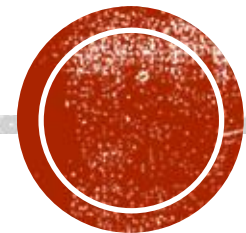


# SPONSORSHIP 26-27

*Building partnerships. Growing the game.  
Strengthening the community*



# PARTNERING WITH ABERDEEN LYNX

More than just a hockey club, Aberdeen Lynx is a community-driven organisation at the heart of one of Scotland's fastest-growing sports.

Drawing crowds of over 1,100 fans to sold-out home games and delivering the biggest attended sporting event in Aberdeen outside of Aberdeen Football Club, the Lynx offers businesses a unique platform to connect with a passionate and engaged audience.

As a registered charity, all profits generated by the club are reinvested into growing the sport, supporting our junior development programme and helping make ice hockey more accessible across the region.

The club has produced players who have gone on to represent their country on the international stage, demonstrating the strength of the development opportunities available within the Lynx programme.

Partnering with the Lynx means supporting sport, community and opportunity while placing your brand in front of one of the most loyal fanbases in Scottish sport.





# **GOLD & SILVER PARTNERSHIP PROGRAMME**

Our Gold and Silver Partnership Programme has been created for businesses looking to develop a closer association with Aberdeen Lynx through a combination of sponsorship, hospitality and exclusive partner benefits.

Alongside premium branding opportunities, Club Partners receive access to a range of benefits not available through individual sponsorship opportunities, including hospitality experiences and exclusive partner benefits. These packages

provide opportunities to entertain clients and guests, connect with fellow sponsors and partners, and align your business with one of Scotland's leading ice hockey clubs.

Combining game night visibility with exclusive experiences, the Gold and Silver Partnership Programme offers businesses a unique way to raise their profile both on and off the ice throughout the season.





# GOLD & SILVER PARTNERSHIP PROGRAMME

## GOLD PARTNER £10,000

- **Your logo** in a prime position on the Lynx home and away jerseys, as well as replica shirts.
- **Your logo** featured on the team short covers
- **Premier sponsorship** of an available player of your choice
- Advert displayed on the jumbotron at every home game
- 5 hospitality season tickets
- 5 tickets to the Aberdeen Lynx Awards Evening
- Social media and website sponsorship announcement
- Large logo with hyperlink on our dedicated Sponsors Page
- Team photograph opportunity with the Lynx
- Invitation to our end-of-season Sponsors Event
- Arranged behind-the-scenes locker room tour
- 30 exclusive Lynx Collector Pucks featuring your company logo to give away to customers, guests or staff members

## SILVER PARTNER £5,000

- **Your logo** in a prime position on the Lynx home and away jerseys, as well as replica shirts.
- **Premier sponsorship** of an available player of your choice
- Advert displayed on the jumbotron at every home game
- 2 hospitality season tickets
- Five tickets to the Aberdeen Lynx Awards Evening
- Social media and website sponsorship announcement
- Medium logo with hyperlink on our dedicated Sponsors Page
- Team photograph opportunity with the Lynx
- Invitation to our end-of-season Sponsors Event
- 15 exclusive Lynx Collector Pucks featuring your company logo to give away to customers, guests or staff members





## WEAR YOUR BRAND WITH THE LYNX

Put your brand at the heart of the action with one of our most visible sponsorship opportunities.

Your logo will feature on the Aberdeen Lynx home and away team shirts or shorts, providing exposure throughout the season both on and off the ice. Every package includes a dedicated social media announcement and inclusion on the Aberdeen Lynx sponsors page, complete with a direct link to your website.

The exposure goes far beyond the players on the ice. With over 400 replica shirts sold last season, your branding is seen by supporters across Scotland and beyond. Your logo will also feature in official game photography, media coverage, promotional materials and content shared across our digital channels throughout the year.

With crowds of over 1,100 supporters regularly filling the arena and a highly engaged online audience, shirt and shorts sponsorship offers one of the most effective ways to align your brand with one of Scotland's leading ice hockey clubs.





# SHIRT SPONSOR

## Front (Above Lynx Logo) – £2,000

The premier branding location on the jersey, positioned above the club crest and visible in virtually every photograph, video and game-night appearance.

## Back Nameplate Position – £1,500

A highly visible placement on the upper back of the jersey, featured prominently during gameplay and celebrations.

