



BLACK STICKS  
NEW ZEALAND HOCKEY WORLD IN THE HAWKES BAY

HOCKEY  
NEW ZEALAND

AN INTRODUCTION

# ALIGNMENT WITH SUCCESS

## NEW ZEALAND'S SLEEPING GIANT

### AN INTRODUCTION

Hockey New Zealand is the sleeping powerhouse of sport in New Zealand with over **65,000 affiliated members** (15% YoY), **300 clubs** and over **265,000** New Zealanders playing annually. A further **800,000** New Zealanders identify themselves as interested in Hockey or who have previously attended a match.

In contrast to other major sporting properties in New Zealand, Hockey's real commercial strength lies within 3 key pillars: global appeal, community engagement and an even gender split. The combination of these three factors offers a real and unique commercial value to New Zealand's sponsorship market.

Globally, Hockey New Zealand has a foot print that extends from the USA, Europe and Japan all the way through to the developing economies of India, Pakistan, Malaysia and China.

Of recent years, Hockey New Zealand's grassroots platform has also seen significant growth and is quickly becoming a powerful new opportunity for commercial partners, acting as a touch point for youth aged 4-21.

In particular, the Small Sticks programme is proving to be an effective junior engagement mechanism having been delivered to **64,251 children** across **321 schools** in 2014.

Whilst this document will provide a comprehensive overview of the Hockey NZ platform, we look forward to learning more about your brand in order to determine which set of our assets will help you to achieve all of your key sponsorship objectives.

**300 CLUBS**   **HUGE SUCCESS**   **65K MEMBERS**



FIH World Ranking

**MEN**



Summer Olympic Gold:

1976



Commonwealth Games Silver:

2002



Commonwealth Games Bronze:

2010



World League Final Silver:

2014



FIH World Ranking

**WOMEN**



Commonwealth Games Silver:

2010



Commonwealth Games Bronze:

1998, 2014



Oceania Cup Winners:

2007, 2009, 2011



Champions Trophy Bronze:

2011





# MEMBERSHIP & AUDIENCE

## AN ENGAGED COMMUNITY

Hockey in New Zealand is a highly organised and highly structured sport. Organised participation in hockey represents over 90% of total hockey participation - put simply, if you play Hockey, you are more than likely a member of a club.

Hockey New Zealand has a clear platform for engaging with hockey participants through our national platforms. For instance, the Black Sticks brand has strengthened considerably in the last 18 months and is viewed in high regard by 80% of New Zealanders.

These same participants and club members make up the great majority of spectators, which consequently makes them extremely passionate and highly engaged in the sport - an amazing combination for potential sponsors - presenting many opportunities to connect with Hockey New Zealand's members in a tangible and meaningful manner.

Hockey also has a healthy balance between the genders with both males and females almost evenly involved in the sport. This makes Hockey unique when compared to almost all other sports in New Zealand.

