

APPENDIX F

PROMOTION OBLIGATIONS & SOCIAL MEDIA

Below outlines the support Hockey Ireland requires from participating Clubs and Teams in the EY Hockey League Division s1 and 2, Men and Women, to ensure the effective and timely promotion of the League.

1. Title Sponsor:

EY continue as the League title sponsor for Season 2025/26, and we continue to build a strong partnership with them.

2. League Logo:

We have developed a new EY Hockey League logo, now into its third season. Placement of the League logo should be on the back of Players' jerseys, below the player number. We are looking for full compliance for this new season, having first rolled the new logo out in the 2023/24 season.

3. Pitch Branding

Each Club and Team is required to place the League branded banners provided by Hockey Ireland behind both goals. These banners are 4m long by 1m high and should be hung appropriately and maintained in good condition throughout the season.

4. Digital Programme

Home clubs should produce a Digital Programme for every match. The programme cover design will be supplied by Hockey Ireland and is available as part of the launch material and tool-kit.

5. Club Press Officer:

Each Club and Team should provide us with a nominated Club Press Officer and media contact, providing the contact details (email and mobile number).

6. League Launch:

Each Club and Team will be notified of plans for the launch of the new season, and we would ask all to support us where they can or how invited to do so, either by providing players or venues for content capture and in the distribution of the messaging.

7. Club Primer & New Season Team Info:

Each Club and Team should provide us with an overview of your Club and the line-up for the new season including any player and staffing changes, and other points of note. Available photography would be useful also. In addition, we would request contact with your Head Coach, to conduct an interview and gather relevant quotes.

8. Media Engagement:

Hockey Ireland will continue to prepare and distribute a Press report following each EYHL round and distribute to media 30mins after the final whistle every Saturday afternoon. We will include all fixtures, scores, scorers and key updates as well as photography so the media can report on the League accurately and quickly. We will look for Head Coach and Player interviews as part of these reports. These Saturday afternoon reports will be accompanied by a Wednesday scheduled release to the media of the fixtures for the following weekend.

9. Hockey Ireland TV (HITV):

Visibility of our sport, and the League in particular, is something we plan to increase and improve this season. We will increase our offering on HITV to 120+ games. This is a platform that supports all Clubs and Teams and we ask you to assist us by supporting the programme through buy-inn as well as promotion.

10. Social Media

Home Clubs must provide Live Match Updates on Social Media, by posting a minimum of 4 tweets per match (at the end of each quarter), from the Club X/ Twitter account. Sanctions for not doing this will be applied.

Live Match Updates - Best Practice:

It's important we have a consistent standard across the League and Clubs. Posts need to conform to standards as follows:

- Home clubs must tweet throughout the game – with a minimum of 4 tweets per game, at the end of each quarter stating the quarter completed and the score.
- The end result with the goal scorers must be tweeted and the final tweet must be within 5 minutes of the game finishing.
- You are tweeting to a wide audience not your friend or just your club audience. Use of nicknames, in jokes, etc. are frustrating for the media.
- Best practice would be to use first and second names, and not nicknames, only first name or Twitter handles. If a player has a less than obvious twitter handle, then use their full name in the tweet.
- Include all scorers' names, home AND away teams, and when a goal is scored included approx. times – twitter often 'arrives' out of order, so it enables the flow of the game to be understood.
- Any additional information as to how goals came about e.g. assists or open play or penalty corner would also be helpful to the media.
- Tweet names of players who receive green or yellow cards, time of same