

# University of Bath Gladiators Sponsorship Package

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**2020/2021**

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**University of Bath Basketball Society**  
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**Josh Davis, Treasurer**



**University of  
Bath  
Gladiators  
Logo  
(pending)**

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# The Gladiators

We are the Official University of Bath Basketball Society. We consist of 3 competitive teams, a development team, a large recreational player base, and a community of basketball lovers.

Last year, we had over 150 members with over 100 people attending our competitive team trials. This year, we have created a development team, with full coaching and - training, to accommodate even more members. We have worked tirelessly to organize social events that abide by government guidelines, that way we can still build up our community and celebrate! We are looking for a sponsor who can support our growth, offering marketing opportunities in return.



**“This was taken at our preseason social in 2019. A time for our competitive teams to come together and celebrate before the beginning of term.”**



**“Pre-game photo of our unstoppable W1!”**

## BUCS

This is our competitive league. We have 3 teams; Men's 1<sup>st</sup>, Men's 2<sup>nd</sup>, and Woman's 1<sup>st</sup>. Men's 1<sup>st</sup> compete in West Division 1, whilst Men's 2<sup>nd</sup> and Woman's 1<sup>st</sup> compete in West Division 2.

### Last year

- **Woman's 1 won the Western Conference Cup**
- **Games were attended by supporters, home and way**
- **Social media posts before, during and after games**

### This year

- **We are offering logo space on our kits for 1 sponsor**
- **We are offering logo space on our social media game day posts; these are posted to the @thesubath and @BathBasketball accounts with a combination of 10,500 followers.**
- **We are looking to introduce banners courtside. This will have our new logo and space for yours! These banners will also be used at fundraising events.**
- **Due to COVID, games can not host spectators, which is why we will be investing heavily in our social media presence. This includes line up posts, game day posts, weekly update posts, live video of basketball games, photography, and more!**



## Development League

This year, we are proud to announce our Development League. This is a selective team of committed members, that show competitive promise in the future. This will be an opportunity for those who show potential to play in the BUCS league, by getting weekly training and scrimmages with the Men's 1<sup>st</sup> and 2<sup>nd</sup> team.

This is another push we are making to increase inclusivity and help develop those that will go on to represent our great teams.

### Last year

- Casual games held each week
- Over 60 members enlisted into 6 different teams
- Committed D-league Commissioner on the committee

### This year

- Team kits, with the opportunity for addition of a company logo
- Banners for scrimmages
- Social media posts over the progression and training of our squad. This will also include training videos for all followers of Bath Basketball to see. This could be "Brought to you by [Company Name]."



**Development Team**

## Recreational

This is our social game time. Recreational games are a change for players old and new to come together and play on our indoor courts. It is hosted by committee members who are there to help, give tips and, of course, play ball!

We had an active community of over 100 recreational basketball players who attended various sessions throughout the week. We are also proud to say we have a specific booking for woman-only sessions, hosted by our woman's BUCS team.

## Social

As any good society should, we also offer socials and events. Historically, this included themed parties, fundraising and days out. Our society is also a community, so we believe that these events are what brings us closer. This year, due to national guidelines, we have removed the physical social aspect until further notice. Our Social Secretary and Virtual Coordinator have been working hard to make sure that we can still offer a fun and inclusive experience outside of sports, for example we are hosting a virtual challenge week during fresher's week.

## Community

All the sections above come under our Gladiator community, where we pride ourselves on offering fun, inclusive opportunities for all. Aligning yourself with our community may open the possibility for recruitment of our members in the future.

## Rebranding

We are currently rebranding to the University of Bath Gladiators. A name we are excited to unite under and has gained us a lot of attention. The logo is currently being professionally designed, along with all new Instagram and Facebook layouts. This will have space for a very limited number of sponsors to maintain a sleek, professional design.

# Social Media Analytics

We understand that due to COVID, we are relying more heavily on social media than ever. That's why we have started tracking our social media engagements, to find out what people enjoy, and what gets them clicking.

## This is an abstract on our increase in social media followers (July 2020 – Sept 2020)

		2019/20	2020/21	Target	% Change
<b>Social</b>	Instagram	469	498	550	6.18
	Facebook	845	857	950	1.42

We have leaned on our Facebook more this year, with interactions up 232% compared to September last year, with 20% more posts and a new schedule to keep uploads organized and consistent.

We also track membership numbers, with a target of 180 members this year.

## This is an abstract on our membership targets

		2019/20	2020/21	% Change
<b>Members</b>	Membership Target	145	180	24.14

# Sponsorship

We are looking to expand our society whilst promoting inclusivity and offering more opportunities than ever.

## Areas you could help

- Partial or full kit subsidization for our 4 kitted teams
- Equipment: We are looking to acquire new outdoor basketballs
- Banners: We are looking to get banners with our new logo to be posted at games, fundraising events and socials
- Merchandise: We are designing merchandise with our new logo that could require partial subsidization
- Highly employable students from a Guardian Top 10 University looking for internships and placement opportunities
- More to come...

## What we can offer

- Your company logo on our team kits. Seen by all our followers, as well as those of the opposing team.
- Your company logo on our Instagram and Facebook posts. We have an increasing social media presence, with new, professionally designed layouts. We will offer space on these for a limited number of sponsors to ensure a sleek, professional image.
- Court side banners: These will be used at games, socials and fundraising events. There would be a large space offered for your company's name and logo to reside proudly.
- Space on our webpage highlighting you as our sponsor.
- Sponsor an award for members, this will be posted online, again offering marketing opportunities. I.e. [Sponsors] MVP Award

# Committee



**Harry Peterson, Chair**

**Josh Davis, Treasurer**



**Rhian Simpson, Kit Secretary  
and Virtual Coordinator**



**Edgar Strugar, Secretary**

**Nicole Milton, Welfare and Inclusivity Officer, and Social Media Coordinator**



**Hannah Brown, Social Secretary**

**Pip Bird, Wheelchair Basketball Coordinator**



Thank you for taking time to read our proposal. If you have any questions, please do not hesitate to contact us.

## Contact us

Email: [SU-basketball@bath.ac.uk](mailto:SU-basketball@bath.ac.uk)

Instagram: @BathBasketball

Facebook: /bathbasketball