



2024 PROSPECTUS

TASSIE TIGERS

PARTNERSHIPS &

SPONSORSHIPS

JOIN THE TASSIE TIGERS FOR SEASON 4 OF HOCKEY ONE





UNLEASH THE SPIRIT OF THE TASSIE TIGERS!

Welcome to the adrenaline-fueled world of the Tassie Tigers Hockey Club, where passion, skill, and determination converge on the field. As a dominant force in the Australian Hockey One league, the Tigers have consistently secured their place among the top contenders, clinching 4th position for the past two remarkable seasons. Beyond our achievements on the field, we pride ourselves on being woven into the fabric of Tasmania's community, rallying fans from all corners of the state. Partnering with the Tassie Tigers in 2024 means joining a legacy of excellence, community impact, and nationwide recognition.



LEAGUE SNAPSHOT HOCKEY ONE

2.2 BILLION
FANS WORLDWIDE



HOCKEY IS THE
3RD LARGEST
PARTICIPATION SPORT
IN THE WORLD

1.4 MILLION
AVID HOCKEY FANS
IN AUSTRALIA

BROADCAST VIEWERSHIP

LIVE & FREE
7+

12,000,000
MINUTES VIEWED



DIGITAL REACH & ENGAGEMENT



REACH:
4.7m



REACH:
1.2m



ENGAGEMENT:
9,774



WEB VIEWS:
341,000



| PRE-GAME MEETING VS CANBERRA CHILL



OUR TIGERS

PLAY AS ONE

Our goals are shared, we act and compete as ONE CLUB.

120 MEMBERS

3,000+ total home game attendees

OUR VALUES

People: Our people, including our community are our Club. We put our people first.

Professional: We think, act, look and behave professionally at all times.

Progressive: We are open minded. innovative and leading in all that we do.

Respect: We respect ourselves, each other, the game, our opponents and officials.

Pride: We take pride in who we are, where we are from and everything we say and do.

