





ABOUT GLASGOW CLAN

With a commitment to building the best franchise in the UK, Glasgow Clan are an established force at our home in Braehead Arena. The 'more than a game' atmosphere created at a Glasgow Clan event has put pro-ice hockey firmly on the UK sporting map and the ever-growing fan base has taken Scotland's best ice-hockey team to their heart.

The Clan are currently enjoying success as one of the leading ice hockey clubs in the Elite Ice Hockey League. With average attendances of 3200+ and over 1500 season ticket holders, our aim is to continue that growth and to spread the word to all those still missing out on the best night of family friendly entertainment available in the UK.

MAIN



Fastest team sport in the world.



Family friendly atmosphere which can be enjoyed by men, women and children of all ages.



The sport does not suffer from any of the negative associations of tribalism, violence, racism or sectarianism, which stigmatise other sports.



Unique sponsorship opportunities that cannot be replicated in other sports.



Attendances continue to grow.



An indoor environment allows us to utilize music and lighting to create a uniquely exciting atmosphere. It also means that the enjoyment of games is not adversely affected by weather.



Extensive community and outreach programmes established across the west of Scotland.



As a brand, Glasgow Clan has an international appeal for countries with emotional ties to Scotland.

THE CLAN BUSINESS CLUB

The Greater Glasgow area is blessed with many excellent options for networking, however the aim of the Glasgow Clan Business Club is to provide unique and enjoyable alternatives to the standard “card and a handshake” events.

As an official sponsor of The Glasgow Clan, your company will become a member of the Clan Business Club. The CBC is a key part of the club's growth and utilises the professional talent within the group to provide access to the business community and unique networking /trips and some family friendly events.



xpand CLAN BUSINESS CLUB SEASON 2023/24

At Xpand UK & International (8 European countries, South Africa and Canada), it is our passion to support individuals, businesses and organisations to develop and grow in their potential, uniqueness and direction.

We have done this since 1987 with a special focus on strategic development, leadership training, team development and coaching.

Our customer range includes start-ups and small businesses, medium-sized companies in sectors such as healthcare, automotive, banking and manufacturing.

BUSINESS SCHEDULE

Sat 16th Sept 2023: Belfast Away Trip

We have a hospitality and box booked for Giants vs Clan. Join us for food and drinks.

Thurs 21st Sept 2023: Clan Highland Ice Games & Jersey Launch

An official Welcome for the new Clan Roster

Tues 7th Nov 2023: Sponsors Open Training session and Breakfast Networking Event

A great opportunity to network over coffee and breakfast then take in The Glasgow Clan training session followed by photographs on the ice.



Host: Andy Goldberg (ActionCoach)



Braehead Arena



10.15am- 12pm

Thurs 28th Dec 2023: Belfast Christmas Trip

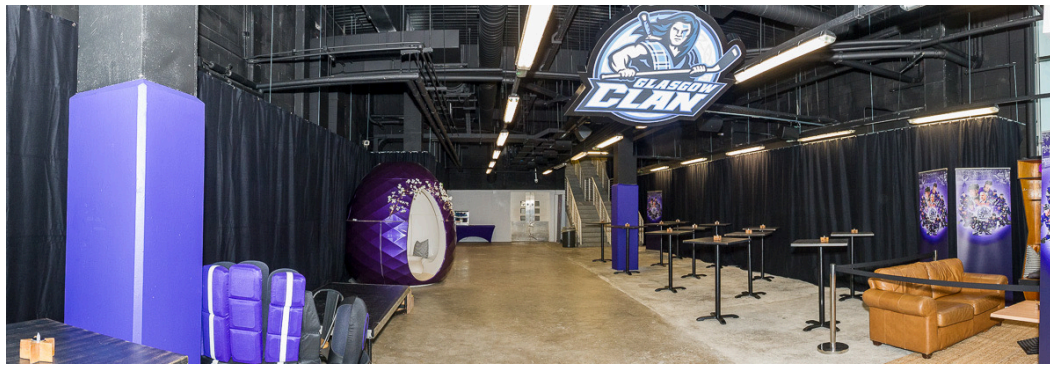
Hospitality and box booked for Giants vs Clan. Accommodation in the Titanic Hotel.

Fri 19th to Sun 21st April 2024: Playoff Finals Weekend

Hospitality box for semi-finals and finals of the EIHL Playoffs.



Nottingham Motorpoint Arena



HOSPITALITY

Many of our sponsors use The Clan as a great opportunity for entertaining clients and treating staff. We are happy to work with you to provide the option for your needs.



