



# TITLE SPONSORSHIP

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- Exclusive naming rights for the Belfast Giants Ice Hockey Team i.e. The Coors Belfast Giants
- Corporate branding on front of all jerseys (home, away, and special edition playoff and cup competition jerseys and on all replica jerseys for sale to fans
- Ice logos with logo located in centre ice circle and at two bluelines
- 4 rink side advertising boards
- Full Page advert on back cover of all game night programmes (25 issues - 700 to 1000 copies per game)
- Corporate branding on all merchandise sold by team (t-shirts, hoodies, caps, jerseys, scarves, photos, posters)
- Corporate Branding on all promotional literature
- Player appearances at up to 5 events throughout the season
- 8 Corporate Season tickets per match for customers/clients
- Use of Giants corporate box for 4 home games
- Massive exposure on TV, in particular SKY SPORTS where the Giants were televised 4 times last season with viewing figures over 100,000 for each broadcast.

### Key Benefits:

Raise fantastic awareness locally, nationally and internationally with a clear association with Northern Ireland's only professional ice hockey team and the most watched professional sporting team in the country. Naming rights and prominent branding ensures excellent exposure.