

## THE CLUB GUIDE TO THE FIH HOCKEY PRO LEAGUE

### WHAT IS THE FIH HOCKEY PRO LEAGUE?

The FIH Hockey Pro League is hockey's annual global women's and men's leagues involving the best teams and players in the world. The nations at the top of the tables at the end of the season having battled it out against all the other eight teams will be crowned Champions and receive the coveted FIH Pro League Trophy. It's action-packed, international rivalries are at their fiercest and season 2020 promises to be an exciting forerunner to the Tokyo Olympics. In short, it's **hockey at its best**.

The league takes place from January to June 2020, with the 2020 tournament seeing a change in the structuring of fixtures with teams playing each other home and away in alternate years. Great Britain will start their campaign in Australia at the end of January with London playing host to 16 games (eight double-headers) over four big weekends in May and June 2020.

In an Olympic year, the FIH Pro League will be GBs last competitive games in the UK before the Tokyo 2020 Olympics, so support your country and have a great day out watching the best international hockey.

### GB HOME MATCH SCHEDULE & THEMES

	DATE	WOMEN	MEN	TIME	VENUE	THEME
1.	SATURDAY 2 MAY	CHINA	INDIA	14:00 (M) 16:30 (W)	LEE VALLEY HOCKEY & TENNIS CENTRE	END OF SEASON CLUB PARTY
	SUNDAY 3 MAY	CHINA	INDIA	14:00 (M) 16:30 (W)	LEE VALLEY HOCKEY & TENNIS CENTRE	
2.	SATURDAY 16 MAY	ARGENTINA	ARGENTINA	14:00 (W) 16:30 (M)	TWICKENHAM STOOP	BIG STADIUM HOCKEY
	SUNDAY 17 MAY	ARGENTINA	ARGENTINA	13:00 (W) 15:30 (M)	TWICKENHAM STOOP	
3.	SUNDAY 24 MAY	USA	SPAIN	14:00 (W) 16:30 (M)	LEE VALLEY HOCKEY & TENNIS CENTRE	JUNIOR TAKEOVER
	MONDAY 25 MAY	USA	SPAIN	13:00 (W) 15:30 (M)	LEE VALLEY HOCKEY & TENNIS CENTRE	
4.	SATURDAY 13 JUNE	GERMANY	GERMANY	14:00 (M) 16:30 (W)	LEE VALLEY HOCKEY & TENNIS CENTRE	OLYMPIC SEND-OFF
	SUNDAY 14 JUNE	GERMANY	GERMANY	14:00 (M) 16:30 (W)	LEE VALLEY HOCKEY & TENNIS CENTRE	

# HOCKEY AT ITS BEST



Great Britain will compete in 16 home matches, eight men's and eight women's. Each session will comprise one match for each gender and the games will be played over four bumper weekends of hockey. Three of those weekends will take place at Lee Valley Hockey and Tennis Centre in Queen Elizabeth Olympic Park, and we are excited to be returning to the Twickenham Stoop for our matches against Argentina.

With two international hockey matches and an electric atmosphere, you will be guaranteed a great day of entertainment. A winner is guaranteed in each match, with penalty shoot-outs to decide the outcome if the scores are level at full time. What's more, there'll be plenty of entertainment for all the family including opportunities for children to play on the hallowed pitch, a chance to meet your British hockey heroes, music, food and drink.

New for 2020, each big weekend of hockey has a theme which drives the fun and activities on and off the pitch.

**END OF SEASON CLUB PARTY:** Join us for the ultimate end of season party. It's a weekend geared to celebrate with your club-mates including activity like club mascot races, cross bar challenges, club anthems, club moments of the season and prizes for the best fancy dress.

**BIG STADIUM HOCKEY:** Big Stadium Hockey is back for a whole weekend of action-packed hockey at the home of Harlequins, The Twickenham Stoop. Last year with 12,000 fans cheering Great Britain on, the atmosphere was breath-taking. Enjoy live music before and after the games as well as watching the two current Olympic Champions play in hockey's big festival weekend.