# 265K

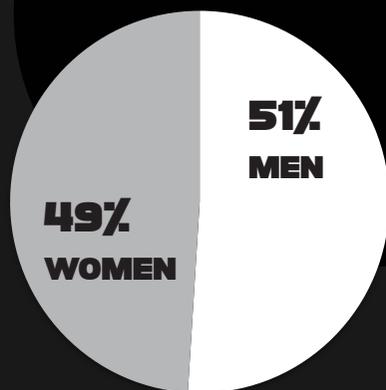
## New Zealanders play hockey each year

# 15% increase in participants YOY

# 400K

## Attendance at 37 national tournaments each year

NZ Hockey Fan Breakdown By Gender





healthy  
gender  
split

**+7M**  
GLOBAL HOCKEY  
PLAYERS

**300** CLUBS

**65K**  
MEMBERS



DISTRIBUTION OF  
ASSOCIATIONS

# DIGITAL & SOCIAL COMMITTED & ENTHUSIASTIC

## Hockey NZ Owned Channels

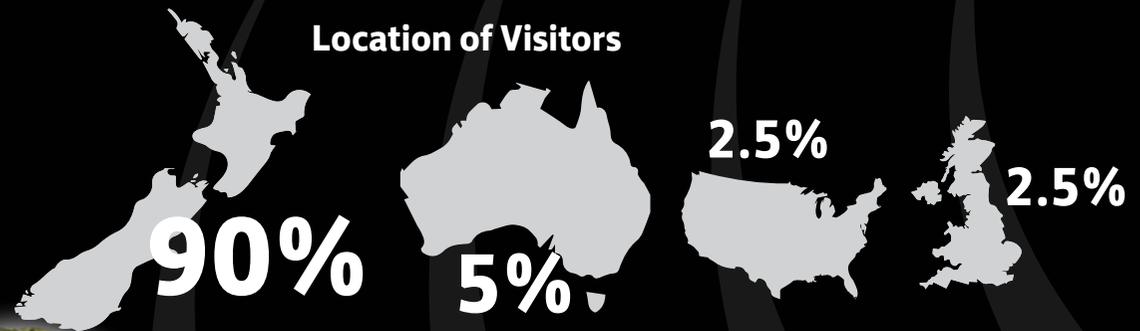
Once game day is over and the boots hung up, association with Hockey New Zealand's unique digital and social platforms will continue to provide your brand with exposure and engagement opportunities around the clock - all brought to life by our dedicated internal resource.

An impressive growth in website visits over the past 4 years has been complimented by huge spikes in social activity and following. Our database of 35,000 engaged members is also expected to grow to over 50,000 in 2015 with the continued roll-out of our new national club registration system.

In terms of online broadcast, a partnership with Radio Sport has enabled Hockey New Zealand to live-stream all home internationals. This live-stream is regularly embedded and promoted via stuff.co.nz, nzherald.co.nz, tvnz.co.nz and radiosport.co.nz. For last year's Hawke's Bay Festival we attracted over 78,000 unique views.

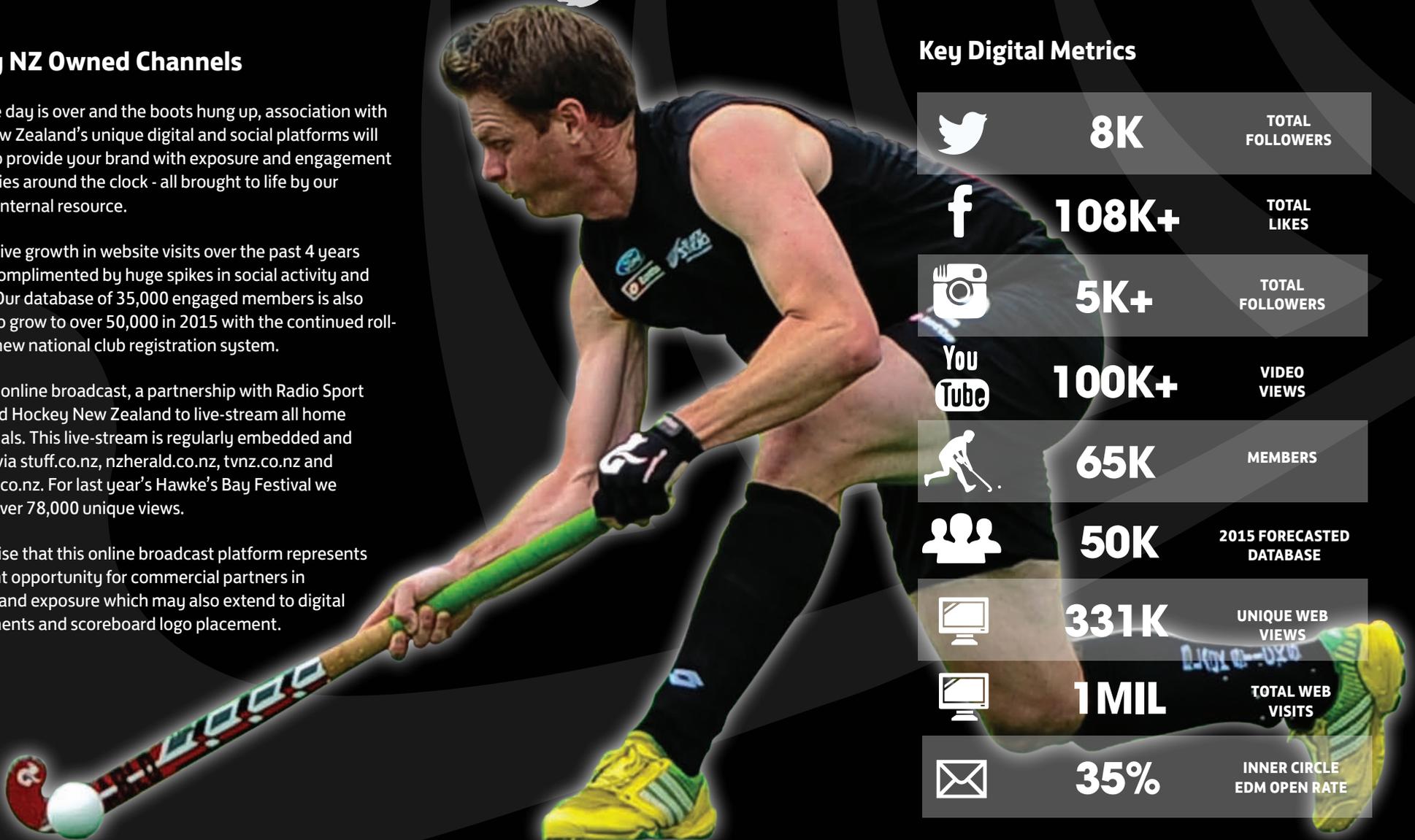
We recognise that this online broadcast platform represents a significant opportunity for commercial partners in terms of brand exposure which may also extend to digital advertisements and scoreboard logo placement.

