

Life with The Lions

CORPORATE hospitality, staff involvement, Children in Need, TV and press coverage and exciting Ice Hockey! These are some of the elements that have made British Engine's ice hockey sponsorship of Lee Valley Lions successful.

As British Engine enters its third year of sponsorship the hopes of an even more successful playing season are increased with a much stronger team of Finnish, Canadian and British players.

The Finns include 6'5" Esa Palosaari, a talented all round player who can play in either attack or defence. At this size not much stands in the Finnish national player's way! Ex Trafford Metros player Ari-Pekka Mikkola returns to Britain after two seasons in Finnish Division 1. Mikkola is first and foremost a goal scorer and the Lions will be looking to him to maintain his outstanding goal scoring record. The 3rd Finnish player is yet to be announced.

The new season offers corporate hospitality opportunities particularly for North East and South East Regions. The startling rise of Sheffield Steelers is in no small part due to their superb ice arena outclassing all other rinks in the country for size and facilities, and Joe Gowland has already booked his place for the Lions game at Sheffield in January.

South East Region has the choice of several venues including Basingstoke, Slough and Swindon as well as the home rink at Lee Valley Ice Centre.

A special challenge game is likely to be arranged between Lee Valley Lions and Blackburn Hawks to enable North West Region, Head Office Profit Centres plus guests, and staff to see a game on home ice! Facilities are being offered to staff for the games against Telford Tigers in October and Sheffield Steelers in December.

As with all sports in a recession the pressure is on to

maintain and increase numbers of supporters and we continue to advise the Lions on initiatives that may generate extra supporters and bring more finance to the club.



New Lee Valley Lions signing Esa Palosaari in the thick of the action against Chelmsford recently.

It is interesting to note just what a club has to do these days to maintain its support! Initiatives include leaflet drops to colleges, homes, hospitals, police and fire stations; mailing of sponsorship packs to local businesses advising of the sponsorship and entertainment opportunities available at the rink, and initiatives with schools.

British Engine's name is spread far and wide by these initiatives, which can only be to the company's advantage.

New merchandise is also being produced by the Lions for the season. Items such as bench jackets, nylon tracksuit jackets, polo shirts, sports towels, Lion logo bugs, cloth badges and enamel badges are available from the club shop and Marketing Department. Please contact Tracy Graham for details of using merchandise for corporate entertainments.

LEE VALLEY LIONS

fixture LIST

1992/3 SEASON

OCTOBER

| | | | |
|----------|------|---|---------------------|
| Saturday | 10th | A | Basingstoke Beavers |
| Sunday | 11th | H | Ayr Raiders |
| Saturday | 17th | A | Milton Keynes Kings |
| Sunday | 18th | H | Medway Bears |
| Saturday | 24th | A | Swindon Wildcats |
| Sunday | 25th | H | Romford Raiders |
| Saturday | 31st | A | Telford Tigers |

NOVEMBER

| | | | |
|----------|------|---|--------------------|
| Sunday | 1st | H | Swindon Wildcats |
| Saturday | 7th | A | Slough Jets |
| Sunday | 8th | H | Slough Jets |
| Sunday | 15th | H | Sheffield Steelers |
| Saturday | 21st | A | Slough Jets |
| Sunday | 29th | H | Swindon Wildcats |

DECEMBER

| | | | |
|----------|------|---|---------------------|
| Sunday | 6th | H | Milton Keynes Kings |
| Saturday | 12th | A | Sheffield Steelers |
| Sunday | 13th | A | Romford Raiders |
| Saturday | 19th | A | Milton Keynes Kings |
| Sunday | 20th | A | Medway Bears |

JANUARY

| | | | |
|----------|------|---|---------------------|
| Saturday | 2nd | A | Ayr Raiders |
| Sunday | 3rd | H | Telford Tigers |
| Saturday | 9th | A | Sheffield Steelers |
| Sunday | 10th | H | Basingstoke Beavers |
| Saturday | 16th | H | Ayr Raiders |
| Saturday | 23rd | A | Basingstoke Beavers |
| Sunday | 24th | H | Romford Raiders |

FEBRUARY

| | | | |
|----------|------|---|---------------------|
| Sunday | 7th | H | Slough Jets |
| Saturday | 13th | A | Telford Tigers |
| Sunday | 14th | H | Sheffield Steelers |
| Saturday | 20th | A | Medway Bears |
| Sunday | 21st | H | Milton Keynes Kings |
| Saturday | 27th | A | Swindon Wildcats |
| Sunday | 28th | H | Basingstoke Beavers |

MARCH

| | | | |
|----------|------|---|-----------------|
| Sunday | 7th | A | Romford Raiders |
| Saturday | 13th | A | Ayr Raiders |
| Sunday | 14th | H | Medway Bears |
| Sunday | 21st | H | Telford Tigers |