THE CLANSMAN LOUNGE

Arrival



All guests to arrive via the riverside entrance 90mins prior to Face-Off

Food & Drink



Complimentary food and drink before face-off (tab can be arranged for the remainder of the evening).

Entertainment



An appearance and interview with the Head Coach or player.

FIST BUMP ZONE

8mins before Face-off, all guest to enter the "Fist Bump Zone" to grab a fist bump with the Clan players and cheer them on to the ice.

OFFICIAL MATCH SPONSORSHIP

Official match night sponsorship not only provides the maximum brand exposure that we can offer on a game night, but also a great opportunity to entertain clients and treat staff and colleagues.

INCLUDED IN THE OFFICIAL MATCH NIGHT SPONSOR PACKAGE

- Platinum Seats
- Ceremonial Puck Drop
- Pre-Game Hospitality
- VIP queue jumper bar
- Arena announcements during warm-up, before blackout and at beginning and ending of all periods
- Your branding included on all game promotion
- @ and # included in all match night live output on social media
- Photo-shoot with Clan Mascot “Clangus” for social media advertising.



JERSEY SPONSOR

An exciting opportunity for brand exposure. A jersey sponsorship gives your logo a slot on our Home, Away and Alternate jerseys which are worn by our players not only in Glasgow, but in Belfast, Cardiff, Manchester, Sheffield, Nottingham, Dundee, Fife, Coventry and Guilford.

- ☆ Prestigious sponsorship opportunity
- 👁️ UK wide exposure
- 👕 3000+ replicas sold per season
- 🖼️ Framed jersey for display or comp giveaway
- 📡 Inclusion on special edition/charity jerseys adds extra associated publicity



THE CLAN SELL BETWEEN

3000 AND 4000

**REPLICA JERSEYS EACH SEASON TO
OUR FAN-BASE**

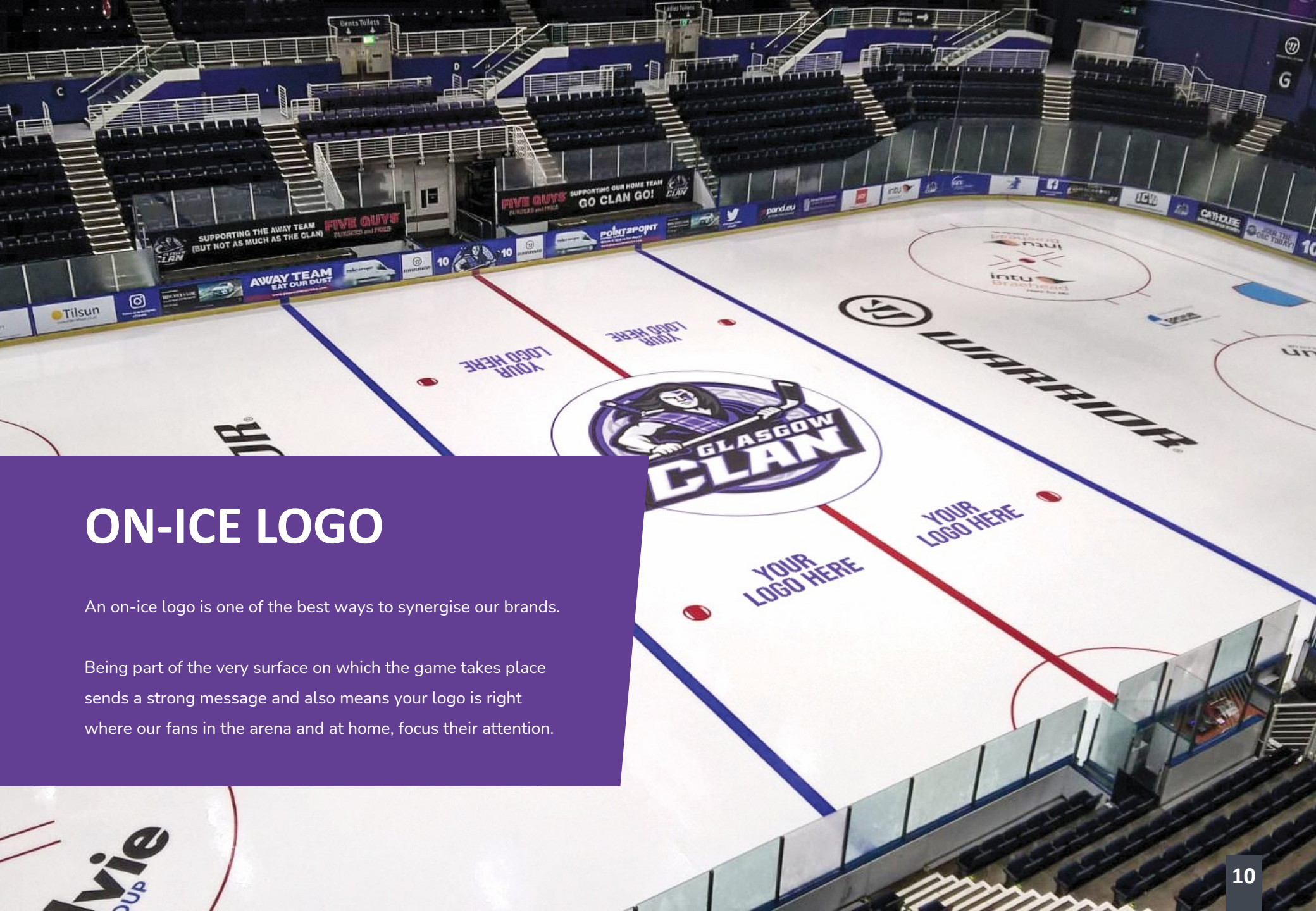
Choosing a jersey sponsorship allows your brand to be seen at all times wherever those jerseys go whether it's at the rink, walking down the high street or holiday pictures of clan fans on tour.

