

Est. 2024
**MANCHESTER
VARSITY**
RIVALRY * PASSION * VICTORY

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MANCHESTER

VARSIITY

ICE HOCKEY

SPONSORSHIP



ONE OF THE BIGGEST ICE HOCKEY CLUBS IN THE UK

MANCHESTER METROS

UNIVERSITY ICE HOCKEY CLUB

The Manchester Metros are one of the most successful University Ice Hockey Clubs in the United Kingdom. The club provides the opportunity of playing ice hockey to almost 100 students, alumni, and staff members every academic year. Initially established in 2001 as an Inline Hockey team, the club entered the British Universities Ice Hockey Association (BUIHA) in 2004 and have since grown from one to six teams that now compete in almost all leagues within the BUIHA umbrella.

Pushing the sport of ice hockey in Manchester, the Metros cater to all abilities. The club is always represented by a very wide range of talent, from players that represent their country or those that compete semi-professionally, all the way to players who have never laced up a pair of skates until joining the Manchester Metros. The club prides itself on its diverse roster, with 14+ nationalities represented and almost 40% of the Metros being Women as of 2025/26.

The Metros are affiliated with The University of Manchester and The Manchester Metropolitan University, as well as a close working relationship with The University of Salford. As well as the 'Core Three', the Metros take players from as far as universities in Chester, Lancaster, Liverpool, and North Wales.

As well as BUIHA activity, the Metros are the hosts of the Battle of Oxford Road 'Varsity' ice hockey event between The University of Manchester and The Manchester Metropolitan University. The match is an annual fixture between the two sides held in the 2440 capacity Planet Ice Altrincham and attracts huge crowds of student supporters, eager to see their university lift the trophy and be crowned the best ice hockey university on Oxford Road.



MANCHESTERS BIGGEST STUDENT RIVALRY

BATTLE OF OXFORD ROAD

VARSITY ICE HOCKEY

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The Battle of Oxford Road is growing each and every year. First played in 2012, the match is now able to boast the title of the most attended sporting event between the two universities and still has the potential to grow into one of the biggest university events across the country.

The game is a ticketed event that sees crowds of spectators travel from their university campus down to Altrincham to cheer on the best student-athletes that Manchester ice hockey has to offer. Played under semi-professional rules, the game is full of highlight-reel goals, thunderous hits and seemingly impossible saves. As with all ice hockey matches, the game is 60 minutes long but the event is hosted over a 3 hour timeframe.

Varsity Ice Hockey is strictly best-on-best, but only one university can come out on top.

Will it be **Team UoM** or **Team MMU** that lifts the trophy?





UNIVERSITY OF MANCHESTER VS MANCHESTER METROPOLITAN UNIVERSITY

WHY SPONSOR VARSITY?

HERE'S HOW YOU CAN BENEFIT

VISIBILITY

The Battle of Oxford Road Ice Hockey event is the biggest competitive student sporting event between The University of Manchester and The Manchester Metropolitan University. Not only can you benefit from the huge crowd of students that attend the event in person, your brand can be seen by the 88,000+ students combined across the two institutions, as well as university alumnus, friends and family, as the event is heavily marketed by the Sport departments.

PACKAGES FOR ALL

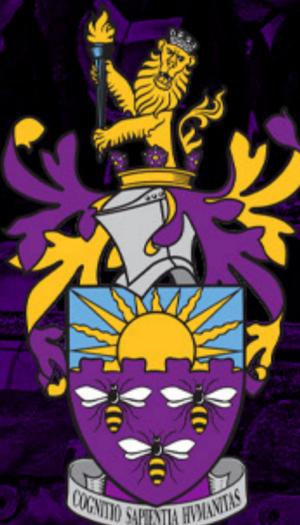
Your business is able to choose from a package that fits your desires and budget. We have multiple options ranging from in-arena advertising, social media packages, and even sponsoring items sold at the event.

NOT-FOR-PROFIT

Unlike other large sporting events, the Battle of Oxford Road Ice Hockey event is not-for-profit. Every single pence from every ticket sold, raffle entry, and merch bought goes back into the Manchester Metros for reinvestment into growing student ice hockey in Manchester. Your sponsorship will allow us to invest even more into the club and provide an unbeatable student experience for both current and future players, coaches, volunteers, and supporters.



