



**EY**

**HOCKEY LEAGUE**

# Sponsorship News

- EY have come on board for another season for the EYHL and the EYHL Division 2
- On the back of this, we can confirm that a travel contribution will be available to every club this season
  - The umpiring costs will continue to be paid centrally and not charged onwards to clubs
- The IHL will continue to be known as EYHL and the EY Hockey Champions Trophy for the finals weekend
- The IHL2 will continue to be known as EYHL Division 2 and the EYHL Division 2 Play-off Finals



# Promoting the EYHL and Hockey

- Hockey in Ireland at its highest point, we need you to promote Hockey and EYHL at every opportunity!
- Clubs need to play their part in promoting the EYHL
  - Think about all aspect of presentation of the match – not just a fixture!
  - Match program and meeting minimum requirements for game presentation
  - Social Media, Twitter; providing content, photos and video clips
  - Getting results in on time and out on social media to minimum standard
  - Your club info on the HI website needs to be up to date!
  - EY - Shirt logo, ground signage – portable, so can be erected for each game
- PR person is key – need to think PR at every opportunity
  - Every aspect of the game – HP players, transfers, injury, etc. All information is news – get it out there!! On every channel
  - Immediacy of information and video content is king
  - Local and national coverage

We all need to play our part to promote hockey



# Twitter

- Considered to be a public forum
- 1.4 million people on Twitter in Ireland
- 68% of Irish Enterprises use social media – prospective sponsors
- 92% of Irish Journalists use Twitter every day
- #EYHL
  - The channel to get info on the final result and info on each game as it progresses – this is a HOST responsibility
  - Minimum 4 tweets per game, to cover pertinent press requirements
  - Content must follow standard outlined in Regulations

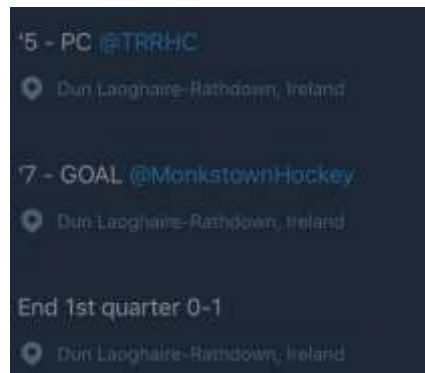


# What should you do ?

- Use your Club twitter handle NOT your personal account
- A Twitter 'Thread' is preferred
- Even better a post match VIDEO interview - 30 seconds with player or coach



- Name competition
- Tag both teams
- Use Images
- Use video



- Add actions / cards, with the time
- Use videos and images
- Add end Q score



- Final score and scorers.
- Both teams, no nicknames
- Tag your sponsors and EY and Hockey Ireland
- Tag journalists



# Twitter Handles – EYHL Women

Pegasus	@pegasushockey
UCD	@UCDLadiesHockey
Muckross	@MuckrossHC
Catholic Institute	@InstaLadies
Railway Union	@RailwayUnionHC
Old Alex	@OldAlexHC
Pembroke Wanderers	@PWHC
Cork Harlequins	@Cork_Harlequins
Loreto	@LoretoHC
Belfast Harlequins	@BelfastQuinsLHC
EY	@EY_Ireland
Hockey Ireland	@irishhockey
Stephen Findlater	@hookhockey
Nigel Ringland	@nigelringland
John Flack	@Flackeroos



# Twitter Handles – EYHLD2 Women

UCC	@UCCLadiesHockey
Corinthians	@CorinthiansHock
Trinity College	@DULHC
Greenfields	@GreenfieldsHC
Queens University	@QUBHC
Cork Church of Ireland	@CorkCofI
Lurgan	@Lurganladies_hc
Ards	@ards_lhc
NUIG	@NUIG_L_Hockey
Monkstown	@MonkstownHockey
EY	@EY_Ireland
Hockey Ireland	@irishhockey
Stephen Findlater	@hookhockey
Nigel Ringland	@nigelringland
John Flack	@Flackeroos



# Twitter Handles – EYHL Men

Monkstown @MonkstownHockey

Annadale @annadalehc

Three Rock Rovers @TRRHC

Banbridge @banbridgehc

Pembroke Wanderers @PWHC

Lisnagarvery @lisnagarveyhc

YMCA @YMCAHC

UCD @UCDMHC

Glenanne @Glenannesc

Corinthian @CorinthiansHock

EY @EY\_Ireland

Hockey Ireland @irishhockey

Stephen Findlater @hookhockey

Nigel Ringland @nigelringland

John Flack @Flackeroos





# Twitter Handles – EYHLD2 Men

Railway Union	@RailwayUnionHC
Cork Church of Ireland	@CorkCofI
Avoca	@avocahc
Clontarf	@Clontarfhc
Cork Harlequins	@Cork_harlequins
Kilkeel	@KilkeelHC
Cookstown	@CookstownHockey
Instonians	@instonianshc
EY	@EY_Ireland
Hockey Ireland	@irishhockey
Stephen Findlater	@hookhockey
Nigel Ringland	@nigelringland
John Flack	@Flackeroos



# Meeting the needs of media outlets

- To ensure that hockey gets good coverage WE need to help them to help us!
- Stephen Findlater (Hook, Irish Times, Irish Examiner), Nigel Ringland (BBC NI), John Flack (Belfast Telegraph), etc. All use twitter for it's immediacy as tight deadlines, usually 6pm on Saturday
- EYHL Twitter regulations came from the hockey media



# Happy to help!

- Marketing and Communications Manager
  - Emma Porter
    - [Emma.porter@hockey.ie](mailto:Emma.porter@hockey.ie)



# EY Promotion - Shirt Logo

- Make sure all your team kit is correct!
- Now applicable for all EYHL and EYHL Division 2 Teams
- Get in touch with Emma if some missing logo's, kit change, new club
- Back of shirt under player number or shirt sleeve (two sizes available)
- Detailed application instructions provided



- **Fine will be applied if missing!**



Best of luck this season!