## Location of Visitors



## Key Digital Metrics

	<b>8K</b>	TOTAL FOLLOWERS
	<b>108K+</b>	TOTAL LIKES
	<b>5K+</b>	TOTAL FOLLOWERS
	<b>100K+</b>	VIDEO VIEWS
	<b>65K</b>	MEMBERS
	<b>50K</b>	2015 FORECASTED DATABASE
	<b>331K</b>	UNIQUE WEB VIEWS
	<b>1 MIL</b>	TOTAL WEB VISITS
	<b>35%</b>	INNER CIRCLE EDM OPEN RATE



# GRASSROOTS TO ELITE

## A MULTI-LAYERED PLATFORM

### Grassroots Programme

Launched in 2013, Small Sticks has quickly established itself as one of the country's key grassroots programmes. Offered across 330 schools to over 65,000 students, the programme is designed to attract children aged 4-13 into hockey, encouraging them to embark upon a lifelong love for the sport.

The Small Sticks In-School Programme also aims to build strong relationships between schools, local clubs and their coaches. Here, local hockey gurus provide school teachers with four practical coaching sessions enabling them to promote and deliver a hockey curriculum within their school.

### High Performance

Sharing evenly split attendance and broadcast, the Black Sticks Men's and Women's teams represent the elite platform and face of Hockey New Zealand's commercial platform.

High world rankings, especially for the Women's team, make for an exciting lead up to the 2016 Summer Olympics where a plethora of additional media exposure opportunities await.

### 2015 TARGET

# 400 & 80K

SCHOOLS STUDENTS



# 330

schools

# 65,000

students

# 4TH

women's world ranking

# 7TH

men's world ranking

# 21%

increase on projected Small Stick numbers



# MEDIA COVERAGE

## YOUR BRAND - FRONT & CENTRE

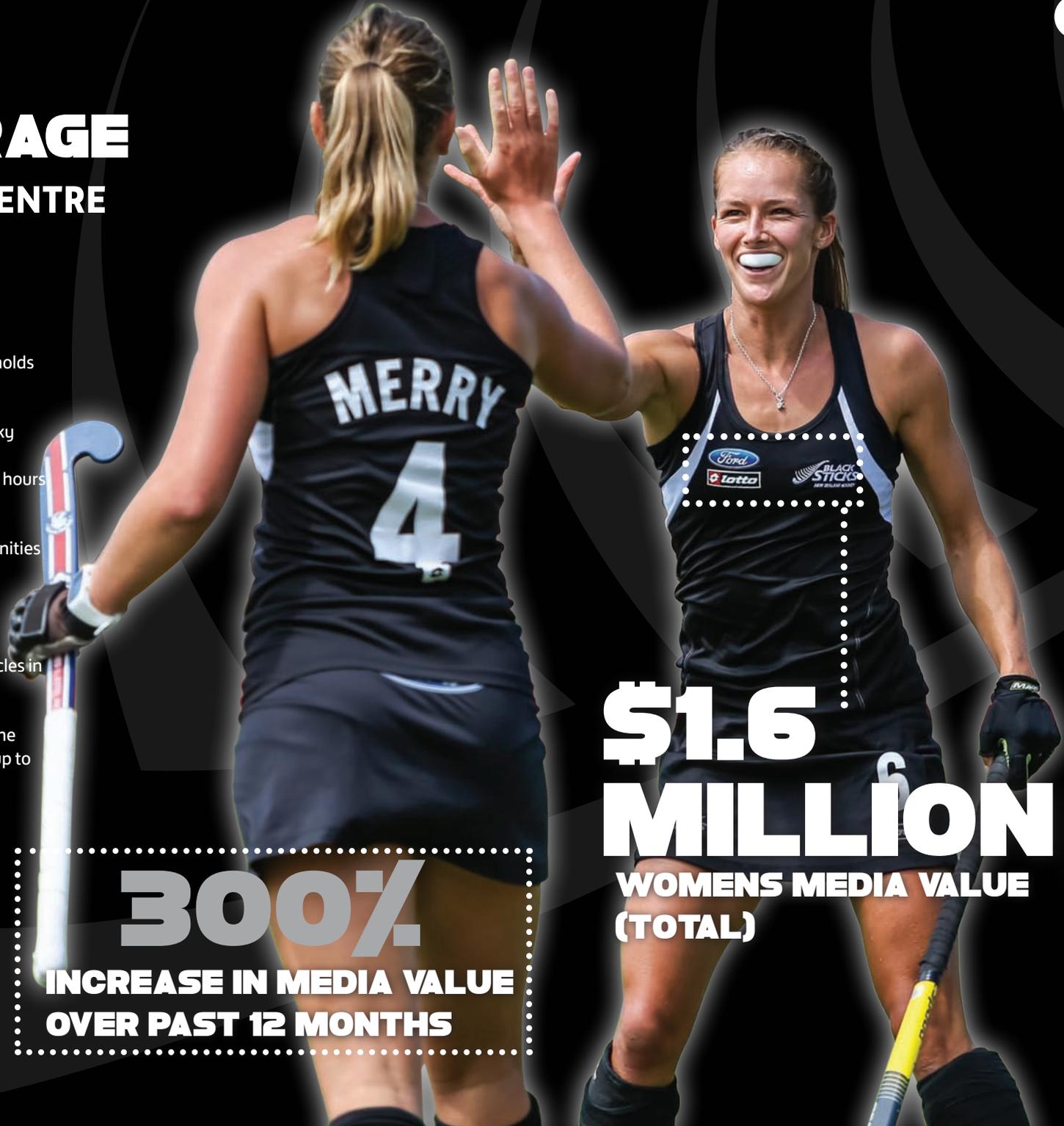
A partnership with Hockey New Zealand can provide your business with a TV broadcast reach of **300 million** households (via Star Sports in India) across more than **40 countries**.

