



Press release re: England Hockey appoint Sport Collective

Media release dated: 27 March 2018

England Hockey appoint Sport Collective to develop sponsorship programme

The National Governing Body responsible for the Olympic gold medal winning team sport has appointed sports rights and marketing agency Sport Collective to support the development of Great Britain and England Hockey's sponsorship strategy, in the run up to the launch of the new Hockey Pro League in 2019. The Hockey Pro League will see the world's top nine nations competing in a brand new global league format.

With Olympic Champions, the upcoming 2018 Vitality Hockey Women's World Cup in London and a 40% growth in regular players since London 2012, hockey is flourishing.

Sport Collective will work closely with England Hockey to develop and implement new strategies to increase revenue, marketing value and capitalise on the new global league format.

Jonathan Cockcroft, Commercial Director for England Hockey said: "We have ambitious plans for the continued growth of the sport building on a year of unprecedented commercial revenues. We are delighted to be working with Sport Collective to support our sponsorship growth strategy across all our key assets, including the new Hockey Pro League".

Sean McAuliffe, Director of Sport Collective said: "We are really pleased to be chosen to work with England Hockey at such an exciting time for the sport. Their incredible Olympic success, grassroots programmes and the development of the new Hockey Pro League demonstrate the sport's momentum".

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Sport Collective

Founded by The FA's two former commercial heads, Sport Collective is a specialist sports rights and marketing agency working with major sports rights holders and brands to maximise commercial strategy and value. Sport Collective has vast experience of managing and executing global commercial programmes and business planning. Sport Collective's Training Workshops and Online Courses support the sport business leaders of tomorrow. For more detail visit www.sportcollective.com

England Hockey

England Hockey is the national governing body for hockey in England. It is responsible for the governance and development of the sport in this country from grass roots and domestic level to preparing the Great Britain teams for the Olympic Games and other International events, on behalf of and with the support of the other home nations, Scotland and Wales. For more information about England Hockey and the programme available go to www.englishockey.co.uk and www.greatbritainhockey.co.uk.

For media requests, including interviews, please contact Craig Mortimer-Zhika on craig.mortimer-zhika@englishockey.co.uk or 01628 895083.

Vitality Hockey Women's World Cup 2018

England Hockey are hosting the Vitality Hockey Women's World Cup in London this summer at Lee Valley Hockey and Tennis Centre on Queen Elizabeth Olympic Park between 21 July and 5 August. Sponsorship opportunities are available - contact Graham Swanson at graham.swanson@englishockey.co.uk or 07590183304 for more details.