



EuroHockey Championships 2027

TENDER DOCUMENT: TICKETING PARTNERSHIP FOR EUROHOCKEY CHAMPIONSHIPS 2027

Issued by: England Hockey (EH)

Event: EuroHockey Championships 2027

Tender Deadline: Friday 14 February 2025

1. Introduction

England Hockey (EH) has secured the hosting rights for the EuroHockey Championships in the summer of 2027. This prestigious event will showcase the best of European hockey with the top 12 men's and women's teams competing for the European title and qualification to the Olympics in LA in 2028. This promises to be a highlight of the sporting calendar. EH seeks a ticketing agency to collaborate on developing and executing a comprehensive ticketing strategy that maximises ticket sales and profitability while delivering an exceptional experience for hockey fans.

The event will feature group stages and quarter finals at Lee Valley Hockey and Tennis Centre, with semi-finals and finals hosted at a London-based sporting stadium adapted for 'Big Stadium Hockey'.

2. Scope of Work

The selected ticketing agency will support EH with:

2.1 Strategic Ticketing Development

- **Venue Decision Support:** Collaborate with EH to develop a ticketing data model to inform the selection of the Big Stadium Hockey venue for semi-finals and finals, considering:
 - An optimal location based football or rugby venue with a capacity of ~15,000.
 - Availability of high quality hospitality options with varied price points.
 - Accessibility for a summer 2027 event (July/August) and minimal venue disruption (in and out within two weekends).
- **Market Analysis:** Assess demand forecasts, ticket price sensitivities, and commercial potential to validate venue assumptions and optimise capacity planning.

2.2 Ticketing Strategy and Operations

- **Pricing Model Development:** Create a detailed ticket pricing strategy to ensure strong sales and maximum profitability, catering to a diverse audience base.
- **Go-to-Market Plan:** Design and implement alongside EH a ticketing launch strategy, including key milestones, targeted promotional activities, and engagement plans.

2.3 Marketing and Sales Support

- **Paid Media Campaigns:** Support the ticketing requirements for a paid media META campaign for ticket sales, leveraging audience segmentation and data-driven insights.
- **Ongoing Support:** Provide monthly light-touch assistance to the EH marketing team, offering advice on ticketing campaigns, performance reviews, and optimisations.

3. Key Objectives

The ticketing agency will help EH achieve the following goals:

1. Ensure a sold-out event for semi-finals/finals and meet all targets set for group stage match days including general admission and hospitality options.
2. Deliver a highly profitable ticketing operation, balancing affordability with premium options.
3. Enhance the fan experience through seamless ticketing operations and innovative solutions.



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4. Event Assumptions

EH has developed preliminary assumptions to guide planning:

- The semi-finals and finals will require a London-based venue with ~15,000 capacity.
- The venue must offer hospitality options at various price points.
- The event will occur in July/August 2027, ensuring minimal venue disruption and a quick turnaround.

We welcome your feedback on these assumptions, including opportunities for scalability or adjustments to the proposed venue strategy.

5. Commercial Proposal

The commercial offer includes:

- A **retainer of £2,000 per month** for 30 months.
- A profit-sharing model, with the agency receiving a share of profits once the ticket sales target is achieved.

We invite you to provide your assessment of the financial potential of this event and whether the proposed commercial structure aligns with your expectations.

6. Submission Requirements

Interested agencies are required to submit a proposal detailing:

1. Your approach to delivering the scope of work outlined above, including methodology and timelines
2. Your insights on the event's commercial potential, including venue assumptions and scalability
3. Examples of relevant experience in ticketing strategy, operations, and large-scale sporting events
4. Your proposed team structure and key personnel for this project
5. A financial proposal based on the retainer and profit-sharing model

7. Timeline

- **Tender Release Date:** Friday 31 January 2025
- **Submission Deadline:** Friday 14 February 2025
- **Agency Appointment:** End February 2025
 - March – April: agency work with EH to form ticketing strategy and Big Stadium Hockey venue tender
 - May – June: complete ticketing and hospitality strategy, price point and go to market strategy
 - July onwards: ongoing sales support and other agreement milestones

8. Contact Information

For questions or clarifications, please contact: Charlie.Wells@EnglandHockey.co.uk

We look forward to receiving your proposal and working together to make the EuroHockey Championships 2027 a resounding success.