



**LIVERPOOL  
BASKETBALL CLUB**

**SPONSORSHIP BROCHURE  
2023/24**

**WEBSITE**

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[@liverpoolbasketball](https://www.instagram.com/liverpoolbasketball)



**LIVERPOOL**  
**B A S K E T B A L L C L U B**

## **ABOUT US**

Founded in 1969 Liverpool Basketball has been competing regionally and nationally for over 50 years.

Our objective is "To promote the sport of basketball at all levels for people resident in Liverpool and other areas of Merseyside regardless of age, sex, physical ability or race"

We are the only club in Merseyside to offer a full national league programme for males and females up from children through to the adult age group.

Over the past 5 years the club has grown, attracting over 500+ members to its sessions across the Merseyside area.

# WHY LIVERPOOL BASKETBALL CLUB

## GAME DAY

- One of the best game day experiences in the country.
- All games live streamed OR uploaded onto our YouTube.
- Weekly visitors from all around the country.
- Yearly game day attendance of over 3000 people.

## HONOURS

- 1989/90 NBL Division 3 Northwest Champions.
- 2002/03 NBL Northwest League & Playoffs Champions.
- 2005/06 Patrons Cup Winners.
- 2013/14 NBL Divisions 4 North League & Playoffs Winners.
- 2014/15 NBL Division 3 North League & Playoffs Winners.
- 2015/16 NBL Division 2 Playoffs Champions.
- 2018/19 NBL Division 2 League & Playoffs Champions

## ONLINE PRESENCE

54K

FACEBOOK  
ACCOUNTS  
REACHED

73K

INSTAGRAM  
ACCOUNTS  
REACHED

130K

VIEWS ON  
YOUTUBE

2.8K

FACEBOOK  
FOLLOWERS

2K

INSTAGRAM  
FOLLOWERS

EVERY  
GAME

POSTED ON  
YOUTUBE

# SPONSORSHIP OPPORTUNITIES

WE HAVE MANY WAYS TO SUPPORT THE CLUB, TEAM AND PLAYERS.

WE WILL WORK CLOSELY TOGETHER TO MAKE A BESPOKE PACKAGE FOR YOU/ YOUR COMPANY AND BE ABLE TO PUBLICISE YOUR SPONSORSHIP IN A VARIETY OF WAYS INCLUDING:

**BANNERS**

**PLAYERS OF THE MONTH**

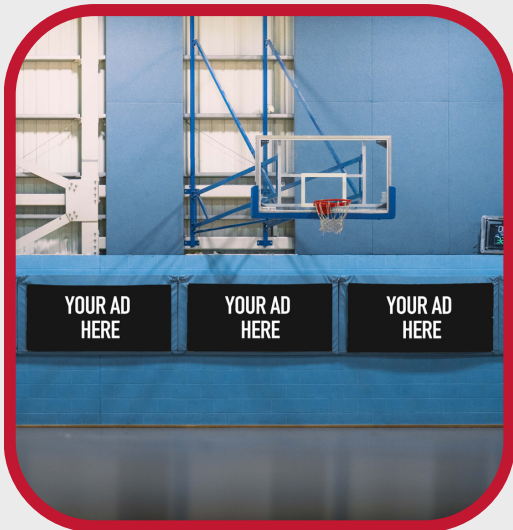
**SOCIAL MEDIA**

**MERCHANDISE**

**KITS**

**LIVE STREAMING**





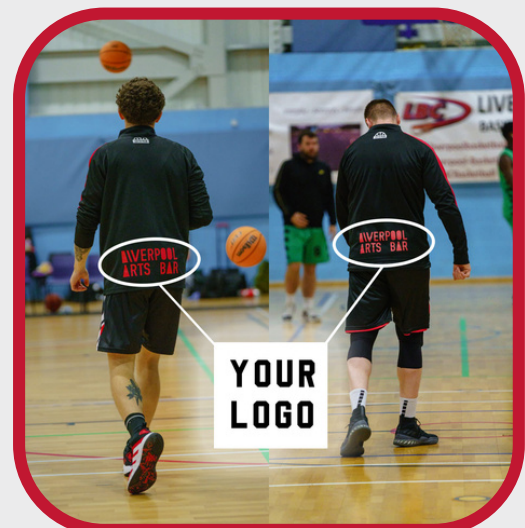
**WITH YOUR SPONSORSHIP TO THE CLUB WE CAN PROMOTE YOUR COMPANIES LOGO VIA BANNERS AT HOME GAMES.**