Each jersey sponsor also receives a signed framed jersey to cement our partnership.

During the season, along with our regular jerseys, The Clan also produce a number of limited-edition themed jerseys. Which are auctioned off after the match. These highly sought after collectors items regularly sell for hundreds of pounds each and take pride of place in the winning bidders collection. Your brand would be featured on these jerseys and would become a recognizable part of these highly anticipated events.

A male ice hockey player in a blue jersey is shown in action on the ice. He is wearing a blue helmet with a clear visor and blue gloves. The jersey features several logos, including 'PONT2PO' and 'KIS' on the sleeve. The player is holding a hockey stick and is looking towards the right. The background is a blurred crowd in a stadium.

JERSEY SPONSOR - SLEEVE



ON-ICE LOGO

An on-ice logo is one of the best ways to synergise our brands.

Being part of the very surface on which the game takes place sends a strong message and also means your logo is right where our fans in the arena and at home, focus their attention.

DASHER BOARDS

One of the most effective ways to promote your business is through our rinkside dasher boards. Reach out to The Clan's established fan-base on a weekly basis as well as TV highlights on Clan TV, BBC, STV

YOUR
LOGO HERE

“THE CLAN PENALTY BOX IS SPONSORED BY...”

Penalties are a huge part of the excitement in a game of ice hockey. Having a player sent to the penalty box for a few minutes adds to the drama and tension in the arena. It's part of the basic dynamic of the game.

