



With the support of  
the Erasmus+ programme of  
the European Union





With the support of  
the Erasmus+ programme of  
the European Union

**Disclaimer:**

This material has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

**Publisher:**

European University Hockey Association (EUHA)





# 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.



# EUHL SEASON 2018 / 2019



## 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 AKADEMICKI Plzeň
- 03 Paneuropa KINGS Bratislava
- 04 UMB Hockey Team Banská Bystrica
- 05 GLADIATORS Trenčín
- 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



**39%**  
PLAYERS GROWTH  
SINCE 2014



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





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



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



**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

UNIVERSITY HOO





CKEY IS MORE ...

COMMUNITY

RESPONSIBILITY





# EUHL MARKETING SUMMARY



## ONLINE BASIC DATA



Total Facebook followers  
**48.000+**



Total Instagram followers  
**24.000+**



EUHL Youtube  
channel + Youtube  
channels of EUHL  
teams



EUHL  
Twitter  
channel



Consistent  
EUHL design - EUHL  
design manual

## 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**



## 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).

## 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).

## 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







With the support of  
the Erasmus+ programme of  
the European Union



## CONTACT

EUROPEAN UNIVERSITY HOCKEY ASSOCIATION

Považská 35, Trenčín 911 01, Slovakia

web: [www.euhl.eu](http://www.euhl.eu) | <http://students-athletes.eu>