## Tail Left – £1,000

## Tail Right – £1,000

## Sleeves (Left & Right) – £1,500

## Shoulders (Left & Right) – £1,500

## Shorts Back Left – £600

## Shorts Back Right – £600

## Additional Benefits

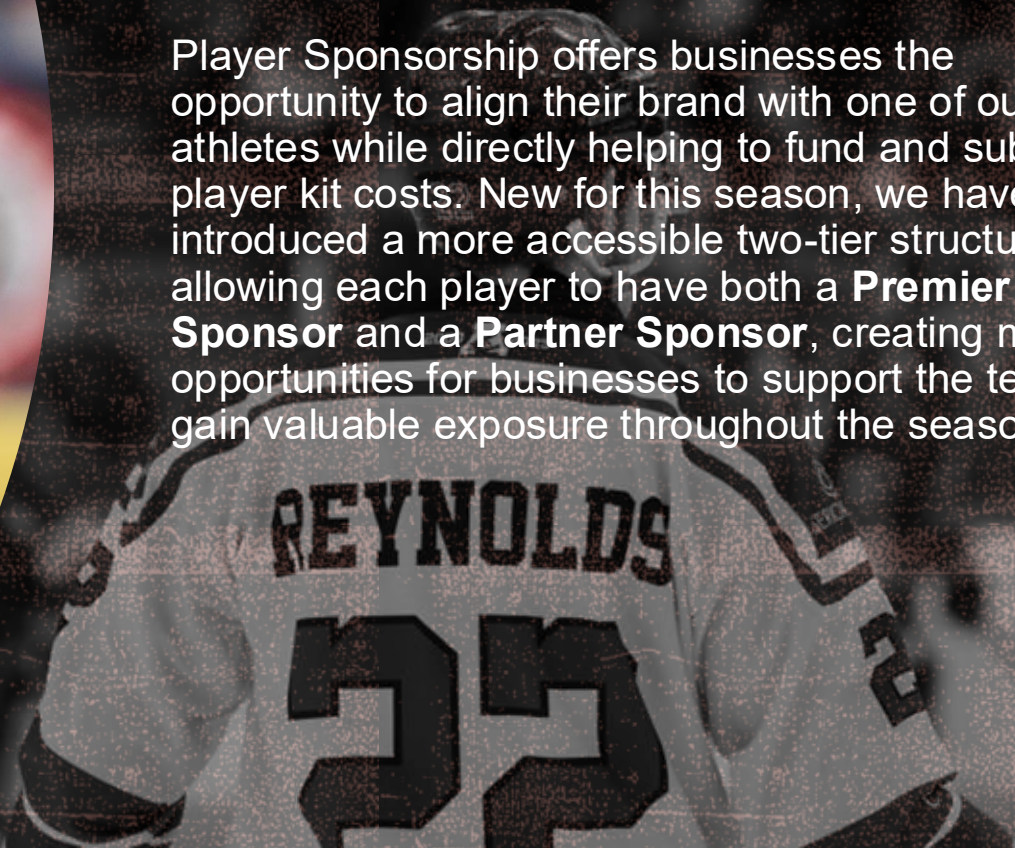
Also includes a dedicated social media announcement, logo and website link on our new sponsors page, and an invitation to our new end-of-season sponsors' event.





# PLAYER SPONSORSHIP

Player Sponsorship offers businesses the opportunity to align their brand with one of our athletes while directly helping to fund and subsidise player kit costs. New for this season, we have introduced a more accessible two-tier structure, allowing each player to have both a **Premier Sponsor** and a **Partner Sponsor**, creating more opportunities for businesses to support the team and gain valuable exposure throughout the season.



# PLAYER SPONSORSHIP

## PREMIER SPONSOR - £900

Our highest level of player sponsorship, designed for businesses looking for maximum visibility and association with their chosen Aberdeen Lynx player throughout the season.

### Benefits include:

- Social media and website sponsorship announcement
- Large logo featured prominently on player roster graphics displayed on the jumbotron
- Your chosen player's home or away game-worn jersey at the end of the season
- Company logo and hyperlink on the player's profile page on the Lynx website
- Company name announced alongside your player during roster introductions, goals, assists and penalties on game nights
- Invitation to our NEW end-of-season Sponsors Event
- Company logo featured on our NEW Sponsors Page
- Company logo displayed on the top of your player's helmet

### Exclusive Bonus

All Premier Player Sponsors will be entered into a draw to win a **Lynx Game Night Takeover** package worth £300 for our home Playoff Quarter-Final game.