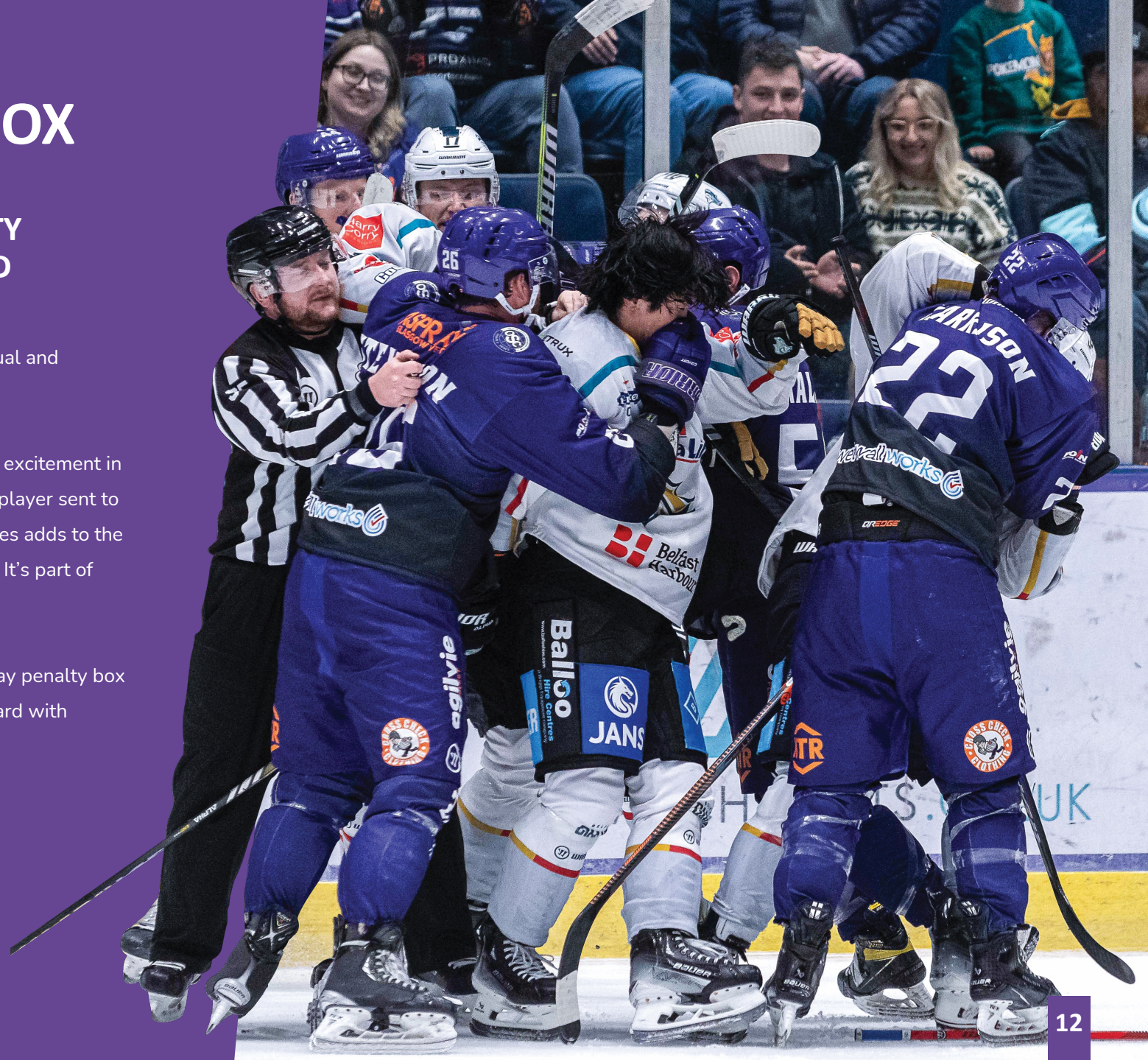
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OFFICIAL PLAYER SPONSORSHIP

Your player sponsorship includes:

- ★ Branding on the player jersey
(above the name bar)
- 📢 Arena Announcements:
 - When player takes to the ice during intro
 - When player scores
 - When player is sent to penalty box
- 🌐 Branding on the player's profile on the
official website
- 👤 Access to your player for an event and use of
his image for social media campaigns
- 🏆 Framed and signed player jersey
- 📅 Player sponsor introduction event
- 🤝 Player sponsor framed jersey hand over event



CORE SPONSOR PACKAGE

Your core sponsorship package includes:



Official player sponsorship plus rink side dasher board



All the benefits of player sponsorship plus in arena branding

One of the most effective ways to promote your business is through ring-side dasher boards. Reach out to the Clan's established fanbase on a weekly basis including TV highlights and news reports on Clan TV, BBC, STV and via the Elite League TV partners.

All sponsorship comes with membership of the Clan Business Club and associated events and trips.



HELMET SPONSOR

Helmet sponsorship is a high-profile opportunity for branding on an iconic piece of ice hockey equipment. The Club and our media partners use a multitude of photographs every day and a logo in this location will be seen in them all.



SHORTS SPONSOR

Sponsoring the Clan's shorts will see your logo on a prime front or rear facing area seen at all home and away matches and any game footage used either in live tv, highlight package or online media.



TITLE SPONSORSHIP

YOUR
LOGO HERE

As our title sponsor, the club will incorporate your branding into our own identity. The club would be known as the **“YOUR COMPANY Glasgow Clan”** and your branding will be incorporated into our badge.

This means that your organisation will be in a prominent position everywhere The Clan logo is seen; jerseys, merchandise, website, ice, TV, newspapers, The Clan app, cars, community projects and more.

The EIHL is the only professional sports league with franchises in all four nations of the UK and with an estimated annual footfall of 1.6 million, your brand will benefit from prominent exposure in Scotland, England, Northern Ireland and Wales.



OUR MASCOT CLANGUS

Current reigning champion and four in a row winner of the best mascot in the Elite League title. Clangus isn't just a horn-ary player but also a tail-isman for the purple army.

Fans all around the league flock to him for hugs, selfies and his incredible dance moOOOo-ves.