All Black Sticks tests played offshore can be watched on Sky Sports whilst all home test series are live streamed via the Hockey New Zealand website. In 2014 there was over 150 hours of televised Black Sticks exposure on Sky Sport.

Annually, Hockey NZ has at least 15 major media opportunities or press conferences across both teams, providing strong opportunities for brand exposure.

So far this year, Hockey NZ have featured in 110 unique television and radio segments and in over 290 unique articles in major dailies and weekend papers.

There has been a 3-fold increase in media coverage over the past 12 months and this is forecasted to grow in the lead up to the 2016 Rio Olympics.



**300%**  
**INCREASE IN MEDIA VALUE**  
**OVER PAST 12 MONTHS**

**\$1.6**  
**MILLION**  
**WOMENS MEDIA VALUE**  
**(TOTAL)**

# BROADCAST REACH



**40+**  
**COUNTRIES**

**300M**  
**HOUSEHOLDS**

**\$2.3**  
**MILLION**

**MENS MEDIA VALUE**  
**(TOTAL)**



# A GLOBAL PLATFORM

## INTERNATIONAL FOCUS

Hockey is a truly global sport enjoyed by **7 million** playing participants with millions more self confessed hockey fans. Using India as an example, Hockey is the nation's second major sport with over **28 million** people describing themselves as hockey supporters.

The Black Sticks Men and Women are involved in a number of global competitions ranging from the Olympics to the World Cup and Champions Trophy where they provide huge international exposure to commercial partners not only through broadcast and live attendance but through initiating promotional activities and engaging with the local community.

In 2014, the Black Sticks played **30 of their international** test matches in 11 different towns around the country giving spectators the chance to witness world-class hockey in their own region. 27 of these games were **streamed live** achieving **118,543 unique views**.

This year, both the Black Sticks Men's and Women's teams are also preparing to participate in a series of block buster tournaments and events overseas including the Oceania Cup and the World League. These events will act as precursors to the 2016 Rio Olympics in Brazil where millions of spectators are expected to attend over 16 days in August.

A better opportunity for international brand exposure and local community engagement - there is none.



