



SPONSORSHIP  
OPPORTUNITIES

25/26



# Partner with the Milton Keynes Lightning and Boost Your Business



## A partnership with Milton Keynes Lightning offers a rewarding opportunity with substantial benefits for your business

- **Align with Success:** Collaborate with one of the region's most successful professional sports teams in the National Ice Hockey League.
- **Reach Loyal Audiences:** Gain direct access to thousands of dedicated fans every year.
- **Support Community Impact:** Connect with the community with a variety of programs across the region.
- **Maximise Brand Exposure:** Showcase your business in multiple venues, including Planet Ice Milton Keynes.
- **Achieve Mutual Success:** Work with a forward-thinking organisation committed to building strong partnerships that deliver shared results.

Let's work together to score big for your business.



# On Ice Success



**NIHL National Cup Winners**

**23/24**



  
**Playoff Champions**

02/03

  
**League Champions**

03/04

  
**Playoff Champions**

03/04

  
**League Champions**

04/05

  
**Playoff Champions**

04/05

  
**Playoff Champions**

05/06

  
**League Champions**

09/10

  
**Playoff Champions**

16/17

  
**Cup Winners**

16/17



# Tailored Opportunities to Elevate Your Brand

**We offer a wide range of customisable opportunities, designed to align perfectly with your unique business needs**



## Unlock the Benefits:

- **Boost Brand Awareness:** Targeted advertising to amplify your presence.
- **Maximise PR Exposure:** Feature in local and national media coverage.
- **Engage on Social Media:** Leverage our active online platforms to reach wider audiences.
- **Showcase Your Products:** Strategic product placement opportunities.
- **Gain Exclusive Access:** Enjoy VIP experiences and behind-the-scenes opportunities.
- **Entertain Clients & Staff:** Unique corporate hospitality and entertainment options.
- **Connect with the Community:** Participate in impactful community engagement initiatives.
- **Expand Your Network:** Valuable networking opportunities with like-minded businesses.
- **Strengthen Your Brand:** Align with a respected and successful professional sports team.

**Let's create a partnership package tailored to deliver real impact for your brand.**



# Potential Reach

**Unmatched  
Exposure for  
Your Brand**

**Online  
&  
In-Person**

**72k**

Arena fan visits per  
year

**5k**

Live Stream viewers  
per year

**65k**

Youtube views of  
highlights packages

**7.8k**

Youtube watch hours  
from 3.4k subscribers

**29k**

Social media  
followers

**20m**

Social Media  
Impressions and 1.3m  
engagements

**600k**

Website views

**8.9k**

Consented subscribers on  
our mailing list, emailed  
weekly

12 month metrics



# Title Sponsor 2024/25



Puckiverse, Milton Keynes newest skate shop is proud to be sponsoring Milton Keynes Lightning as Title sponsor.

“Puckiverse aims to grow into one of the leading hockey shops in the UK. Puckiverse aims to grow into one of the leading hockey shops in the UK. Partnering with a great team, such as MK Lightning will ensure we get the Puckiverse brand a household name in no time.”

Colin Boyd, Puckiverse Owner.

# Platinum Partners 2024



# TEAM SPONSORSHIP



*Tony Corgent*

# TEAM SPONSORSHIP

## Jersey Branding

### Maximise Your Brand Exposure with MK Lightning Jersey Sponsorship

Jersey branding with the Milton Keynes Lightning is a powerful way to promote your business.

Our jerseys are worn at every home and away game across the UK, as well as during regional promotional events.

With jersey sponsorship, your brand gains visibility not just on the ice, but off it too—featured across social media, press coverage, and PR activities throughout the season. Packages Starting from £3000 + VAT

- 1 x Premier Space (Front) – Prime position for maximum visibility
- 1 x Premium Space (Back) – Prominent placement seen by thousands
- 4 x Shoulder Spaces – Key locations for consistent exposure
- 6 x Sleeve Spaces – High-frequency visibility in action shots
- 8 x Back spaces - visible for face offs and bench shots

Exclusive Branding Packages Available – Contact Us for Details.