TIGERS SOCIAL REACH



170,000 People



40,000 People





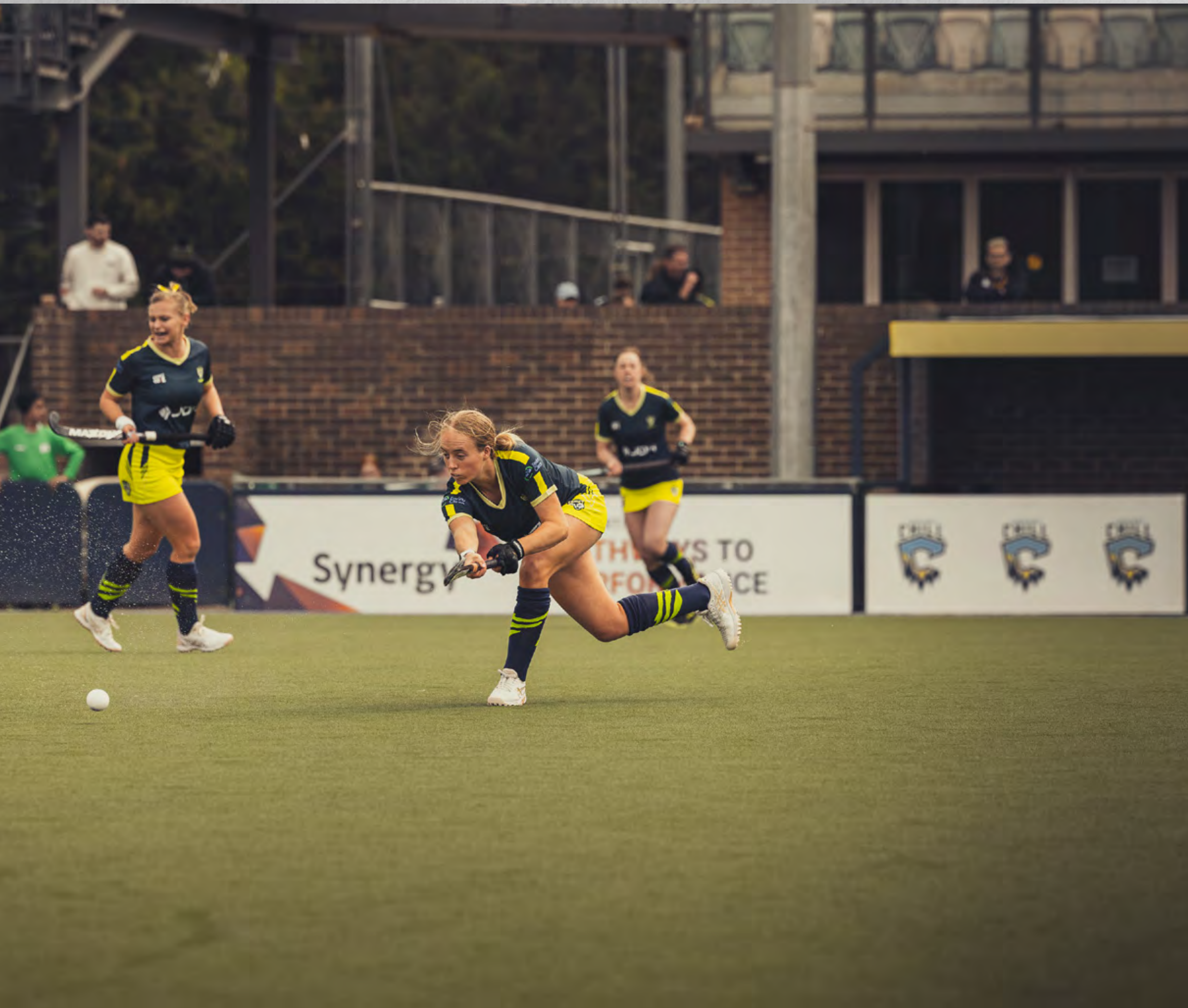
EQUAL PLATFORM FOR BOTH GENDERS



REGULAR MEDIA COVERAGE DIGITAL & TRADITIONAL

The Tassie Tigers enjoy significant exposure in traditional media, including newspapers, TV, and radio. Through strategic partnerships, they secure prominent coverage in leading outlets, attracting a wide audience of sports enthusiasts. Their captivating performances make them a fixture in sports news, ensuring high viewership and engagement across television networks.





MADDISON BROOKS
CURRENT HOCKEYROOS PLAYER

"Brooks is a talented midfielder who likes to go forward and is an exciting prospect for the future."

Katrina Powell (Hockeyroos Coach)

HOCKEY IN TASMANIA



PURPOSE

Hockey Tasmania's purpose is to lead a stronger hockey community through the development of people, partners and pathways.

3,643 MEMBERS

51.6% Male

48.2% Female

2,116 Southern Members

1,302 Northern Members

352 Other Members

OUR VALUES

Commitment to Community: Hockey Tasmania prioritizes community engagement, fostering a culture of inclusivity and accessibility for all Tasmanians to participate in and enjoy the sport of hockey.

Development and Growth: The organization is dedicated to the development and growth of hockey at all levels, from grassroots programs nurturing young talent to high-performance pathways for elite athletes, ensuring a sustainable future for the sport in Tasmania.

Integrity and Sportsmanship: Hockey Tasmania upholds the values of integrity, fair play, and sportsmanship, instilling these principles in players, coaches, officials, and volunteers to uphold the highest standards of conduct both on and off the field.



HOCKEY TAS CHANNELS



6,800 Followers



2,682 Followers



4,500 Subscribers

A PARTNERSHIP

WITH THE



is also

A PARTNERSHIP

WITH





EDDIE OCKENDEN
AUS GAMES RECORD HOLDER

Kookaburras Captain (2018-2022)

Tokyo Olympics Silver Medalist

4x AHL Player of the Tournament

2019 Hockey One MVP winner



WHERE CAN YOUR BRAND PLAY?

Sponsor the men and women simultaneously!

