

Sources of Income from Events

Both in and around stadium activities offer a variety of sponsorships and/or supplierships :

(Organising Committees may feel well qualified to exploit these opportunities themselves but are strongly advised to seek assistance from professional agents in the different fields. The commission involved may be a fraction of the additional money generated and the time saved to execute other activities.)

- **Gate money**
- **Parking fees**
- **Sponsorship/guarantee from**
 - National Olympic Committee
 - Governmental/Provincial/Municipality funds
 - Sports orientated lottery funds
 - Continental Hockey Federation
 - Others
- **Sponsorship**
 - FIH sponsors
 - All business categories (except tobacco or tobacco-related)
 - National/regional/local companies
 - Companies originating from participating countries
 - Others
- **Loyalty/supporter clubs**
- **Advertising/billboarding**
 - Official programme
 - Around pitch(es)
 - At venue
 - Umpires shirts/outfit
- **Suppliership**
 - In money
 - In kind
- **Catering / shopkeepers/banking- communication- toilet - transportfacilities**
 - Lump sum
 - Lump sum + commission
 - Commission
 - Reduced rates
- **Hospitality facilities**
- **Tournament merchandise**
 - Fully owned (risk/reward balance)
 - License fee and/or overriding commission from professional (s)
- **TV – rights**
 - National
 - International FIH agreement
- **Website**
- **Insurance**
 - Rain
 - Calamity