SPONSORSHIP PACKAGES ICE HOCKEY

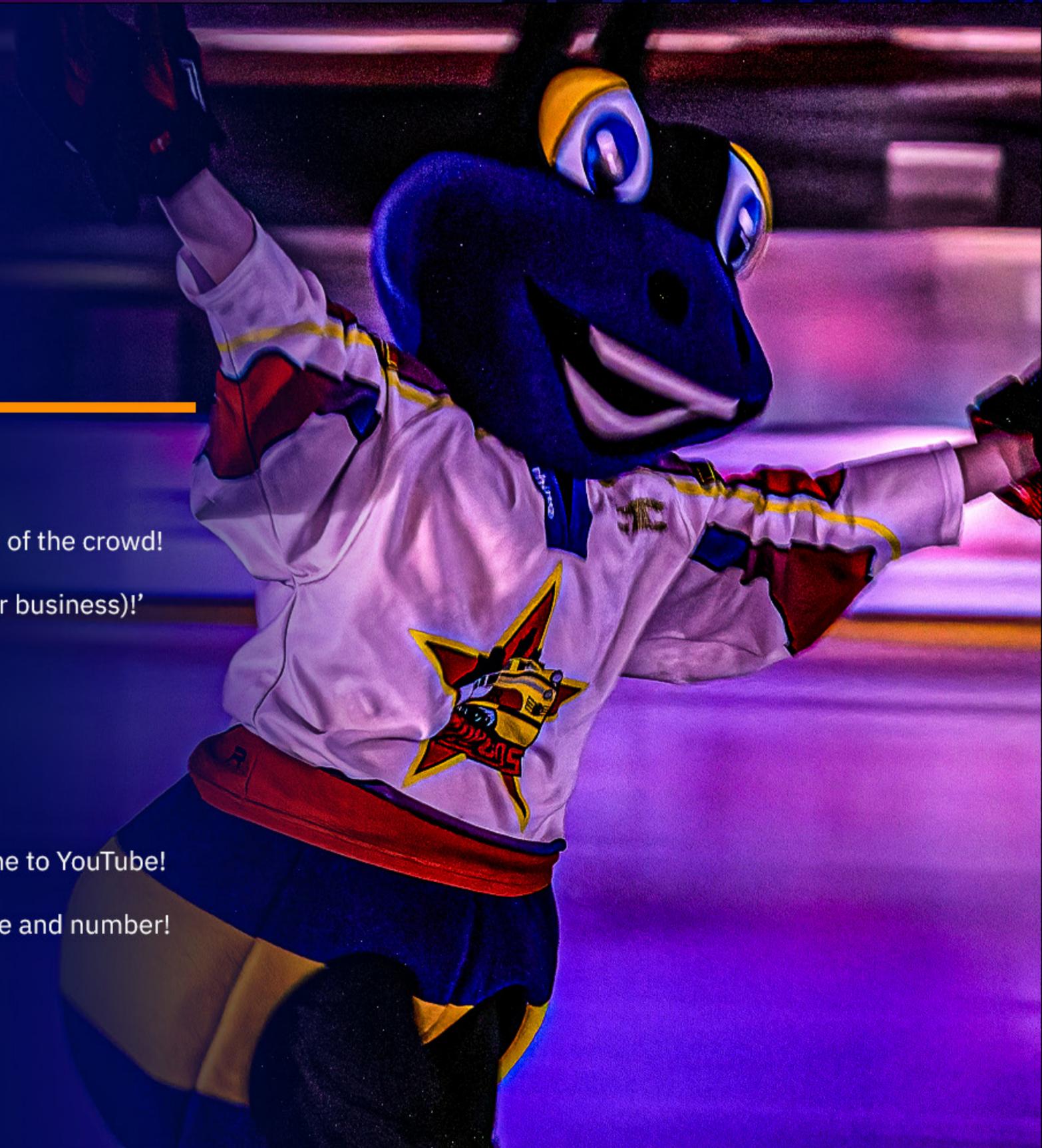


HEADLINE SPONSOR

ENTER AMOUNT HERE

- 1 - Five tickets to the Battle of Oxford Road - your choice of seats!
- 2 - Presentation of each team's MVP award - your chance to step on the ice in front of the crowd!
- 3 - Repeated announcements over the PA system - 'Powerplay, sponsored by (your business)!'!
- 4 - Repeated display of your business' logo on the big screen in the arena!
- 5 - Dedicated sponsor post on the club Instagram and Facebook!
- 6 - Your logo on all Battle of Oxford Road related social media posts!
- 7 - Your logo at the start and end of the recording of the match uploaded post-game to YouTube!
- 8 - One UoM or MMU jersey of your choosing - personalised with your chosen name and number!

Only one package available!



BIG SCREEN SPONSOR

ENTER AMOUNT HERE

- 1 - Two tickets to the Battle of Oxford Road - your choice of seats!
- 2 - Repeated display of your business' logo on the big screen in the arena!
- 3 - Your logo at the start and end of the recording of the match uploaded post-game to YouTube!
- 4 - Your logo potentially seen on the screen in the back of photos and videos, posted across social media by both official sources such as club social media and the universities, as well as by fans!



PUCK SPONSOR

ENTER AMOUNT HERE

Your brand logo printed on one side of every single puck for the event!

Printed on one side of the official game pucks AND printed on one side of the pucks that are for sale to spectators!

Visible in photos and videos of the match!

SOCIAL MEDIA SPONSOR

ENTER AMOUNT HERE

Your brand logo on all Battle of Oxford Road related social media posts - multiple posts reshared by official University social media accounts, your chance to get your brand out to the social media followings of two globally recognised universities!

Your logo at the start and end of the recording of the match uploaded post-game to YouTube!



THANK YOU!

CONTACT DETAILS

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