1x	PRINCIPAL PARTNER	NAMING RIGHTS
1x	MAJOR PARTNER	
2x	OFFICIAL PARTNER	
44x	PLAYER SPONSOR	



MAJOR PARTNER



OFFICIAL PARTNER

PRINCIPAL PARTNER

OFFICIAL PARTNER



| UP TO 6 PIECES OF GROUND SIGNAGE

PRINCIPAL PARTNER

NAMING RIGHTS

THE “YOUR BRAND” TASSIE TIGERS

PRINT EXPOSURE

- » Hobart **bus** and **billboards** advertising the partnership
- » Tasmanian Hockey Centre 2x front gate signage (on carpark gate as well as major entrance fixture sign)
- » Tier 1 boundary signage (6 placements)
- » Your business can use the Tigers brand within your own branding (with approval of Hockey Tasmania)
- » Logo in prime position on both uniforms (1)
- » Logo on media wall
- » Branding included where appropriate in all Tigers’ printed collateral (posters, signage, programs).
- » Pullup banner in the VIP area

KEY PART OF INVESTMENT



DIGITAL EXPOSURE

- » Owned digital media campaign advertising partnership (social media, website, EDMs)
- » Paid social media campaign advertising partnership (2 weeks prior to season)
- » Prominent advertisement in weekly newsletter
- » 8 mentions in home game MC script (this is the minimum amount of times mentioned)
- » 2 players will do separate sponsor video, this will be posted to socials in partnership with your brand

BRAND ACTIVATIONS

- » Home gameday venue activation (stall, signage, on-field mini-game)
- » Player(s) available for your promotional campaign
- » Community engagement activations
- » Naming writes for hill-side bar

CORPORATE HOSPITALITY

- » 8x Tickets to season launch
- » 10x VIP tickets (home games)
- » Player meet and greet
- » 6x Supporter polo shirts

AN ADVERTISING CAMPAIGN FOR
YOU AS MUCH AS IT IS FOR US.



EXAMPLE ONLY.



MAJOR PARTNER

PRINT EXPOSURE

- » Tier 2 boundary signage (4 placements)
- » Your business can use the Tigers brand within your own branding (with approval of Hockey Tasmania)
- » Logo in prime position on both uniforms (2)
- » Logo on media wall
- » Branding included where appropriate in all Tigers' printed collateral (posters, signage, programs).
- » Pullup banner in the VIP area

DIGITAL EXPOSURE

- » Owned digital media posts regarding partnership
- » Prominent advertisement in weekly newsletter
- » 2 mentions in home game MC script (this is the minimum amount of times mentioned)
- » 1 player will do sponsor video, this will be posted to socials in partnership with your brand

CORPORATE HOSPITALITY

- » 4x Tickets to season launch
- » 8x VIP tickets (home games)
- » Player meet and greet
- » 4x Supporter polo shirts



BRAND ACTIVATIONS

- » Home gameday venue activation (stall or signage)
- » Player(s) available for your promotional campaign
- » **Naming rights for members player of the match**



OFFICIAL PARTNERS

X2

PRINT EXPOSURE

- » Tier 3 boundary signage (2 placements)
- » Your business can use the Tigers brand within your own branding (with approval of Hockey Tasmania)
- » Logo on uniform in position 4 or 5
- » Logo on media wall
- » Branding included where appropriate in all Tigers' printed collateral (posters, signage, programs).



DIGITAL EXPOSURE

- » Owned digital media posts announcing partnership
- » Advertisement in weekly newsletter
- » 2 mentions in home game MC script (this is the minimum amount of times mentioned)

BRAND ACTIVATIONS

- » Home gameday venue activation (stall or signage)

CORPORATE HOSPITALITY

- » 2x Tickets to season launch
- » 4x VIP tickets (home games)
- » Player meet and greet
- » 4x Supporter polo shirts



PLAYER SPONSORS

X44

- » 2 Tigers' Lair Marquee tickets to each Tassie Tigers home game during the season
- » Logo included on Tassie Tigers website as a Player Sponsor
- » Chosen player will do a 10sec video readout for your brand
- » Logo on the player sponsor banner in VIP and marquee areas



(Any player that secures a sponsor receives 6 GA tickets per home game)







**TO DISCUSS NEW OPPORTUNITIES AND
TAILORED PACKAGE OPTIONS CONTACT:**

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