



EUHA - EUROPEAN UNIVERSITY HOCKEY ASSOCIATION



The **European University Hockey Association (EUHA)** is an independent non-profit sport association.

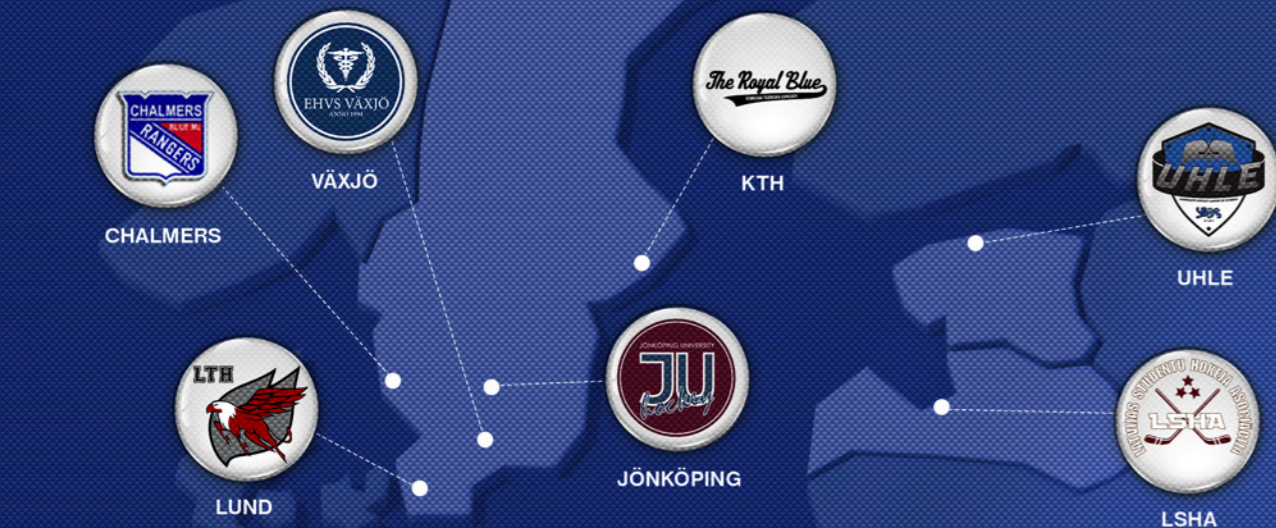
The European University Hockey Association was established in 2012 with the main goal to promote the development of regular sport activities, tournaments and special events for university students studying at the European universities.

EUHA not only organises hockey leagues for students-athletes, EUHA also contributes with activities helping to overcome intercultural, language and communication barriers across the Europe and also worldwide.

EUHA is the governing body of the **EUHL (European University Hockey League)**. The main task of EUHL is running the regular hockey competition for students-athletes in Europe since 2013.