## PARTNER SPONSOR - £400

Our Partner Player Sponsorship package provides an accessible way for businesses to support an Aberdeen Lynx player and become part of their journey throughout the season. Designed to offer excellent value while helping fund player kit costs, this package allows your business to align with one of our athletes and gain exposure across our game night, website and sponsorship platforms.

### Benefits include:

- Small logo featured on player roster graphics displayed on the jumbotron
- Your chosen player's warm-up shirt at the end of the season
- Small company logo and website hyperlink on the player's profile page on the Lynx website
- Company logo and website hyperlink featured on our dedicated Sponsors Page
- Invitation to our exclusive end-of-season Sponsors Event

### Optional Extras

Season tickets can be added to your sponsorship package at an additional cost



# PLAYER SPONSORSHIP JUMBOTRON EXAMPLE

**FOWLER MCKENZIE**  
ROOFING & CLADDING

**50/50**  
RAFFLE

PRIZE POT  
**£1,000**

PENALTY BOX SPONSORED BY

**RORY #28**  
**WOOD**  
NETMINDER

PREMIER SPONSOR

also sponsored by...

Fan Equipment Sponsor

- BLOCKER  
Mrs Smith
- CATCHER  
Jones Family
- SKATES  
Mr C Lyon
- PADS  
Paula Thain
- HELMET  
Robin Banks
- STICK  
Justin Time

PENALTY BOX SPONSORED BY





# HELMET SPONSOR

**£1,000**

A brand-new sponsorship opportunity for the upcoming season, Helmet Sponsorship places your brand in one of the most visible positions on the ice.

Your logo will be displayed on both sides of every Aberdeen Lynx player helmet for the season, ensuring regular exposure during game nights. Helmets also feature prominently in our photography and social media content, providing visibility long after the final buzzer.

With only one Helmet Sponsor available, this exclusive package offers a unique opportunity to align your brand with the Lynx and gain consistent exposure across the season.

## **Benefits include:**

- Logo displayed on both sides of all first-team player helmets\*
- Social media announcement
- Logo with hyperlink on the NEW Sponsors Page of the Aberdeen Lynx website
- Invitation to the NEW end of season Sponsors Event
- Exposure through game night photography and club media coverage throughout the season

*\*Excludes netminder helmets due to custom artwork designs.*



# WARM UP SPONSOR **£2,000**

The Warm-Up Sponsor package offers your business prominent exposure during the opening stages of every Aberdeen Lynx game night. As players take to the ice and supporters arrive for the evening's action, your brand will be front and center throughout the pre-game build-up.

## **Sponsorship Benefits**

- Company logo featured on all team warm-up shirts.
- Your logo also appears on all replica warm-up shirts sold to supporters.
- Company logo displayed on the Jumbotron throughout the warm-up period.
- Match Night MC announcement when warm-up begins.
- Social media and website sponsorship announcement.
- Company logo and website hyperlink featured on our dedicated Sponsors Page.
- Invitation to our exclusive end-of-season Sponsors Event.

With the attention of players and supporters focused on the ice before face-off, the warm-up provides one of the most visible branding opportunities of the game night experience while also placing your logo on merchandise worn beyond the rink.

*Season tickets can be added to this package at an additional cost.*





# PENALTY BOX SPONSOR

**£1,000 per box**

The Penalty Box Sponsorship is one of the most prominent branding opportunities available on Aberdeen Lynx game nights. Every penalty draws attention from players, officials and fans alike, making it a highly visible location throughout the season.

Available for both the Home and Away penalty boxes, your company logo will be displayed above the sponsored box on our 8m x 3m jumbotron for the duration of every home game. Positioned opposite the main stand at center ice, the screen is one of the focal points of the arena and provides regular exposure to our supporters throughout the evening.

Your business will also receive a PA announcement whenever a player enters the sponsored penalty box, ensuring your brand is regularly highlighted during game action.

## **Package Includes:**

- Exclusive sponsorship of either the Home or Away Penalty Box
- Company logo displayed on the jumbotron throughout all home games
- PA announcement when a player enters the sponsored box
- Social media sponsorship announcement
- Company logo with hyperlink on our NEW Sponsors Page
- Season tickets available as an optional add-on



# ZAMBONI SPONSOR

**£10,000**

The Zamboni is one of the most recognisable and iconic features of any ice arena, making it a unique and highly visible platform for your brand.

Unlike sponsorship opportunities that are only seen on game nights, the Zamboni is in operation throughout the year during public skating sessions, figure skating, junior and senior hockey, recreational hockey and training activities.