**JUNIOR TAKEOVER:** Every trip to the hockey is great for families with young children, but join us to inspire the future of hockey with a weekend dedicated to our junior players from around the country. There will be even more fun for the kids on and off the pitch interaction with the star players and opportunity to develop new skills.

**OLYMPIC SEND-OFF:** Great Britain's Olympic Squads will have been chosen and this is the last chance to see them in action before the Tokyo 2020. A celebration of everything Olympics, with some of our famous gold medal winners in attendance, and the chance to send-off our Olympians in style.

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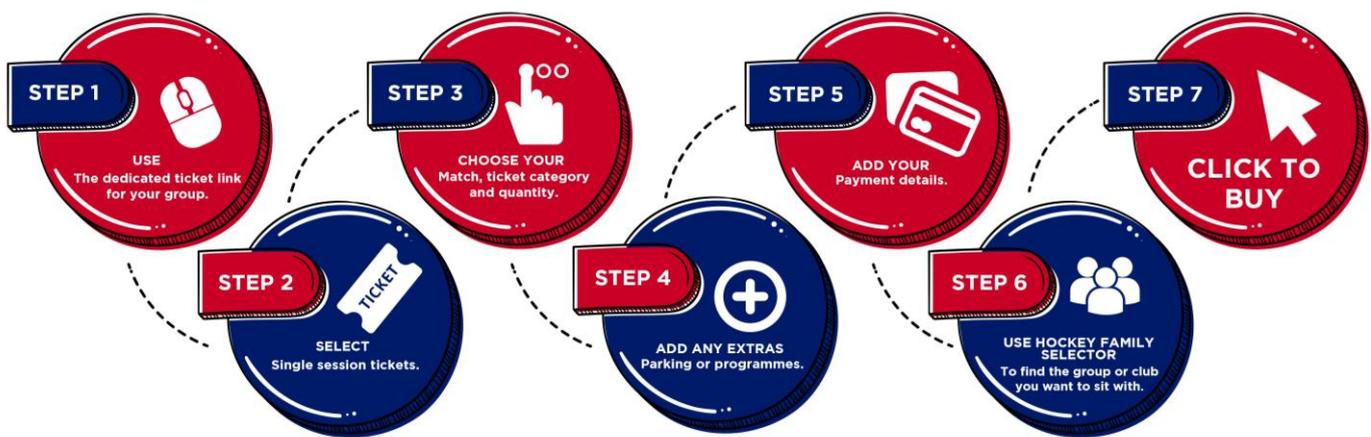
## THE HOCKEY FAMILY PRIORITY WINDOW

We're giving the Hockey Family the opportunity to access tickets and sit together for all eight sessions before they go on general sale. Not only does this mean you can secure your seats ahead of the crowds to avoid disappointment, but now it's really easy to sit with your club or group, without one person having to do all the organising and book and pay for all the tickets.

### HOW TO SIT WITH YOUR HOCKEY FAMILY GROUP

We have added a clever new Hockey family Selector tool, which lets you find your club, group, university or Player Pathway centre. By selecting your group, we will then make sure that everyone with the same ticket category is sat together in a block on match day.

# 7 EASY STEPS TO SIT WITH YOUR GROUP OR CLUB



**[IMPORTANT]** To sit with your group or club, everyone in your group **MUST** select the same ticket category (e.g. white, blue or green) and date.



Please note, seats will be allocated and tickets will be issued once the Hockey Family Priority Window has closed.

