



## Case study: WOMEN'S EUROPEAN HOCKEY CLUB CUP

In May 2018, the club hosted the Women's European Hockey Club Cup - hockey's version of football's Champions League. With eight of Europe's elite club teams in action alongside an Under 14 European Cup, and exhibition matches for Hockey 4 Heroes and Flyerz (para) Hockey, the event was a resounding success for women's sport, English club hockey and the local community.

### Event Statistics:

- Over 3000 event spectators for 12 games of elite women's hockey
- All games live streamed nationwide and across Europe
- Free schools tickets to engage and inspire 1000 young hockey fans from over 20 schools
- Europe's top club players in action, with over 40 top female international players including Olympic gold, silver and bronze medalists
- VIP, Business Networking and Charity events
- Under 14 competition with over 100 of Europe's most talented junior players



*Fantastic atmosphere, brilliant organisation and a genuine hockey family warmth. The club should be very proud."*

Nick Irvine, 'The Voice of Hockey' TV hockey commentator



*"Surbiton HC raised the bar at this event. The attention to detail and the fantastic setup of the venue made for a top class event. Everything was delivered not only on time, but with a smile! Fans and players had a great time and that was down to the energy and effort put in by the club."*

European Hockey Federation