

Breaking the ice in Chester – Iain brings his A-game to promoting the Deeside Dragons

Meet Iain Speedie, representing Aspray (Chester) and looking to make an impact in the local community by becoming the title sponsor of the Deeside Dragons Ice Hockey club. Iain becomes another Aspray franchise owner involved in an exciting community partnership, a move that represents the freedom and control of running your own business.



Making an Impact

When Chester homeowners and business owners encounter damage to their property and need to make an insurance claim, Iain can lend a helping hand. The service presented by Aspray includes assessing the damage and handling all communications with the insurance company, before using vetted contractors in the local area to reinstate the property to its pre-loss condition.

Unfortunately, not many people know they have the right to their own representation when making a claim. However, Aspray (Chester)'s impact at a much-loved local Ice Hockey club is definitely turning heads for all the right reasons.

Proud to be a Deeside Dragon

The Deeside Dragons compete in the National Ice Hockey League, North Division and have had a tricky start to their 22/23 campaign. Their home arena, the Deeside Leisure Centre (the Den) was used as a nightingale hospital and vaccination centre during the pandemic. With two years out of the league, the club had a few early challenges to overcome. More notably, the season began with the Dragons only being able to play away games – with the Deeside Leisure Centre delayed on re-installing its ice.

With thanks to investments by Aspray (Chester), other sponsors, volunteers and dedicated management staff, the club looks to have now found a run of form as hockey returned to Deeside in December 2022. Signings such as netminders Pearson and Rogers, defencemen Wainwright and Kennedy, and fan-favourite forwards such as captain James Parsons and Canadian born Andy McKinney all form a strong squad that are improving week on week.

“The form this season for the Deeside Dragons is a result of their tremendous spirit and commitment, which cannot be underestimated. They’ve had no ice to train on at the beginning of the season, but since early December when the ice was installed, they’ve been improving every week.”

“In no uncertain terms, it’s a tough ask for them to make up the ground for lost training, but I couldn’t be happier at their passion and commitment – not only from the players, but the staff and the whole management team at Deeside. I am proud to have Aspray (Chester) on their back.”

Iain Speedie on his sponsorship with the Deeside Dragons

Building the Brand

Iain’s sponsorship with the Dragons represents the full ownership that Aspray franchisees have over the territory they own. With thanks to sponsorships such as these, Aspray’s services have become increasingly well-known across the country. Each franchisee of Aspray understands the importance of brand awareness and have a team of design and marketing professionals available to assist in maximising any sponsorship and really making it come to life.

Iain attends most home games and is well known amongst the staff and players at the Deeside Dragons. Now an avid fan of ice hockey, Iain couldn’t be prouder to be the owner of a business that genuinely helps people in stressful situations while being involved in a club he is passionate about.

How would you promote your services as a business owner? Franchising gives you endless options – all with the support of your franchisor.