



 HOCKEY *for*  
HEROES





FUNDRAISING  
IN SUPPORT OF  
**HELP for  
HEROES**



**HOCKEY for  
HEROES**



**CELIXIR**  
REGENERATIVE MEDICINE FOR LIFE



## Our Story

Using Hockey as our sport, Hockey for Heroes work to raise funds for Help for Heroes.



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Many families and friends of those who have fallen in the service of our country are moved to take action in memory of their loved one. It can help with the grieving process to do something positive and many extraordinary people have raised money for the wounded in memory of the fallen Heroes.

Help for Heroes has been involved with Sports Recovery since 2008, and in the past year alone have put on 350 events across 50 different sports enabling over 2,100 wounded, injured and sick service personnel and veterans to take part in adaptive sports. The work that Help for Heroes is doing in Sports Recovery is only made possible through donations.

Using Hockey as our sport to help, the Hockey for Heroes mens and ladies teams work to raise funds for Help for Heroes, with their effort dating back to 2012 and encompassing a mixture of exceptional physical exertion, family fun events all combined with playing hockey.

The Hockey for Heroes squad comprises of Military, Ex-Military & civilian personnel







Fun hockey themed events designed for people of all ages and ability.

We are proud to feature on the England mens shirts during various global tournaments.







## Sponsorship Opportunities

Sponsorship is a great way for your brand to benefit from being associated with a popular sport and charity.

**H**ockey for Heroes offers a truly unique sponsorship opportunity to any business looking to increase positive brand awareness within the UK and Ireland. We help our sponsors shift brand perception, increase product awareness and influence purchase decisions.

Our adaptable approach ensures we maximise ROI in terms of brand equity and sales, by bringing you closer to the heart of the hockey community.

Whether you would just like to chat about potential opportunities, or to start planning out a future campaign, we'd be happy to talk about your requirements and help you to meet your sponsorship objectives.



Helping you to achieve your brand sponsorship goals - helping us support our injured service personnel







## Official Club Support

Clubs lay at the heart of everything we achieve. The support we receive from clubs across the country through hosting events, bake sales, games and other fantastic activities are an essential part of our fund raising. In return for your continued support for our injured service personnel we offer the use of our

branding on your club kit, our team attending exhibition games, plus the support of our management team to ensure every event is a huge success. Our team will help you promote your event and assist you to provide a fun and enjoyable experience for people of all ages and abilities.

We welcome the opportunity to work with clubs and organisations of all sizes to help increase awareness of our charity.







#OpStretcher Tour 2017



## Official Merchandise is available from Barrington Sports.


Established over 30 years ago, Barrington Sports is an independent, family owned sports retailer passionate about Hockey for Heroes, and even more passionate about customer service.

With an aim to offer the UK's leading retail experience for sports men, women and sporting families of all abilities; ranging from those already at the top of their game to those just starting out in the wonderful world of sport.



[www.BarringtonSports.com](http://www.BarringtonSports.com)





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[www.hockeyforheroes.co.uk](http://www.hockeyforheroes.co.uk)