



PARTNERSHIP OPPORTUNITIES

2025-26 SEASON

sharksihc.com



YOUR LOCAL TEAM NEEDS YOUR SUPPORT

The Solway Sharks are proud to represent Dumfries on the national ice hockey stage. As we prepare for another exciting season, we're looking for local businesses who share our passion for community, excellence, and teamwork.

Why partner with us?

Local impact

Reach thousands of loyal fans from Dumfries, Scottish Borders, and Carlisle

Community connection

Associate your brand with a beloved team at the heart of local sport

Positive awareness & visibility for your business

Your support helps develop ice hockey in Scotland while building your reputation

Collaboration

Let us support your business by working together to help achieve your company goals.





OUR FANS ARE YOUR FUTURE CUSTOMERS

AVERAGE ATTENDANCE

700+ passionate supporters per game

SOCIAL MEDIA REACH

13,000+ engaged followers across our platforms

AGE RANGE

All ages, families, young professionals, and sports enthusiasts

LAST SEASON

6.4M views across FB reaching 450K people with 60K interacting with our page.

VISITORS

Last season +250K visitors to ice rink

LOCAL LOYALTY

Fans actively support businesses that back their team. Our fans could be your future customers. Let's work together to promote your business to our fanbase.

Partnering with us will open a new audience to your business to cultivate and grow your awareness and exposure.



6.4M

views across
facebook



700+

supporters per
game



250K+

visitors to the
ice rink



PARTNERSHIP OPPORTUNITIES

TITLE SPONSOR

Title sponsorship offers up lots of exclusive benefits to you and your business.

- ▶ Logo on Centre Ice in the title sponsor position
- ▶ 4 rink side dasher boards
- ▶ Your business brand logo on all jerseys above the Sharks logo
- ▶ 4 x season tickets
- ▶ Logo on all player apparel
- ▶ Professional PR video of your company partnering with the team (includes filming and editing of film)
- ▶ Above video advert played on large screen and webcast
- ▶ One sponsored player of your choice
- ▶ Two match night sponsorships packages
- ▶ Two match night mascot packages
- ▶ Every match night sponsored announcement – (your business name sponsored Solway Sharks)
- ▶ Official social media updates has (your business) sponsored Solway Sharks





OPPORTUNITIES WITH OUR TEAM

Some fantastic opportunities to have your business logo on our team kit. This provides visibility of your business both at home and away games. We also use our team photos on social media to promote our games which your business will benefit from our extensive reach. We have a lot of small and large opportunities to make this accessible for any size of business.

KIT BRANDING FROM £150

- ▶ Warm Up Jersey
- ▶ Kit & Jersey branding
- ▶ Helmet Branding
- ▶ Player Sponsor

You can select a player to sponsor for the season. This player will display your business brand on the back of their jersey for the season. On entry to the ice you will be announced over our loud speaker (your business name sponsored the player name) Your business logo will also appear on our social media on game night for your player. At season end you will be presented with the players shirt.

MASCOT SPONSOR

A unique opportunity to have your business branding on our much-loved mascot Finn!



OPPORTUNITIES FOR MATCH NIGHT

FROM £500 (PACKAGE
CAN BE TAILORED TO
SUIT YOUR BUDGET)

Grow your business visibility both in rink on match night and online via our social media channels.

MAN OF THE MATCH SPONSOR

Every game night your business will be visible for MOM presentation

PENALTY KILL SPONSOR

Every game night on penalty kill your business will be visible in rink and online

POWER PLAY SPONSOR

Every game night power play your business will be announced in rink and online

SHIRT OF THE BACK SPONSOR

Every game we raffle a shirt of a players back to our fans. Your business would appear on all tickets and be announced regularly through the match.

50/50 DRAW

Every game we have a 50/50 raffle where the fan wins 50% of the total on the night. Your business would appear on all tickets and be announced regularly through the match.

PUCK SPONSOR

Official game puck sponsor will have their brand featured on our game puck for brand awareness.



MATCH NIGHT SPONSOR

FROM £500 (PACKAGE
CAN BE TAILORED TO
SUIT YOUR BUDGET)

Your business name announced throughout your sponsored game. Four complimentary tickets and a photo opportunity after the game for you & your guests. All social media posts branding with your business.



RINKSIDE ADVERTISING

FROM £600 (PACKAGE
CAN BE TAILORED TO
SUIT YOUR BUDGET)

PENALTY BOXES

RINK DASHER BOARDS

ON ICE SPACES

Prime brand visibility around the ice. This increases exposure during match nights and during any other ice activities on ice as this branding will be permanent for the duration of the season.

BIG SCREEN

Your brand logo and advert displayed on our big screen during our match night. Opportunity to be visible to 200k+ during season



SUCCESS STORIES

"Sponsoring the Sharks has brought new customers through our door and created a real buzz around our business. It feels great to support our local team while also seeing tangible returns."

- Local Business Owner

"We at Friars Carse Country House Hotel are proud to support the Solway Sharks and their championship campaign. It's been a pleasure to partner with such a dedicated and passionate team. In exchange for providing accommodation for the players, we've received excellent advertising and visibility, and we're very happy with the positive exposure this partnership has brought. We look forward to continuing our support and celebrating future successes together!"