# 7+ MILLION

## GLOBAL PARTICIPANTS



# 28M +

## HOCKEY SUPPORTERS



# 50 INTL TESTS

## PLAYED EACH YEAR

# 2015 - 2018 SCHEDULE

2015  
2016  
2017  
2018

Team	Event	Dates	Host City/Country
Men & Women	Indoor World Cup	Feb	Germany
Men	Azlan Shan Cup	March	Ipoh, Malaysia
Men & Women	Oceania Cup	October	New Zealand
Men	World League Final	21 Nov - 29 Nov	India
Women	World League Final	5 Dec - 13 Dec	Argentina
Men	Champions Trophy	11 Jun - 19 Jun	Argentina
Women	Champions Trophy	18 Jun - 26 Jun	England
Men	Azlan Shan Cup	March	Ipoh, Malaysia
Men & Women	Olympics	5 Aug - 21 Aug	Rio de Janeiro, Brazil
Men & Women	World League Final	19 Aug - 27 Aug	New Zealand
Men & Women	World Games	3 Aug - 13 Aug	Poland
Men & Women	Indoor World Cup	13 Feb - 18 Feb	Argentina
Men & Women	Commonwealth Games	4 Apr - 15 Apr	Australia
Men	Champions Trophy	23 Jun - 1 Jul	Netherlands
Women	World Cup	7 Jul - 21 Jul	England
Women	Champions Trophy	17 Nov - 25 Nov	TBC
Men	World Cup	28 Nov - 16 Dec	TBC

# COMMUNITY

## THE BLACK STICKS OF TOMORROW

### National Community Sport Programmes

We have strong national alignment with our associations, in terms of the delivery of our national community sport programmes that Hockey New Zealand develops and manages:

**Small Sticks Programme** – this will reach 100,000 primary school aged children between 4-13 years old.

- 2012 - 85 schools, 18,621 children, 23 Associations 'Fun Sticks', 11 Associations 'fully aligned'
- 2013 - registrations - 228 schools, 45,319 children
- 2014 - registrations - 321 schools, 64,221 children

Between 2012 and 2014, we have delivered the Small Sticks programme in 321 schools to a total of 64,251 children. The school provides each child with at least five coaching sessions,

teacher training as well as equipment and resources to help build a hockey legacy in targeted schools. This means we are well on track to introducing 100,000 children per annum to hockey by 2017.

**National Umpires and Officials Development Programme** – active database of 1,501 umpires. In 2014, 89 courses and 1178 participants.

**National Coach Development Programme** – active database of 4,809 trained and registered coaches. In 2014 we held 193 courses with 928 course participants

**Regional Development Programme** – HNZ directed and partially funded national team working in associations and schools with 19 regional development officers and 8 Community Hockey Managers

**Summer Hockey** – modified 6 aside format – national brand and promotion development – summer 2015

**Youth Participation Programme** – recreational and modified programme - national brand and programme in development – pilot 2015

**National Masters Programme** – age group competition and national programme

**Junior Black Sticks Programme** – national programme developing age group talent – U18, U21

**1,501**  
REGISTERED  
UMPIRES

**4,809**  
REGISTERED  
COACHES

**+101%**  
YOY Growth  
in Schools

**+91%**  
YOY Growth  
in participants



# THE WHOLE PACKAGE

## OWN HOCKEY IN NEW ZEALAND

### Join us on our path to success

At Hockey New Zealand we are taking a new approach to our partnerships. If a logo on a sign is all you are after, we are not for you.

If you are looking for a one-of-a-kind opportunity to engage your clients, customers and staff on a truly international platform, be involved on a world class stage, own hockey from elite performance through the club to grassroots, then you are the type of partner we are seeking.

We are seeking a partner to become a member of the hockey family. They will be embedded in everything we do, to the exclusion of all others. Our Premium Partnerships will be structured dependent upon those areas you would like to incorporate and build into our relationship.

Hockey New Zealand is committed to the fanatical pursuit of your business goals and will never, ever give up trying to exceed your expectations.

We welcome your feedback as to how we can help you achieve your goals as we invite you to join us in making history in 2015 and beyond.

# JOIN HOCKEY NZ TODAY...

## OUR ASPIRATIONAL STRUCTURE

### PLATINUM PARTNER

WHOLE OF HOCKEY PARTNER  
MAJOR ASSETS ACROSS ALL HOCKEY NZ ASSETS

### PREMIER PARTNERS

KEY BRANDING ASSETS  
BLACK STICKS MEN & WOMEN  
KEY EVENTS & INTERNATIONALS  
CONSUMER ACTIVATIONS  
SMALL STICKS

### MAJOR PARTNERS

LIMITED BRANDING ASSETS  
KEY EVENTS & INTERNATIONALS  
CONSUMER ACTIVATIONS

### EVENT & OFFICIAL SUPPLIERS

SINGLE EVENT NAMING RIGHTS  
CONSUMER ACTIVATIONS  
EXCLUSIVE SUPPLIER  
OFFICIAL LICENSEE



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