Hockey League (NZIHL) was established in 2005 and involves five NZ based teams:
 - Canterbury Red Devils
 - West Auckland Admirals
 - Botany Swarm (Auckland)
 - SkyCity Stampede (Queenstown)
 - Phoenix Thunder (Dunedin)
- The league consists of a 16 game round robin in which each team plays the other teams twice at home and twice away. At the end of the round robin the 2nd and 3rd place team play a semifinal for the right to play against the 1st place team in a three game final series for the Birgel Cup.
- There is a 6th development team called the Mako which is made up of younger up and coming players plus selected veterans to mentor the players. Each NZIHL teams plays two home games vs the Mako.
- The NZIHL is an amateur league made up of predominantly New Zealand players with the ability to play up to 4 foreign players (“imports”).
- The Canterbury Red Devils are a team of the Canterbury Ice Hockey Association Incorporated (CIHA), a registered charity.
- The Canterbury Red Devils have won the championship four times; 2009, 2012, 2013, 2014. In the 2022 season the team finished 3rd.

Canterbury Red Devils Profile



- Canterbury Ice Hockey Association has a registered player base of 548 people from youth to senior grades as at 1 October 2022.
- On average during the 2022 season the Canterbury Red Devils sold 400 tickets per game (800 per home weekend). Including volunteers and concession tickets the game audience in the rink was approximately 450 people per game.
- Canterbury Red Devils utilise Facebook and Instagram platforms to share important news, upcoming games, highlights, and more.
 - <https://www.facebook.com/reddevilshockey> 3.8k followers
 - <https://www.instagram.com/reddevilshockey> 1.15k followers
- The home games are livestreamed via YouTube on the New Zealand Ice Hockey League profile. <https://www.youtube.com/@NZIHL> This account has 3.14k subscribers and past livestreamed events have received between 1.0k and 2.5k views.
- The Canterbury Red Devils also have a website with ticket, team, sponsor and schedule information. <https://www.reddevils.co.nz/>
- The NZIHL promotes the league and games. It's website is <https://nzihl.co.nz> and their Facebook account is <https://www.facebook.com/Nzihl> with 6.0k followers.

The Costs of Canterbury Red Devils



- The NZIHL is an amateur ice hockey league, no player is paid to play. Any shortfall in covering the costs is paid by the players.
- The team trains one to two times a week on-ice during the pre-season and season. An hour of ice time costs the team \$450 and the annual budget is \$20k of ice time.
- The travel, accommodation, and game day ice costs are organized centrally by the NZIHL and each team pays an even share. The estimated cost for 18 games (4 away trips) is \$50k per team.
- In addition to these costs there are other team costs which include; team jerseys, medical supplies, pre game meals, advertising, and Import transfer costs.
- We do sell tickets to our games and this income goes towards covering about 50% of the team's cost. This is based on an average turnout of 400 people per home game.
- Players also bear the additional costs of playing equipment. A full kit of gear is around \$1,500 with most items lasting a couple of seasons. However, the life of a player's stick is less certain due to the contact and forces applied to it. It is not uncommon for players to go through 2 to 4 sticks per season. A new stick can cost between \$200 and \$450.
- Without any sponsorship players could be paying between \$1,000 to \$1,500 per season on top of any personal equipment purchases.

Sponsorship Options



- The Canterbury Red Devils are seeking individual, team, and game day sponsors for the 2023 season. The options include:

1. Individual Sponsor - \$1,000
2. Team Minor Sponsor - \$2,500
3. Team Major Sponsor - \$6,000
4. Team Naming Sponsor - To be negotiated
5. Game Day Sponsor - \$800

Individual Sponsor



- What we are asking for:
 - \$1,000 sponsorship
- What you will receive:
 - Sponsor an Individual team member of your choosing (or random selection).
 - Any social media posts referring to the player will include your name/logo
 - Your name mentioned during the livestream of home games.
 - 6 game day tickets to be used at any regular season home game (including vs Mako) OR 1 season passes.
 - The option to place your logo on the Individual's hockey pants (this may incur addition cost of around \$200 for embroidery if a suitable patch cannot be supplied by the sponsor).

Team Minor Sponsor



- What we are asking for:
 - \$2,500 sponsorship
- What you will receive:
 - Your logo placed on the 2023 team playing jersey (small logo on shoulder/sleeve/socks).
 - Your sign placed around the rink during the home games.
 - Your name mentioned the livestream of home games.
 - 10 game day tickets to be used at any regular season home game (including vs Mako) OR 2 season passes.
 - Signed 2023 team photo.
 - Deadline for logo to be included on the playing jersey is 31 March 2023.

Team Major Sponsor



- What we are asking for:
 - \$6,000 sponsorship
- What you will receive:
 - Your logo placed on the 2023 team playing jersey (large logo on the front or back).
 - Your sign placed around the rink during the home games.
 - Your name mentioned the livestream of home games.
 - Your name mentioned in social media posts in the lead up to home games.
 - 20 game day tickets to be used at any regular season home game (including vs Mako) OR 5 season passes.
 - Signed 2023 team photo and signed 2023 team jersey.
 - Deadline for logo to be included on the playing jersey is 31 March 2023.

Team Naming Sponsor



- What we are asking for:
 - To be negotiated with an interested party however we would be seeking around \$25,000 per season for a minimum commitment of two seasons.
- What you will receive:
 - Your choice of team name and logo (subject to NZIHL acceptance).
 - All official communication, advertising, and social media carried out by the team and the NZIHL will reference the team by the name selected above.
 - 10 season passes per season.
 - Signed team photo and signed team jersey for each season as naming sponsor.
 - Deadline for name and logo to be included on the playing jersey is 31 March 2023.

Game Day Sponsor



- What we are asking for:
 - \$800 sponsorship
- What you will receive:
 - Your name and logo advertised as the game day sponsor of the chosen regular season home game.
 - All advertising leading up to that game will feature your name and logo with links to your website and/or social media accounts.
 - Your signage placed in the ice rink on game day. Sponsor to provide signage.
 - Exclusive use of the upstairs room at the Alpine Ice Sports Centre. This room caters for a maximum of 40 people, provides an elevated view of the ice rink, and is heated! i.e. free entry for up to 40 people.
 - Alpine Ice Sports Centre will provide their bar and food services at a discounted price for the game (food and beverage is at the Sponsors own cost).

Key Contacts



- Thank you very much for considering to sponsor the Canterbury Red Devils. Any support is greatly appreciated.
- Please contact Neil or Anatoly if you would like to sponsor or discuss options further.
- Team Manager:
 - Neil Carey – neilcarey50@gmail.com
- Head Coach:
 - Anatoly Khorozov – khorozov@live.com
- CIHA President:
 - Tom Fontaine – president@ciha.co.nz
- A reminder that the Deadline for sponsorship options that include your logo on the playing jersey is 31 March 2023.
- Photos in this document are from Pavol Nekl.