**Be part of the action. Be seen. Be remembered.**





# TEAM SPONSORSHIP

## Jersey Branding



**Record replica sales of jerseys for the 24/25 season, meaning your brand is being seen, even when the team isn't on the ice**



# TEAM SPONSORSHIP



## Exclusive Warm-Up Jersey Sponsorship

Make a lasting impression with a fully customised warm-up jersey, worn by the team during every pre-game routine at home matches.

Designed to align with your brand, these jerseys offer a unique, high-visibility sponsorship opportunity throughout the entire season.

Create a bold presence on the ice and beyond

Warm-Up Jersey Sponsorship – £7,500 + VAT

**Secure your bespoke jersey today!**



# TEAM SPONSORSHIP



## Kit Branding

### Stand Out with High-Impact Branding Opportunities

Get your brand in front of thousands of fans every week with these unique advertising options.

Your logo will feature prominently across all media content, including live streams, post-game player interviews, and social media promotions using game-day images.

## Helmet Branding

Ensure your brand is always in sight during the action:

- Premium Front: £3,000 + VAT
- Both Sides: £2,000 + VAT
- Exclusivity Package: £4,500 + VAT (Contact us for details)



## Shorts & Socks Branding

Achieve high visibility with key kit placements:

- Shorts: 4 x Premium Space: £3,000 + VAT
- Socks: 1 x Premium Space: £2,000 + VAT

Exclusive packages are available

**Ask us for more details and secure your standout spot today!**



# TEAM SPONSORSHIP



Your company name on the back of the team jersey (Home, Away, Warmup)  
(Text only, no logo, excludes replicas)



Your logo on our player sponsor page on our website



15% discount for matchnight tickets for your staff



Your company's name read out pre-match and whenever the player's name is mentioned (goals, assists, penalties, man of the match)



Meet and greet photograph with your sponsored player



Signed, framed team jersey of your sponsored player



Signed team photo



2 tickets for sponsors VIP matchnight experience



Invite to pre-season sponsor meet and greet evening

# Player Sponsor

## Put Your Brand at the Heart of the Action

Support your favourite player while showcasing your brand throughout the season. Player sponsorship creates a unique connection between your business and the team, ensuring high visibility on match nights and beyond.

Sponsorship Benefits:

Price: £1,500 + VAT



Make your mark on the season—sponsor a player today.



# TEAM SPONSORSHIP



## Off Ice Kit Sponsor

### Extend Your Brand Beyond the Game

#### Off Ice Kit Sponsorship

Align your brand with the team both on and off the ice by sponsoring the official Off Ice kit.

This sponsorship ensures year-round visibility as players, coaching, equipment and medical staff wear branded team apparel during travel, media appearances, and community events.

It's a powerful way to create a lasting connection between your business and the team while reaching fans beyond match nights.

Prices from £2,500 + VAT



# Match Night Opportunities



# Exclusive VIP Hire



## Watch from the Skybar

Experience the Action in Ultimate Comfort

Enjoy all the excitement, intensity, and drama of a Milton Keynes Lightning ice hockey match from the best seats in the house—our exclusive Skybar hire.

Relax in comfort while taking in the fast-paced action. A hot buffet is served in the first period break

The Skybar also features a private bar, exclusively for VIP members, providing the perfect setting for socialising before, during, and after the game.

Ideal for businesses, our VIP nights offer a premium space for client entertaining, networking, and staff rewards, ensuring a memorable experience both on and off the ice.

Prices from £1000 + VAT (for 25 people)

Maximum Capacity 40 people



# Match Night Opportunities



## Live Stream Advertising

### Expand Your Reach with LightningTV

LightningTV live stream every home game throughout the season, with highlights free on YouTube after every game.

This gives your brand exposure to a broad audience, including supporters of both home and away teams across the UK.

Your business can feature on our live stream before the game and during period breaks, ensuring prime visibility during key moments. We offer a variety of sponsorship options, from static branding to full promotional video placements.