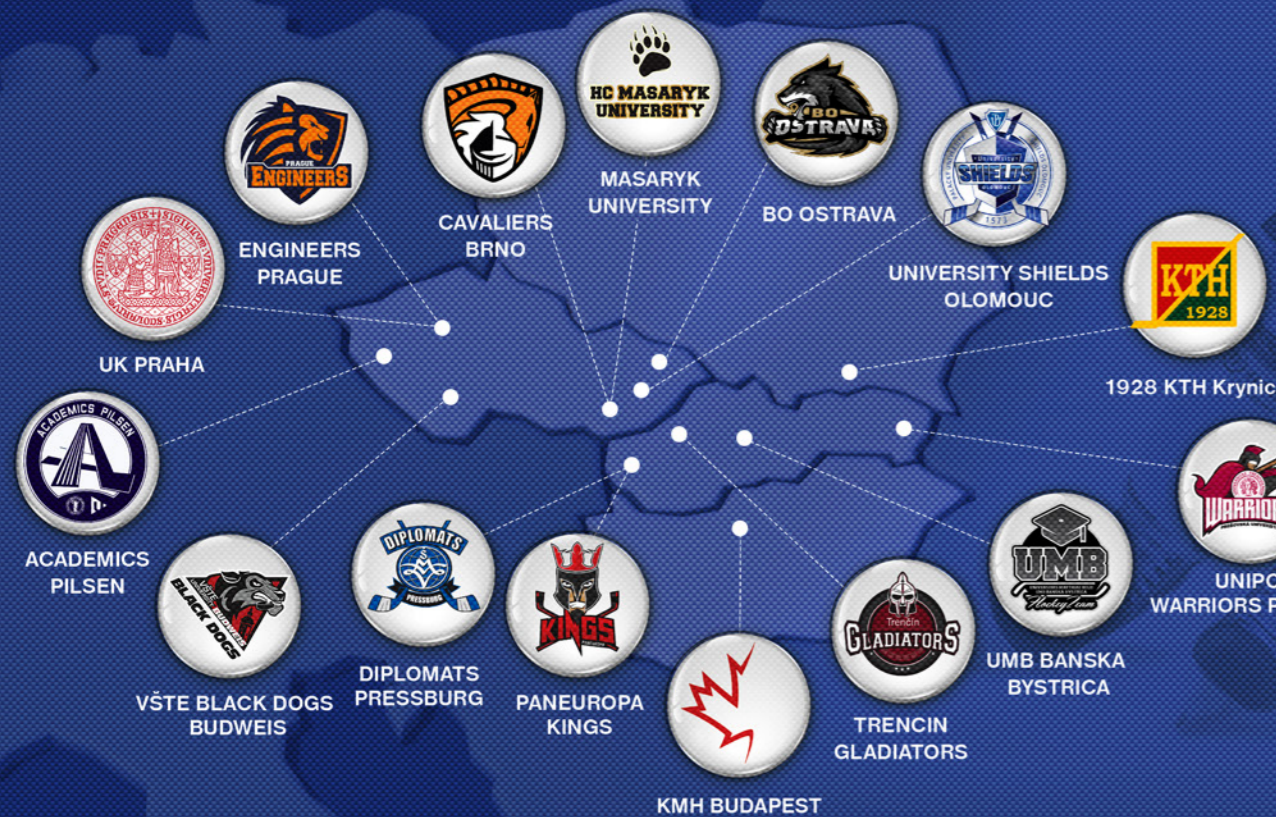
EUHA via the EUHL helps to establish the concept of the loyalty and identity at the individual universities participating in the league, as well as to root the idea of European universities sports identity. Furthermore, students-athletes have the chance to learn in practise the importance of the world sport diplomacy.





NORTH DIVISION

- 01 LUND - Sweden
- 02 VÄXJÖ - Sweden
- 03 CHALMERS - Sweden
- 04 KTH - Sweden
- 05 JÖNKÖPING - Sweden
- 06 UHLE - Estonia
- 07 LSHA - Latvia



EAST DIVISION

- 01 UK Praha
- 02 AKADEMICI Plzeň
- 03 Paneuropa KINGS Bratislava
- 04 UMB Hockey Team Banská Bystrica
- 05 GLADIATORS Trenčin
- 06 Diplomats Pressburg
- 07 1928 KTH Krynica
- 08 Engineers Prague
- 09 KMH Budapest
- 10 Cavaliers Brno
- 11 HC Masaryk University Brno
- 12 Olomouc University Shields
- 13 BO Ostrava
- 14 VŠTE Black Dogs Budweis
- 15 UNIPO WARRIORS Prešov

EUHL - EUROPEAN UNIVERSITY HOCKEY LEAGUE



The European University Hockey League (EUHL) was established in 2013 and it is governed by the European University Hockey Association (EUHA). The league is based on amateur basis, meaning that players representing their colleges and universities are not allowed to accept any gifts or salaries for their hockey performance. Furthermore, the students-athletes cannot have contracts with professional teams or to be represented by a hockey agents. Players are required to have valid student IDs or to possess an explicit confirmation from their university or college.