As the exclusive Zamboni Sponsor, your branding will feature prominently on this iconic machine, creating a lasting impression every time it takes to the ice. The opportunity also allows for a bespoke design, giving you the flexibility to create eye-catching branding.

## **Additional Benefits**

- Social media and website partnership announcement
- Company logo and website hyperlink featured on our Sponsors Page
- Invitation to our NEW end-of-season Sponsors Event
- Opportunity to include the sponsorship within wider bespoke partnership activations

A premium sponsorship opportunity that delivers year-round visibility and aligns your brand with one of the most iconic elements of the ice arena experience.





## T-SHIRT CANNON SPONSOR **£750**

Introduced as part of our game night entertainment, the Aberdeen Lynx T-Shirt Cannon has quickly become a fan favourite.

During the second interval, our MC gets the crowd involved before three exclusive Lynx T-shirts are launched into the stands, adding to the atmosphere and entertainment of a Lynx game night.

This unique sponsorship opportunity aligns your brand with a popular game night feature while placing your business directly in front of a packed arena. Your company logo will feature on the exclusive T-shirts fired into the crowd, ensuring your brand becomes part of an activity that supporters actively engage with each game.

To help drive new business, sponsors also have the opportunity to include a voucher, discount code or promotional offer with each T-shirt giveaway, encouraging recipients to connect directly with your company.

### **BENEFITS**

- Company logo featured on exclusive T-Shirt Cannon T-shirts
- Company logo featured on the T-Shirt Cannon graphic displayed on the jumbotron
- Opportunity to include vouchers, discount codes or promotional offers with each giveaway
- Social media announcement
- Company logo and website hyperlink featured on our dedicated Sponsors Page
- Invitation to our exclusive end-of-season Sponsors Event





# GAME NIGHT TAKEOVER

## FROM £300

Become the headline partner of an Aberdeen Lynx home game with our Game Night Takeover. This unique opportunity places your business at the heart of the match night experience, with your brand featured throughout the evening via in-arena advertising, supporter engagement and announcements.

As the featured partner for the evening, your business will benefit from a prominent presence both inside the arena and across our digital channels. In front of crowds of over 1000 fans on our sold-out game nights, it's the perfect opportunity to raise brand awareness, entertain clients or reward staff.

### Included

- Pre-game promotion across Aberdeen Lynx social media and website
- MC announcements throughout the evening highlighting your business
- Display of your company advertisement on our 8m x 3m jumbotron screen during game breaks (static artwork supplied by sponsor)
- Table space to engage directly with fans before and during the game and opportunity to distribute promotional materials, samples or offers.
- Opportunity to display pop-up banners within the arena
- Post-game on-ice group photograph with Lynx players

### Customise Your Game Night

Enhance your Game Night Takeover with a range of optional extras, including tickets, hospitality packages, branded pucks and goodie bags. Whether you're looking to maximise exposure, entertain guests or create a memorable staff event, we can tailor a package to suit your objectives.



# JUMBOTRON ADVERTISING

## £75 Per Game

Promote your business on the Aberdeen Lynx jumbotron and reach around 1,100 supporters on our sold-out game nights. Positioned at centre ice opposite the main stand, the screen is one of the most visible advertising opportunities inside the arena.

### Package Includes

- 16:9 advertisement displayed in the centre of our 8m x 3m jumbotron
- Minimum of three advert plays per game
- Available on a game-by-game basis

*Please note: Advertisements must be supplied by the sponsor in 16:9 format. Static artwork only. Advertisement design is not included.*



# PARTNER WITH ABERDEEN LYNX

Whether you're looking to raise brand awareness, entertain clients, reward staff or support the continued growth of ice hockey in the north-east, Aberdeen Lynx offers a range of partnership opportunities to suit businesses of all sizes.

If you don't see exactly what you're looking for in this brochure, we'd still love to hear from you. Many of our most successful partnerships have been built around bespoke ideas, and we're always open to creating tailored sponsorship opportunities that align with your objectives, audience and budget.

From game night experiences and arena branding to unique fan engagement initiatives, we can work with you to create a partnership that delivers real value for your business.

To discuss any of the opportunities within this brochure, or to explore a bespoke sponsorship package, please get in touch.

## Commercial & Sponsorship Enquiries

✉ [vicechair@aberdeenlynx.com](mailto:vicechair@aberdeenlynx.com)

🌐 [www.aberdeenlynx.com](http://www.aberdeenlynx.com)

We look forward to working with you.