#### Sponsorship Options:

- Highlights Sponsor – £6,000 + VAT (Exclusive top-tier exposure)
- Season Advertising – £2,000 + VAT (Advert supplied)

**Position your brand at the heart of the action—enquire today.**

**5k**

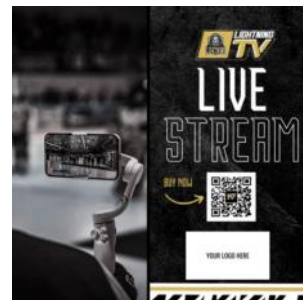
Live viewers  
per season

**65k**

YouTube views

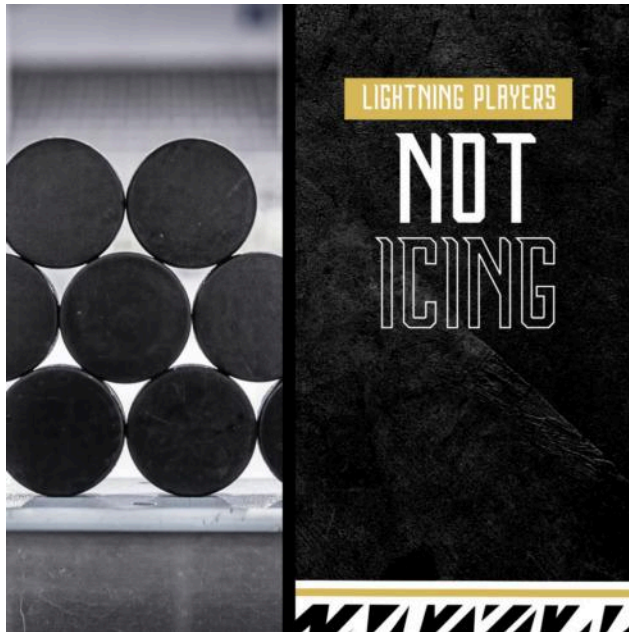
**7.8k**

YouTube watch  
hours





# Match Night Opportunities



## Team Update Sponsorship

### Promote Your Brand with Every Game

Align your business with the excitement of MK Lightning Team News—a highly anticipated update for fans ahead of every game.

This sponsorship ensures your brand is seen by a dedicated audience across multiple channels.

#### Sponsorship Benefits:

- **Pre-Game Visibility:** Your brand featured in official team news announcements, shared before every match.
- **Social Media Exposure:** Logo placement on team lineup graphics and social media posts.
- **Widespread Reach:** Gain attention from both home and away supporters.

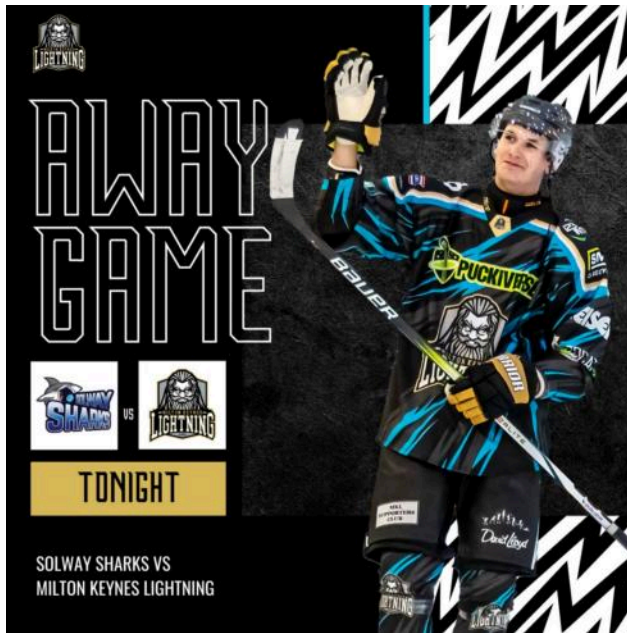
#### Sponsorship Packages:

- **Season Sponsorship** – £2,000 + VAT
- **Per Game Sponsorship** – £150 + VAT (If Available)

**Secure your spot and make an impact—contact us today!**



# Match Night Opportunities



# Game Day Sponsorship

## Promote Your Brand with Every Game

Align your business with the excitement of MK Lightning Game Day.

This sponsorship ensures your brand is seen on all our social media channels.

### Sponsorship Benefits:

- Social Media Exposure: Logo placement on Game Day graphics and social media posts.
- Widespread Reach: Gain attention from both home and away supporters.