SPONSORSHIP OF CLANGUS INCLUDES:



Branding on the player jersey



Clangus to appear at your company event



CLAN TV & RADIO

When the team aren't on the ice, Clan's own TV and Radio output keep the fans informed and entertained (500,000+ views and listens per season).



Post match interviews posted immediately after home games



Home game highlights posted the day after fixture



Midweek content – Player Spotlight / Interviews / Sketches / Clan Sports News







Clan Radio – Live broadcasts and interviews

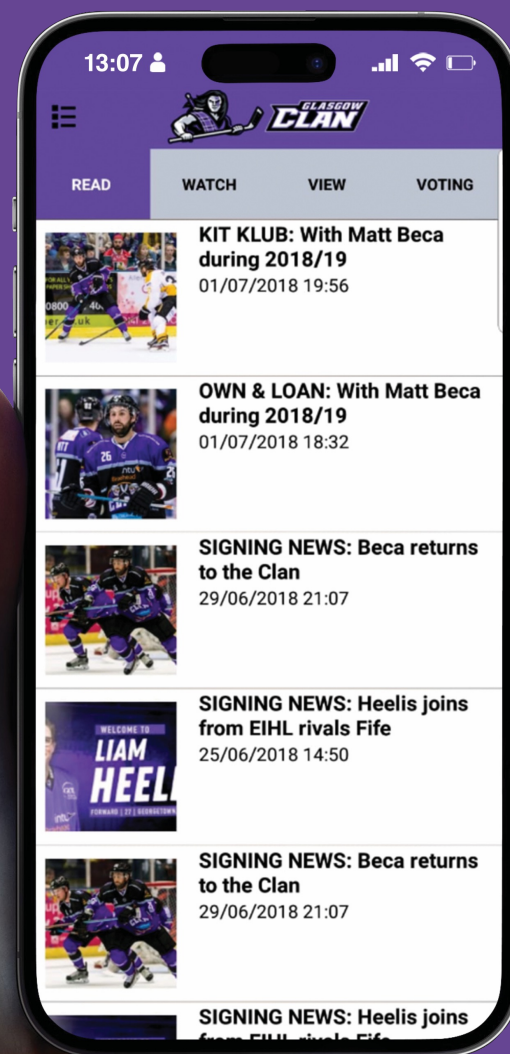
This sponsorship has the added value of being part of the Clan archive ensuring that web-searching fans will see it for Years to come.



THE CLAN APP

Sponsorship of the Clan App provides a unique opportunity to hit a target market.

-  Over 5100 current active users/down-loaders.
-  The app has hosted over 167,000 visits in the first year of launch (1st July 2018).
-  Regularly as many as 2000 fans using the app at the same peak moments (Breaking news/Player signings/ Injury updates).
-  Opportunity to deliver a powerful message through repetition and frequent usership.



CLAN GOALS

A goal for the Clan is an apex moment at the ice hockey. After the home team scores the horn sounds, the fans cheer and the goal music plays. Seconds later our arena announcer confirms the scorer and time of goal with a message from our sponsor.

“CLAN GOALS

ARE SPONSORED BY

YOUR COMPANY

SCORED BY NUMBER 24 MATT BECA AT 7 MINS 23 SECONDS.

Goal Sponsorship also comes with dasher board branding behind both goals, providing visual and audio exposure





ZAMBONI

The “Zam” is an iconic part of the game night and even has its own song which is played every time it takes to the ice (Pre-warm up, Pre-game, First period break, 2nd period break, end of game).

The Zam sponsorship creates great exposure whether it's just wrapped in your branding, or we take the opportunity to create a character and generating a social media campaign for name suggestions.

The Zamboni is used for all Ice events at Braehead arena, not just hockey.

CLAN

The natural coming together of a large group of people, multiple families, forming a strong bond over a common objective is the very essence of the ancient clans of the Scottish highlands.

That key concept is at the core of another Clan situated in the West of Scotland, in Braehead Arena on the Banks of The River Clyde: The Glasgow Clan Pro Ice Hockey Club.

Formed in 2010, the Clan has grown from humble gatherings of a few hundred, to crowds of over three thousand. Fans/Clan members, with a shared identity and who have chosen to send out a message of inclusiveness: Ice Hockey is For Everyone.

The Clan are enjoying success as one of the leading ice hockey clubs in the Elite Ice Hockey League.



Registered Office
Glasgow Clan Ice Hockey Club
Braehead Arena, King's Inch Road
Glasgow, G51 4BN

+44(0)141 886 8300
gerry.mclaughlin@Clanihc.com

