



Partnership Opportunities

Great Britain Wheelchair Basketball Association

The Great Britain Wheelchair Basketball Association (GBWBA) is the national governing body for wheelchair basketball across the United Kingdom and runs a successful league programme with one hundred teams playing wheelchair basketball on a weekly basis from September to March, Three successful national teams including the bronze medal winning men's team and a proactive development programme committed to doubling participation by 2013.

Partnership

GBWBA believes in building a strong relationship and partnership with all of its supporters and as we move toward the London Paralympic Games in 2012 and the World Championships which will be held in Birmingham in 2010; the return that involvement with wheelchair basketball can offer is greater and has more potential than ever before.



GBWBA has a strong track record with working in partnership and this can be seen through its work with groups such as The Lord's Taverners, The Federation of Small Businesses and various product sponsors.

Opportunity

Wheelchair basketball has grown rapidly over the past since the Sydney Games and has the potential to double in size by 2013. With your support the potential to grow could be realised. Support we require is not limited to financial support and through discussion tailored relationships whether through the provision of expertise, equipment or funding can be developed.



Benefits

In addition to the direct benefits of sponsorship provided by direct involvement in an area such as the World Championships, GBWBA can also provide the sponsor with the use of GB players for a period pre and post the tournament or logos on material being sent to league clubs and members. This approach provides a sponsor with scope for a longer and hopefully more fruitful involvement with wheelchair basketball than the same level of support may occur with another sport. We are able to approach sponsorship in this

manner as GBWBA have direct control over all aspects of its work. Association with the Women's programme can also result in some appearances or the use of images with the Men's team and vice versa.

Packages

With the advent of the London Paralympic Games, wheelchair basketball finds itself in new territory and the challenges that come with this. The biggest challenge is the value of the sport in the market and the value of return to companies. The use of Paralympic Sport as a vehicle to drive product awareness, sales or for staff development programmes is as yet unquantifiable and untapped, but if you were going to choose a Paralympic Sport, wheelchair basketball can offer a network of clubs, professional staff and one of, if not the most visible sports in the Paralympic Games.



Developing wheelchair basketball, developing people!



Partnership Opportunities

Areas of Support

In order to highlight areas of support required by wheelchair basketball in the United Kingdom the matrix below has been formulated as a starting point for discussion and to stimulate interest. Each area is shaded to provide structure to the matrix.

Level of support	Support			Possible Benefits									
	Financial	Staff	Product/In-kind	Naming of Programme	Volunteering Opportunities	Use of Athletes	Use of Images and film	Printed material	Clothing	Website and Media	Complimentary tickets for events	Exposure to Membership	Association with a vibrant sport
Association Sponsorship*	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Rebrand of GBWBA**	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Company Vehicles	✓		✓			✓	✓	✓		✓	✓	✓	✓
Head Office	✓		✓			✓	✓	✓	✓	✓	✓	✓	✓
HR & Training		✓	✓		✓	✓	✓	✓		✓	✓	✓	✓
IT Equipment & Support		✓	✓		✓	✓	✓	✓		✓	✓	✓	✓
Insurance		✓	✓		✓	✓	✓	✓		✓	✓	✓	✓
Medical Insurance staff		✓	✓		✓	✓	✓	✓		✓	✓	✓	✓
National League	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Championship Finals	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Home Nation competition	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Junior Summer Camp	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Women's Summer Camp	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
National Conference	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Coaching Conference	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Coaching Courses & Media	✓		✓	✓		✓	✓	✓	✓	✓	✓	✓	✓
Officials Courses	✓		✓	✓		✓	✓	✓	✓	✓	✓	✓	✓
Leaders/Volunteer Courses	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Club development	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Player recruitment	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Regional development	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
GB Men's Team	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
GB Junior Team (U23)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
GB Women's Team	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Women's Dev. Officer	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
GB Competition	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
GB Medical & Sport Science	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
GB Training	✓			✓		✓	✓	✓	✓	✓	✓	✓	✓
Paralympic Holding Camp	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Promotional campaign	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Newsletter	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓
World Championships 2010	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

* Sponsorship of the GBWBA would include a selection of areas detailed in the table with appropriate benefits.

**GBWBA is considering a rebrand to British Wheelchair Basketball (BWB). Support of this programme could compliment a rebrand within a sponsors' organisation or a product with the strap line: 'Changing the face of British Sport!'

Developing wheelchair basketball, developing people!

For a discussion on what we can achieve together contact Charlie Bethel on ++44(0) 7748 668395 or c.bethel@gbwba.org.uk