

## **Rules & Regulations - Appendix F**

### **PROMOTION OBLIGATIONS & SOCIAL MEDIA**

Below outlines the support Hockey Ireland requires from participating Clubs and Teams in the EY Hockey League Divisions 1 & 2, Men and Women, to ensure the effective and timely promotion of the League.

#### **1. Title Sponsor:**

EY continue as League title sponsor for Season 2026/27, as we continue to build a strong partnership with them.

#### **2. League Logo:**

Three seasons ago we developed a new EY Hockey League logo, there should be no use of the prior/ old 'circular' League logo on any club kit or collateral. Kit 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 are required to place the two 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. Match Programme**

Hockey Ireland no longer requires Clubs to produce a match programme (digital or printed), although Clubs are free to do so should they wish and/or have a requirement for their partners and sponsors. Hockey Ireland can provide EYHL graphics and related content on request.

#### **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). Send these details to: [cian.funge@hockey.ie](mailto:cian.funge@hockey.ie)

#### **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 every season. This is a platform that supports all Clubs and Teams, and we ask you to assist us by supporting the programme through buy-in as well as promotion. Details and questions to: [nick.mcelwee@hockey.ie](mailto:nick.mcelwee@hockey.ie) or [cian.funge@hockey.ie](mailto:cian.funge@hockey.ie)

#### **10. SOCIAL MEDIA**

Whilst we encourage all Clubs to get active on their social media accounts on matchday and throughout the season, Hockey Ireland no longer requires Clubs to post quarterly updates on X on matchday. This protocol has been superseded by Livescoring, an innovation for Season 2026/27. Match officials will brief Clubs separately regarding Club requirements at pitch side on matchday to support this important initiative.