



# SPONSOR PACK

SEASON 2025/26



# WHY SPONSOR WITH OUR CLUB?

With a wide reach across Edinburgh and the wider Lothian region, a playing membership of over 200, plus family, friends, supporters and alumni; your business or organisation would be well placed to be seen to support and partner with a true community sports Club that is not just about training and games, but so much more in our area.

You would be inherently linked with your association to our Club in supporting people, particularly young people, to develop as both a player and a person and encouraging them to live a healthier and more active life.



## SPONSORSHIP PACKAGES

We understand that every organisation is different and has different needs. That is why we have a variety of options available to become a partner with our Club.

However, if you have something particular in mind then please contact us to create a bespoke package.

# TITLE SPONSOR

£10,000 per year for minimum of 3 years



- Club renamed to '<YOUR NAME> Edinburgh Basketball'
- Company logo to feature on club tops worn by all 200+ members
- Dedicated page on our website for the title sponsor to explain what you do and why you want to support our club.
- Score table banner at home games to feature company logo
- Company logo and weblink featured in all club email newsletters to distribution list of over 700 with open rates of over 60%
- Company logo featured on social media page banners which have over 4600 followers
- Invitation to our end of season Awards Night and any other club events
- Player visit to promote your support or business upto 3 times per year. This could include a basketball session for your staff team building if preferred.
- Invitation for you and a guest to our game days at Portobello High School.
- Company logo and link to website added to our 'sponsor thank you' communications that are shared twice per season



# COMMUNITY COACHING SPONSOR - £2500



- Company Logo on community coaches kit worn when working in schools. In 2024/25 school year, our coaches delivered over 300 sessions, seeing over 200 pupils.
- Company logo on flyers handed out by our community coaches to all participants at school sessions to promote our club.
- Company name and logo attached to a monthly post about our community coaching programme on our social channels with over 4600 followers.
- Company name included in emails to Active Schools for inclusion in their Community Sports Hub monthly updates to local stakeholders.
- Community coach visit to promote your support or business and offer any basketball related team building if space allows at your premises.
- Invitation to our end of season Awards Night and any other club events
- Company logo and link to website added to our 'sponsor thank you' communications that are shared twice per season



# CLUB SPONSOR - £1500 (4 available)

- Company logo featured once a month on our weekly fixtures post during the season, on our social channels with over 4600 followers. Company would be tagged in post, as well as opponents, to increase reach.
- Pull up banner with your branding at all home games
- Feature in 2 email newsletters per season to club members past and present with distribution list of over 700 with open rates of over 60%
- Player visit to promote your support or business
- Invitation to our end of season Awards Night and any other club events
- Invitation for you and guest to our game days at Portobello High School for the fixture weekends you are linked to on social.
- Company logo and link to website added to our 'sponsor thank you' communications that are shared twice per season



# SCHOLARSHIP SCHEME - £500

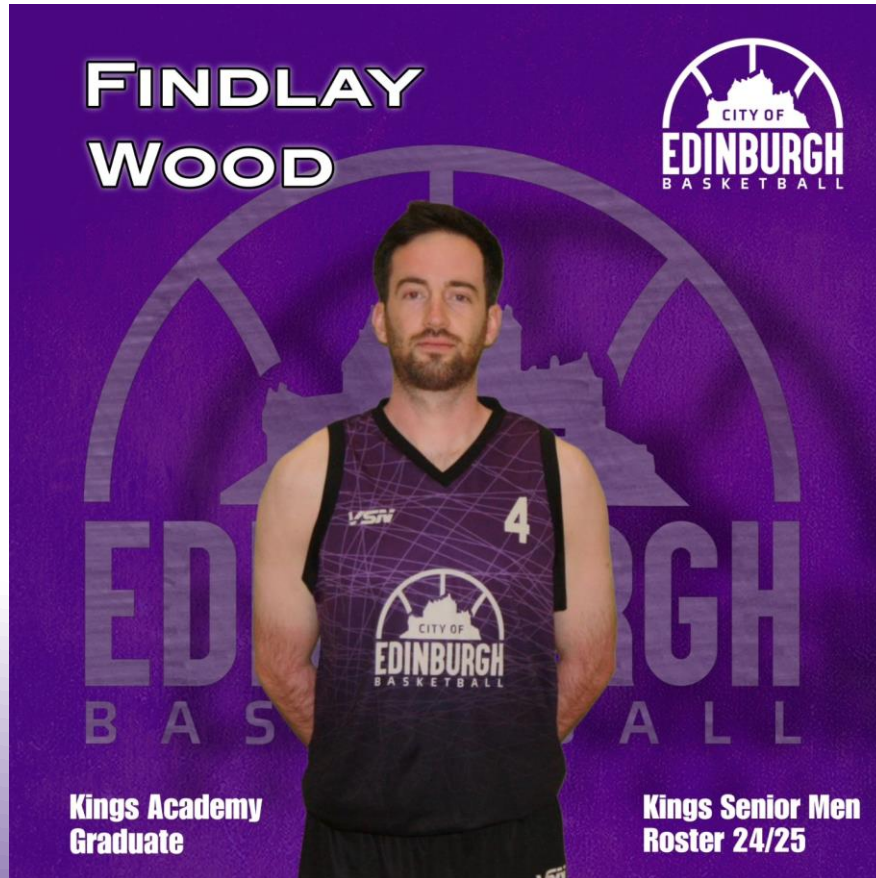
We want everyone to be able to take part in basketball, regardless of their financial circumstances. However, the cost of running our club are continuing to increase and our original 'hardship fund' that covered fees for a small number of members who wouldn't have been able to afford our full subscriptions, is now oversubscribed – rising 1200% since pre-pandemic rates.

Our new scholarship scheme gives you the opportunity to pay the costs for 1 player to take part in basketball for the duration of a season at City of Edinburgh Basketball Club. This would cover training fees, travel to games and any other team expenses.

All of our scholarship athletes remain confidential and therefore scheme supporters would receive our club email newsletters so that you can keep up to date on how all of our teams are getting on and know that you are providing an opportunity for a young person to take part in team sport, which will benefit both their physical and mental wellbeing. We would also add your logo and link to website to our 'sponsor thank you' communications that are shared twice per season.

# PLAYER SPONSOR - £250

available for senior teams only



- Company name and logo on player's profile on our website
- Signed and framed photo of your sponsored player (example shown)
- Meet your sponsored player at a home game.
- Your company tagged in any social posts about your sponsored player (eg, game highlights, special achievement etc).
- Company logo and link to website added to our 'sponsor thank you' communications that are shared twice per season