- The EUHL started in 2013 with 6 University teams from two countries Czech- Slovakia
- In 2018 the EUHL has 13 teams from Czech, Slovakia, Poland & Hungary
- EUHL has presence in 7 countries and participates in tournaments and events worldwide
- The EUHL is on the right path to create a new sport culture and infrastructure among the EU universities by:
 - Establishing strong EU students-athletes identity
 - Developing new career paths for all involved students – athletes and non-athletes
 - Strengthening the physical and mental health
 - Creating a strong EU universities network via the regular games, tournaments and events for exchange of best practises and know-how

hockeydata

GAME  PITCH



AVERAGE NUMBER OF GRADUATING STUDENTS PER SEASON: **25**



ATTENDANCE RECORD IN 2017/18: **4000** VISITORS



39%
PLAYERS GROWTH
SINCE 2014



1824 SCORED GOALS
IN **252** GAMES IN THE
LAST **2** SEASONS



1721
PLAYERS FROM
OVER **20** DIFFERENT NATIONS



252
GAMES IN THE LAST
2 SEASONS IN **4** COUNTRIES



WORLD CUP of COLLEGE HOCKEY “WCoCH” organized by EUHA



In 2018 EUHA organised a special event, a unique tournament for the selection of universities teams from different parts of the world. The tournament not only provided for a great athletic competition, but during the evening and other related social events also allowed for exchange of know-how and best practises among the players, coaches and team managers.

This event received a great visibility in the public and was perceived as a great example of sport diplomacy and sportsmanship. This tournament has a great future potential for all stakeholders, including students, universities and partners.



EDUCATION
ENTERTAINMENT



COMMUNITY
RESPONSIBILITY

UNIVERSITY HOCKEY IS MORE ...

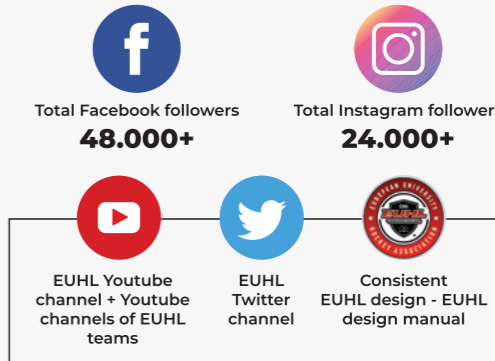




EUHL MARKETING SUMMARY



ONLINE BASIC DATA



ONLINE MAXIMUM ORGANIC FB EVENT REACH (one-time)

Fight for Prague: **63.000 people**
 Brno vs. Prague: **243.000 people**
 Fight for Pilsen: **135.000 people**
 From the college to ice rink: **26.000 people**
 And many more...



EAST DIVISION

Bratislava, Banská Bystrica, Trenčín, Prešov (SK), Prague, Brno, Ostrava, Pilsen, České Budějovice, Olomouc (CZ), Budapest (HU), Krynica (PL)

NORTH DIVISION

Sweden, Latvia, Estonia

7X COUNTRIES

Total number of students covered by EUHL teams

255.000 +

Average EUHL game attendance

300 spectators/game

Total game attendance in 2017/2018 EUHL season

48.000 spectators + 8.000 during Play-offs



PARTNERSHIP

- Participation with the **spectators during the game.**
- Online cooperation** using EUHL pages + team pages.
- Online campaigns** using EUHL + team pages.
- Affiliate marketing.**
- Email campaigns** (direct marketing).
- Participation with **the universities** (presentations, university radio channel, online channels, websites).

OUR TARGET GROUPS

Hockey fans

existing hockey fans, hockey pages, sports sites.

Students

big university cities (Bratislava, Prague, Budapest, Brno, Olomouc, Pilsen), universities themselves, organizations where students go, artists, influencers, bars, etc.

Families

targeting at parents with kids, websites for parents (communicating the EUHL advantages - easy parking, no hooligans, time well spent with kids, snacks in buffet, low costs, etc.).

Potential EUHL players

16-25 years old (joining the team, attend the EUHL game).