**WE CAN ALSO PROMOTE OUR PLAYER OF THE MONTH FOR EACH TEAM OF WHICH YOU CAN BE ASSOCIATED WITH.**



**ALL SPONSORS CAN BE PROMOTED ACROSS ALL OF OUR SOCIAL MEDIA CHANNELS**

**SPONSORSHIP OF TEAM EQUIPMENT SUCH AS WARM UP TOPS & JACKETS, WORN AT EVERY GAME ACROSS THE COUNTRY PROMOTING YOUR BUSINESS AROUND THE UK**



# CLUB SPONSORSHIP

CLUB SPONSORSHIP IS OUR BIGGEST LEVEL OF SPONSORSHIP SUPPORTING ALL TEAMS WITHIN THE CLUB. ALL SPONSORSHIP WILL BE FULLY ALIGNED WITH OUR CLUB VISION AND WILL BE FEATURED WITHIN OUR RAPIDLY INCREASING COMMUNITY OF BASKETBALL ACROSS MERSEYSIDE.

## KEY BENEFITS:

- EXPOSURE AT ALL HOME AND AWAY GAMES ACROSS THE COUNTRY.
- FEATURED PROMINENTLY ON OUR SOCIAL MEDIA PLATFORMS.
- COMPANY LOGO PROMOTED VIA WARM UP TOPS/JACKETS, BANNERS AT HOME GAMES AND ALL MEDIA PRODUCED AT GAMES.



# PROGRAMME SPONSORSHIP

PROGRAMME SPONSORSHIP ALLOWS YOU TO SPONSOR A SPECIFIC GROUP WITHIN THE CLUB, WHETHER THAT BE WOMENS/GIRLS, MENS/BOYS, SENIORS OR JUNIORS. ALL GROUPS WILL HAVE THEIR OWN UNIQUE AUDIENCE WHICH MAY BETTER SUIT YOUR BUSINESS NEEDS. LIKE A CLUB SPONSORSHIP WE CAN TAILOR YOUR PACKAGE TO SUIT YOUR NEEDS, BUDGET AND TARGET AUDIENCE

## KEY BENEFITS:

- EXPOSURE AT ALL HOME AND AWAY GAMES ACROSS THE COUNTRY.
- FEATURED PROMINENTLY ON OUR SOCIAL MEDIA PLATFORMS.
- COMPANY LOGO PROMOTED VIA WARM UP TOPS/JACKETS, BANNERS AT HOME GAMES AND ALL MEDIA PRODUCED AT GAMES.



# TEAM SPONSORSHIP

TEAM SPONSORSHIP SUPPORTS A SPECIFIC TEAM WITHIN THE CLUB. ALLOWING US TO REDUCE THE COSTS OF PLAYING FOR THE CLUB, WHILST WORKING CLOSELY WITH A TEAM TO REDUCE ANTI-SOCIAL BEHAVIOR AND HELP MORE PEOPLE TAKE PART IN THE SPORT. THE FLEXIBLE BESPOKE BENEFITS OF BEING ASSOCIATED WITH A TEAM WILL ALLOW YOU TO WORK CLOSELY WITH THE CLUB TO ACHEIVE THE MAXIMUM DESIRED FOR YOR BUSINESS.

## KEY BENEFITS:

- EXPOSURE AT ALL HOME AND AWAY GAMES ACROSS THE COUNTRY.
- FEATURED PROMINENTLY ON OUR SOCIAL MEDIA PLATFORMS.
- COMPANY LOGO PROMOTED VIA WARM UP TOPS AND GAME DAY JACKETS.



# COMMUNITY SPONSORSHIP

COMMUNITY SPONSORSHIP WILL SUPPORT OVER 300 PARTICIPANTS AT GRASS ROOTS LEVEL TO DEVELOP THEIR BASKETBALL SKILLS. SPONSORING THE COMMUNITY OF LIVERPOOL BASKETBALL CLUB WILL REDUCE ANTI-SOCIAL BEHAVIOR AND SUPPORT CHILDREN IN DEPRIVED AREAS WITH HIGH LEVELS OF UNEMPLOYMENT. THIS WILL HELP US IMPROVE THE QUALITY OF LIFE FOR OUR MEMBERS BY HELPING REDUCE OBESITY AND DEVELOPING SOCIAL AND COMMUNICATION SKILLS.

## KEY BENEFITS:

- EXPOSURE AT ALL COMMUNITY SESSIONS AND TOURNAMENTS
- FEATURED PROMINENTLY ON OUR SOCIAL MEDIA PLATFORMS.
- COMPANY WILL BE SUPPORTING BASKETBALL AT GRASS ROOTS TO 300+ PARTICIPANTS.



# PARTNERS FOR 2022/23

## CLUB PARTNERS

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**VIEWPOINT**



**RIVERPOOL**

## SENIOR PARTNERS

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**LIVERPOOL ARTS BAR**

## JUNIOR PARTNERS

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**ISTAY**



**CROXTETH PARK NUTRITION**



**VIEWPOINT**