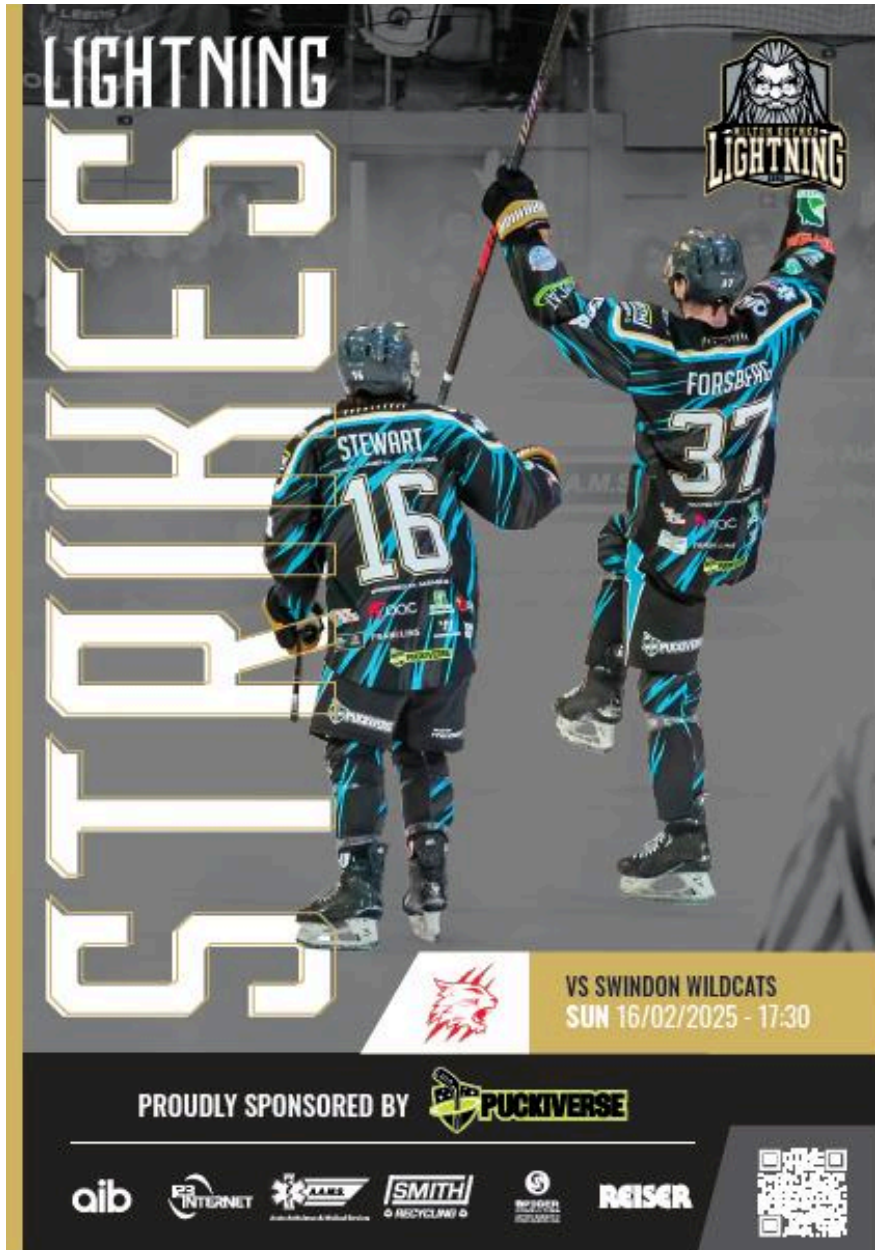
### Sponsorship Packages:

- Season Sponsorship – £2,000 + VAT
- Per Game Sponsorship – £150 + VAT (If Available)

**Secure your spot and make an impact—contact us today!**



# Match Night Opportunities



## Match Night Magazine

### Promote Your Brand with Every Game

Get your business noticed with your logo proudly displayed on the Match Night Magazine.

This is a free handout given to fans as they enter the rink.

This sponsorship ensures your brand is seen by fans in the arena.

#### Sponsorship Benefits:

- Pre-Game Visibility: Your brand featured on the front cover of every magazine
- Widespread Reach: Gain attention from both home and away supporters.