MEDIA PARTNERS:





PARTNERS CATEGORIES



OPPORTUNITIES FOR THE GENERAL PARTNER

Branding –Advertising opportunities

- Exclusive Exclusive right to name the EUHL league after the “General Partner” for given season
- The possibility to ask EUHA and cooperating parties to participate in the activities promoting the partner as the “General Partner”
- Use of EUHA and EUHL association logo and trademark
- Advertising space on EUHL team jerseys and helmets
- Advertising space in the ice-hockey stadiums during EUHL games, on EUHL web-page and other related websites including universities teams
- Inclusion in the EUHA advertising and promotional materials (electronic and print)
- Promotion-wall in the meetings and press conferences

On-site activities

- The possibility of holding a promotional competition during EUHL game breaks
- Priority rights to the promotional activities in the ice stadium ring and venue and visible presentation of the corporate description of the “General Partner”
- Presentation of the corporate description of “General Partner” given by the game host

Tickets / VIP

- 20 free tickets for EUHL regular competition games
- 10 VIP tickets for EUHL international games
- 5 VIP tickets to the hockey player of the season awards ceremony

Media package

- Promotion on the students’ television and radio channels
- Visibility on the on-line media and sports websites
- Presence on other student media and portals
- Inclusion in the television and radio reportage as a “General Partner”

OPPORTUNITIES FOR THE MAIN PARTNER

Branding –Advertising opportunities

- Use of EUHA and EUHL association logo and trademark
- Advertising space in the ice-hockey stadiums during EUHL games, on EUHL web-page and other related websites including universities teams
- Inclusion in the EUHA advertising and promotional materials (electronic and print)
- Promotion-wall in the meetings and press conferences

On-site activities

- The possibility of holding a competition during EUHL game breaks
- Rights to the promotional activities in the ice stadium ring and venue and visible presentation of the corporate description of the “Main Partner”
- Presentation of the corporate description of “Main Partner” given by the game host

Tickets / VIP

- 10 free tickets for EUHL regular competition games
- 4 VIP tickets for EUHL international games
- 2 VIP tickets to the hockey player of the season awards ceremony

Media package

- Promotion on the students’ television and radio channels
- Visibility on the on-line media and sports websites
- Presence on other student media and portals
- Inclusion in the television and radio reportage as a “Main Partner”

PARTNERS CATEGORIES



OPPORTUNITIES FOR THE PRODUCT PARTNER

Branding –Advertising opportunities

- Advertising space in the ice-hockey stadiums during EUHL games, on EUHL web-page and other related websites including universities teams
- Inclusion in the EUHA advertising and promotional materials (electronic and print)
- Promotion-wall in the meetings and press conferences

On site activities

- Rights to the promotional activities in the ice stadium ring and venue and visible presentation of the corporate description of the “Product Partner”
- Presentation of the corporate description of “Product Partner” given by the game host

Tickets / VIP

- 5 free tickets for EUHL regular competition games
- 2 VIP tickets for EUHL international games
- 2 VIP tickets to the hockey player of the season awards ceremony

Media package

- Promotion on the students’ television and radio channels
- Visibility on the on-line media and sports websites
- Presence on other student media and portals
- Inclusion in the television and radio reportage as a “Product Partner”

OPPORTUNITIES FOR THE MEDIA PARTNER

Branding –Advertising opportunities

- Advertising space in the ice-hockey stadiums during EUHL games, on EUHL web-page and other related websites including universities teams
- Inclusion in the EUHA advertising and promotional materials (electronic and print)
- Promotion-wall in the meetings and press conferences

On-site activities

- Rights to the promotional activities in the ice stadium ring and venue and visible presentation of the corporate description of the “Media Partner”
- Presentation of the corporate description of “Media Partner” given by the game host

Tickets / VIP

- 10 free tickets for EUHL regular competition games
- 5 VIP tickets for EUHL international games
- 5 VIP tickets to the hockey player of the season awards ceremony





CONTACT

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