



The IMHA would like to pose 3 questions to its membership:

1. Do you play Masters Hockey?
2. Do you want to participate in future Continental & World Championships?
3. Do you want Masters Hockey to be truly worldwide?

If the answer to any of these is 'Yes', become the link between local companies & the

IMHA MASTERS HOCKEY SPONSORSHIP PLAN!

The IMHA, (International Masters Hockey Association) is officially recognised by the FIH (the International Hockey Federation) as having full responsibility for organising and running **International Masters Hockey** tournaments.

The ICNIA has been contracted by the IMHA to develop the media potential of **International Masters Hockey**. Through ICNIA's **IMHA Live** website, all IMHA championships will be digitally broadcasted on social media, video and **Fotobroadcast™**. This approach enhanced the digital reach of the 2017 European Championships in Tilburg from 65 teams to over 100k online international hockey enthusiasts.

The reach is expected to be over 300k people given that 130 teams are competing in the **2018 IMHA World Cup** in Terrassa, Spain, this coming July. The live digital transmissions will allow people worldwide to follow **Masters Hockey** and allow sponsors to link their brand with hockey, at all levels, in an attractive and visible manner. **Masters Hockey** excels on the field of play, but it has also made a positive contribution to the growth of the social connections and friendships that are an important part of the camaraderie enjoyed by the worldwide hockey family. **Masters Hockey** is more than a sport and it is with a view to making **Masters Hockey** more accessible to more players across the world that the IMHA asked ICNIA to develop the **IMHA MASTERS HOCKEY SPONSORSHIP PLAN**.

Through the **IMHA MASTERS HOCKEY SPONSORSHIP PLAN**, you, as an enthusiast, can approach local businesses to sponsor **Masters Hockey** for a fixed amount of **€200**. The reward for this generosity will be a live, interactive presentation of the company logo during every match involving their local Masters Hockey teams in IMHA tournaments. It does not matter the size of the company, but please note that IMHA policy excludes the advertising of tobacco (including e-cigarettes) and gambling companies. Contributions from individuals will also be appreciated.

The IMHA promises to invest contributions so as to lower participation fees and/or help new countries which cannot afford the travel and accommodation costs of IMHA tournaments. The overriding principle is to widen **Masters Hockey** participation without compromising the quality of our elite sport and the character and social links which bind our wonderful hockey family together.

Glenn Paton
President
International Masters Hockey Association

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*The IMHA is a limited company, owned by its worldwide membership, and set up in Scotland (UK) in 2014.
The IMHA is recognised by the FIH as the hockey body responsible for international Masters Hockey.*



What Sponsors will receive for their money:

- ❖ High visibility for their company through an attractive, interactive presentation of their company logo in all **Fotobroadcast™** matches involving their local Masters Hockey team.
- ❖ A mass-media connection through which they can expand their local reach by means of live photo galleries (including their logo) on the **IMHA Live** site and/or photographs downloaded by the players themselves. Every match will be easily accessed online.
- ❖ The ability to reach a pool of over 300k online hockey fans worldwide.
- ❖ A licence to use 5 high resolution photos of your choice for unlimited commercial use saving the normal licence fee of €450.
- ❖ The commercial value of this package has been valued at over €2000 – a high return for a modest outlay.

What Masters Hockey teams will receive for attracting 10 Sponsors:

- ❖ International exposure of all their matches online
- ❖ Free personal licences on all medium resolution photos of their team.

Assuming the success of the scheme, the IMHA will use the funding to:

- ❖ Enhance social and media impact of its events.
- ❖ Invite teams from countries that are unable to fund participation in IMHA tournaments.
- ❖ Lower the cost of tournament fees.
- ❖ Develop Inter-generational Hockey to raise the profile of Masters Hockey in the minds of the youngest hockey players and demonstrate to the world how valuable Masters players are for the future of the sport.

IMHA has asked ICNIA to collect the funds on its behalf. This saves the costs of maintaining a payment infrastructure and will reduce expenses. The collection will be controlled and audited by the IMHA.

After payments have been received, a confirmation e-mail will be sent with a request for a copy of the company logo so that ICNIA can process the image for use during tournament broadcasts.

Contact data and any other personal data will not be shared with any other organisation and will be gathered solely for the purposes of the IMHA MASTERS HOCKEY SPONSORSHIP PLAN.

For any question on the **IMHA MASTERS HOCKEY SPONSORSHIP PLAN** please send an email to glenn@imhamastershockeysponsorshipplan.org

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