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"We are making connections, we're speaking to people and making new opportunities for my business"



33 AIR SOLUTIONS
Drone Operations

"Partnering with the Solway Sharks last season was a fantastic experience for us at Yamas Deli. The team's professionalism, community spirit, and passion for the sport perfectly align with our own values. It was a pleasure to support such a dedicated group, and the exposure and engagement we received through the partnership were excellent. We're proud to be associated with the Sharks and look forward to continuing our support in the seasons to come."





JOIN OUR WINNING TEAM

Supporting the Solway Sharks means more than just advertising - it's about being part of something special in our community.

Your partnership helps us:

- ▶ Develop young local talent
- ▶ Compete at the highest level
- ▶ Create exciting family entertainment
- ▶ Bring people together across the region
- ▶ Support our local schools and various other community incentives
- ▶ Support you and your company objectives

READY TO PARTNER WITH YOUR LOCAL TEAM?

Contact our partnership team today:

E: commercial@solwaysharksihc.com

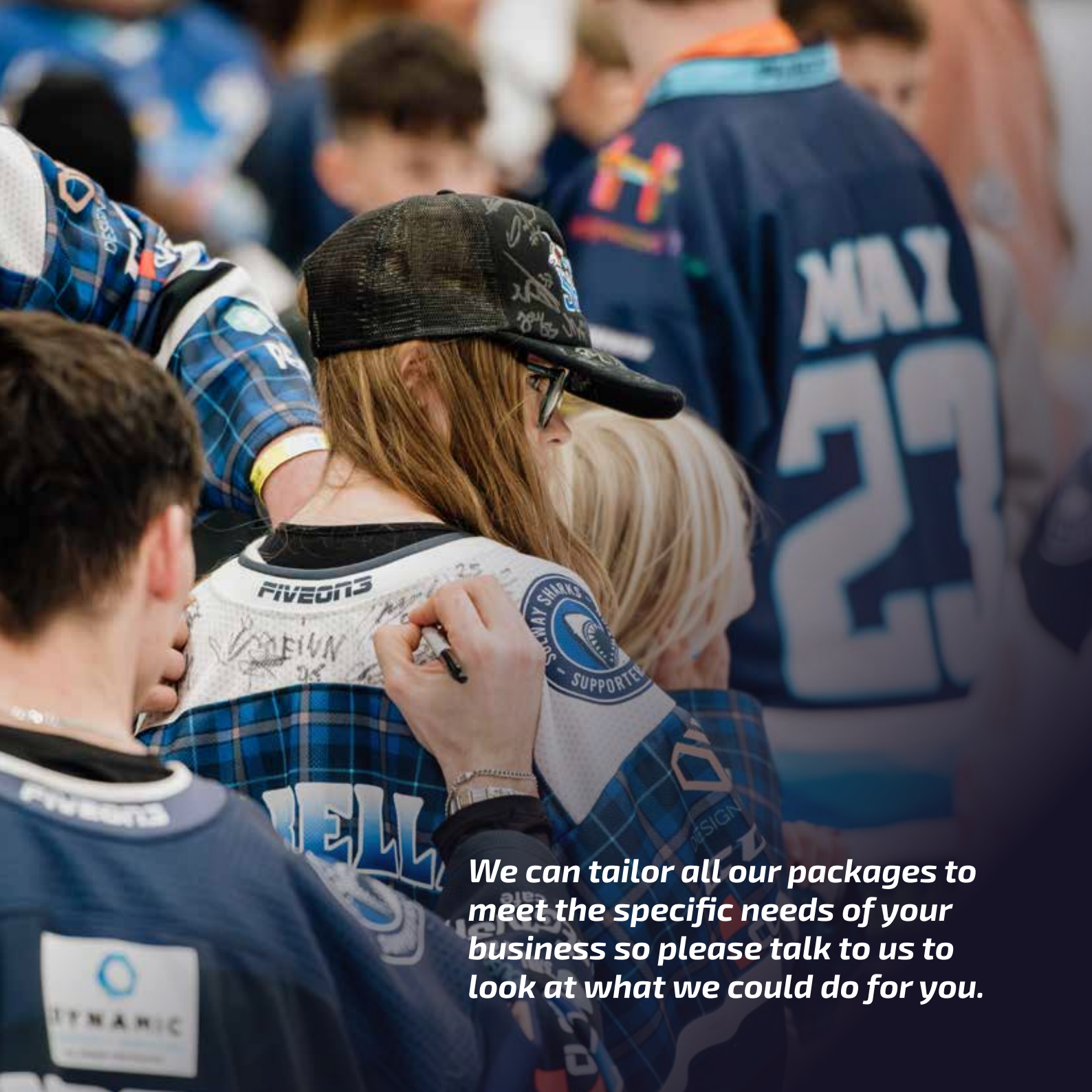
T: 01387 251300

W: sharksihc.com

*Together, we can make the
2025-26 season our best yet!*

sharksihc.com





We can tailor all our packages to meet the specific needs of your business so please talk to us to look at what we could do for you.



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