## HOW TO PLAN YOUR FIH PRO LEAGUE CLUB SOCIAL

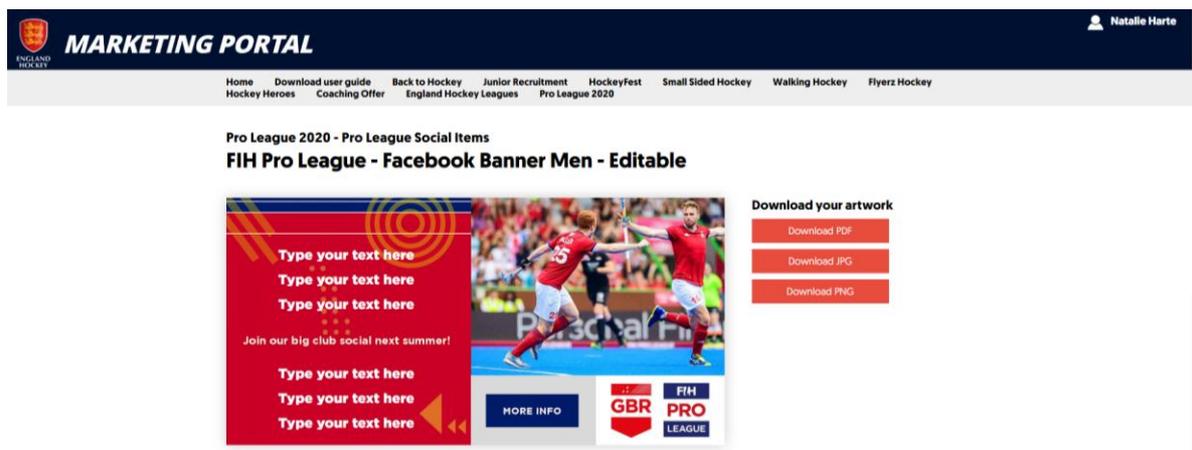
### 1. CHOOSE THE WEEKEND AND MATCH FOR YOUR CLUB TRIP

There's plenty of offer at this year's FIH Hockey Pro League to appeal to all members of your club. Whether it's the Junior Takeover to inspire your budding hockey stars or the End of Season Club Party to celebrate a successful season, try to pick the day that will appeal to the majority of your members.

### 2. GET YOUR FREE ADVERTISING MATERIAL FROM THE ENGLAND HOCKEY MARKETING PORTAL

We've created all the tools you need to advertise your FIH Hockey Pro League social within your hockey family. They're editable, so you can add your own text customise them specifically for your club and easily share in your club house and online.

- Log in at [marketingportal.englishockey.co.uk](https://marketingportal.englishockey.co.uk). If you don't already have an account, you can register for free. If it's your first time using the portal, you can download the **user guide** from the navigation menu.
- Click on **FIH Pro League 2020** to view the range of print and social posts and click on the one you would like to use.
- Add your own text in the 'Type your text here' boxes including your club name and matches you'll be attending. Finally download as a JPEG or PNG file to share on all your channels.



The screenshot shows the 'MARKETING PORTAL' website. The navigation bar includes links for Home, Download user guide, Hockey Heroes, Coaching Offer, Back to Hockey, England Hockey Leagues, Junior Recruitment, Hockeyfest, Pro League 2020, Small Sided Hockey, Walking Hockey, and Flyerz Hockey. The user 'Natalie Harte' is logged in. The main content area displays 'Pro League 2020 - Pro League Social Items' and a specific item: 'FIH Pro League - Facebook Banner Men - Editable'. The banner template features a red background with a target graphic, placeholder text 'Type your text here', and a photo of two hockey players. To the right of the template are three download buttons: 'Download PDF', 'Download JPG', and 'Download PNG'.

### 3. PROMOTE YOUR TRIP ON YOUR CLUB'S SOCIAL MEDIA

- Share your personalised social media posts across Facebook, Twitter and Instagram, using an informal tone to excite and inform your audience about your social.
- Create a Facebook event for your FIH Pro League social. Invite everyone from your club's group and share the link across your teams to make sure all of your members are aware of the event.
- Utilise photos, they speak a thousand words! Share your best photos from any previous GB Hockey matches you've attended to build the excitement.



### 4. AND IN THE CLUB

- Print and post your posters around your club house and facilities, making the most of any free notice boards. Make sure to include a contact number or email for your organiser.
- Use the power of WhatsApp groups! Send a message in each team's group chat to promote your FIH Pro League social.
- Identify the key social figures in your club and utilise them to encourage other members to attend.

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## 5. ON THE DAY

- Know your route. Public transport is often the best way to make your way to a match. Check train times and make sure everyone in your party knows how you're getting there.
- Arriving separately? Pick a restaurant or bar near the venue to meet up beforehand and walk the Last Mile together.
- Coordinate your kit! Whether it's your club kit, GB red or fancy dress, encourage your whole group to dress the same and you may even get on the big screen!

