



LOTHIAN PHOENIX WHEELCHAIR BASKETBALL CLUB

Partnership Proposal

The Background:

Lothian Phoenix Wheelchair Basketball Club, formed in 2006, are one of the newest entrants into the Great Britain Wheelchair Basketball Association (GBWBA) National League. The Phoenix was formed to provide a regional performance pathway for players in the central belt of Scotland. The GBWBA National League team draws on the ranks of its feeder teams, East Lothian Peregrines, West Lothian Wolves and SDS Wizards, to fill its roster.

Being the only team from Scotland in the 3rd Division North, the Phoenix travel across the border for all of their away matches.

Home matches are played at the regional basketball facility at Bathgate Academy on Sundays throughout the course of the September to May season.

The costs associated with the running a wheelchair basketball club competing nationally are approximately £8,000 per annum.

The Current Position:

In line with **basketballscotland** and **sportscotland's** strategies (including making basketball the number one indoor sport in Scotland and integrating the sport into our youth culture and a sport for all) the club is now expanding its development programme to offer more disabled and non-disabled athletes the opportunity to play wheelchair basketball in Scotland. The club has been successful in obtaining a number of grants, including a Lottery Awards for All grant, which has allowed it to increase its youth activities and promote its senior national league programme.

The Product:

Wheelchair basketball is perceived to be a fast, exciting, healthy activity that offers young people (of all abilities and both sexes) the opportunity to develop both as individuals and team players in a safe and fun environment.

It is also an extremely fashionable sport that has strong links with both the young/urban fashion and music industry and has a wide ranging appeal to all social-economic and ethnic groups as well as retaining a great "fun for all the family" image. Made popular on TV by the paralympic wheelchair basketball bronze medallist and BBC presenter Ade Adepitan, firstly with his wheelchair dance routine on BBC, then starring in the popular children's TV series *Desperados*, about a wheelchair basketball club.

Although still developing in Scotland, wheelchair basketball is one of the most popular wheelchair sports in the world, attracting big audiences abroad and also TV coverage at paralympic level.

Whilst competing in the GBWBA national league, Lothian Phoenix are also active in the communities from which it draws its player base. The club works in partnership with local schools and further education colleges to promote the sport of wheelchair basketball and enhance the curriculum through its disability awareness programme.

Through the medium of wheelchair basketball, the club provides young children, young adults and teachers with the opportunity to experience wheelchair basketball first hand while also educating participants in awareness of issues surrounding wheelchair sports in particular and disability awareness generally.

The club endeavours to tailor individual experiences to the needs of each particular group, however, generally the days will incorporate a variety of activities including wheelchair basketball coaching, Q&A sessions with Phoenix players and curriculum based activities using wheelchair basketball to convey concepts in Maths, English and Science.

The Partnership:

Lothian Phoenix Wheelchair Basketball Club believes it can offer an exciting and mutually beneficial commercial partnership to an organisation that is seeking significant product awareness within an active community based programme throughout the central belt of Scotland and on a Great Britain wide basis.

Possible advantages to partner organisation;

- **Company Name and/or Logo on team kit.**
- **Media and photo opportunities with senior players.**
- **Advertising banners at senior home games (supplied by sponsor)**
- **Company logo on all club letters, newsletters, posters, handouts etc.**
- **Company information circulated to all club members**
- **Opportunity for financial value of sponsorship to be doubled through Sportsmatch Awards, with full credit to Sponsor.**
- **Joint promotional and community based ventures between club and Sponsor**
- **Any other reasonable requests.**

The club and partner organisation would agree a press release (and accompanying photocall) to announce the sponsorship, which would be circulated to all national and local press.

If interested in discussing this sponsorship opportunity further, please contact:

Stevie Duff on **01875 619068** or email Stevie@lothianphoenix.org.uk

<http://www.lothianphoenix.org.uk>