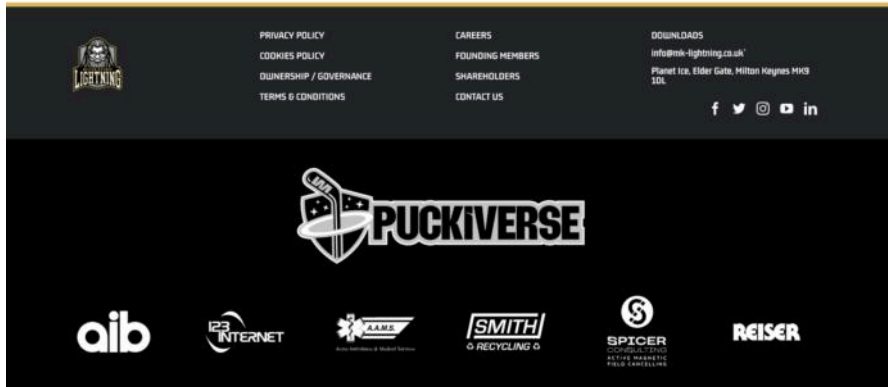
#### Sponsorship Packages:

- Season Sponsorship – £2,500 + VAT
- Per Game Sponsorship – £250 + VAT (If Available)

**Secure your spot and make an impact—contact us today!**



# WEBSITE ADVERTISING



## Maximum Exposure- Year Round

Static banners with your logo on our website.

Prices from £1500+VAT

**0.6m**

Website  
views

**164k**

New web  
visitors

**169k**

Active web  
users



# ARENA ADVERTISING



SMITH RECYCLING

A GARAGE YOU CAN TRUST

MKD AUTOMOTIVE

For expert legal advice, we're here to help.

FRANKLINS SOLICITORS LLP

aib SECURITY

SECURITY SOLUTIONS

PHOTOGRAPHY

MILTON KEYNES LIGHTNING

Full Service & MOT from only £119.95 | 10% Discount for Lightning Fans  
01908 238400 www.mkdautomotive.co.uk  
www.franklins-sols.co.uk

TRY TO GET THE BEST SEAT FOR YOUR MONEY

FOR EQUIPMENT

# ARENA ADVERTISING



## Barrier Boards Maximum Exposure- Year Round

Showcase your brand at Planet Ice Milton Keynes with high-impact rink advertising.

Your company will be seen by Lightning fans at every home game, while also gaining exposure through official media coverage, including press, live streams, and social media.

Beyond match nights, your advertisement remains in place for all other events, games, and activities, reaching tens of thousands of visitors annually (e.g. public skating, other hockey games, figure skating) outside of MK Lightning games.

A prime opportunity to keep your brand in front of a wide and engaged audience—secure your rink advertising space today!

Prices from £2,500 + VAT



# SPONSORSHIP PACKAGES

## Example Bespoke Package for the Brand Exposure & Match Attendance

Brand Exposure:

- A) Jersey Logo on Back = £3000
- B) Player Sponsor = £1500
- C) Team News Social Media = £2500
- D) 1 x Barrier Board = £2500

Match Attendance:

4 x Season Tickets = £1800

One Great Price:

£13,200+ VAT

Payment Plans  
Available



# SPONSORSHIP PACKAGES

## Platinum Partner

- A) Jersey Logo on shoulder/ sleeve (Home, Away, Warm up).
- B) Player Sponsor
- C) 2 x Rink Barrier Board
- D) Logo on Matchnight magazine cover
- E) 30 Second advert on the Stream (content provided by you)
- F) 1 x VIP night for up to 40 people (includes match entry, food and use of the cash bar)
- G) 12 social media posts per year
- H) Your logo on our website
- I) 8 x Season Tickets

One Great Price:

£15,000 + VAT

Payment Plans  
Available

**A**



**C**



**E**



**B**



**D**



**F**



**G**





# SPONSORSHIP PACKAGES

## Silver Partner

- A) Jersey Logo on back of jersey (Home, Away, Warm up).
- B) Player Sponsor
- C) 1 x Rink Barrier Board
- D) 1 social media posts per year
- E) 2 x Season Tickets

One Great Price:

£6,500+ VAT

Payment Plans  
Available

**A**  
**B**



**C**





**[www.mk-lightning.co.uk/sponsorship/become-an-mkl-sponsor/](http://www.mk-lightning.co.uk/sponsorship/become-an-mkl-sponsor/)**

**[info@mk-lightning.co.uk](mailto:info@mk-lightning.co.uk)**