



**LANCASHIRE SPINNERS
OUR CLUB. OUR TEAM.**

2017-18 PARTNERSHIP OPPORTUNITIES

THE SPINNERS ARE PROUD OF THEIR ACHIEVEMENTS AS A **VOLUNTEER DRIVEN CLUB**, WHICH HAS LED TO SUCCESS ON AND OFF THE COURT AS A **TEAM** AND INDIVIDUALLY FOR OUR PLAYERS.



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THANKS FOR YOUR INTEREST IN BUILDING A PARTNERSHIP WITH THE **LANCASHIRE SPINNERS.**

The Spinners are looking forward to their third consecutive season in Basketball England's National League Division One in 2017-18, just one tier below the British Basketball League (BBL). The club has taken strides forward yearly because of the commitment from coaching staff and players alike. We believe with the right partners, the Spinners can continue to build on this success and become a truly powerful force within the United Kingdom basketball scene.

Basketball's popularity continues to grow in the UK both as a participation sport and amongst audiences. With increased exposure of the United States based National Basketball Association (NBA) and National Collegiate Athletic Association (NCAA), as well as significant investment from BT Sport and BBC resulting in greater TV coverage than ever before, we expect the popularity of the sport to grow even further in both the youth and adult markets over the coming years.

We offer a wide range of opportunities for businesses, including jersey and game day sponsorship, and together, we can strategise effective ways to market your products and services to our continually growing and diverse consumer base. Crowds of over 800 people have attended home games and we have a substantial following across our social media platforms. We also have press exposure through regional and national news outlets.

Last season, the Spinners played in front of over 15,000 people at home and away venues across the country. Through a combination of practices, home and away games, cup competitions and a prodigious presence online, we believe this provides your company with a unique chance for exposure, brand building and immediate access to new clientele.

Our core beliefs include a responsibility to community and fans, as well as to promote and give opportunities to young and British basketball players to compete at the highest level of their sport possible. We reinforced that commitment in 2016-17 through an amalgamation with the Bury Blue Devils and Rossendale Basketball Club and as such field teams from the under-14 level through under-18s for boys and girls. We also partnered with Myerscough College's Basketball Academy, which further creates a pathway to the senior squad.

We believe with your support that our partnership will not only flourish but also impact the Greater Manchester and Lancashire communities from the senior level to grassroots.

Sincerely,

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BREATH TAKING EXCITEMENT

WE HOST TO THE 12 BEST TEAMS IN THE COUNTRY, INCLUDING LOCAL RIVALS MANCHESTER MAGIC AND LONGTIME FOES LONDON LITUANICA.



ENGAGING SOCIAL MEDIA



THE LANCASHIRE SPINNERS PRIDES ITSELF ON HAVING A STRONG AND ENGAGING PRESENCE ON SOCIAL MEDIA PLATFORMS, WITH FACEBOOK AND TWITTER SEEING CONSISTENT INCREASES IN VIEWERSHIP.

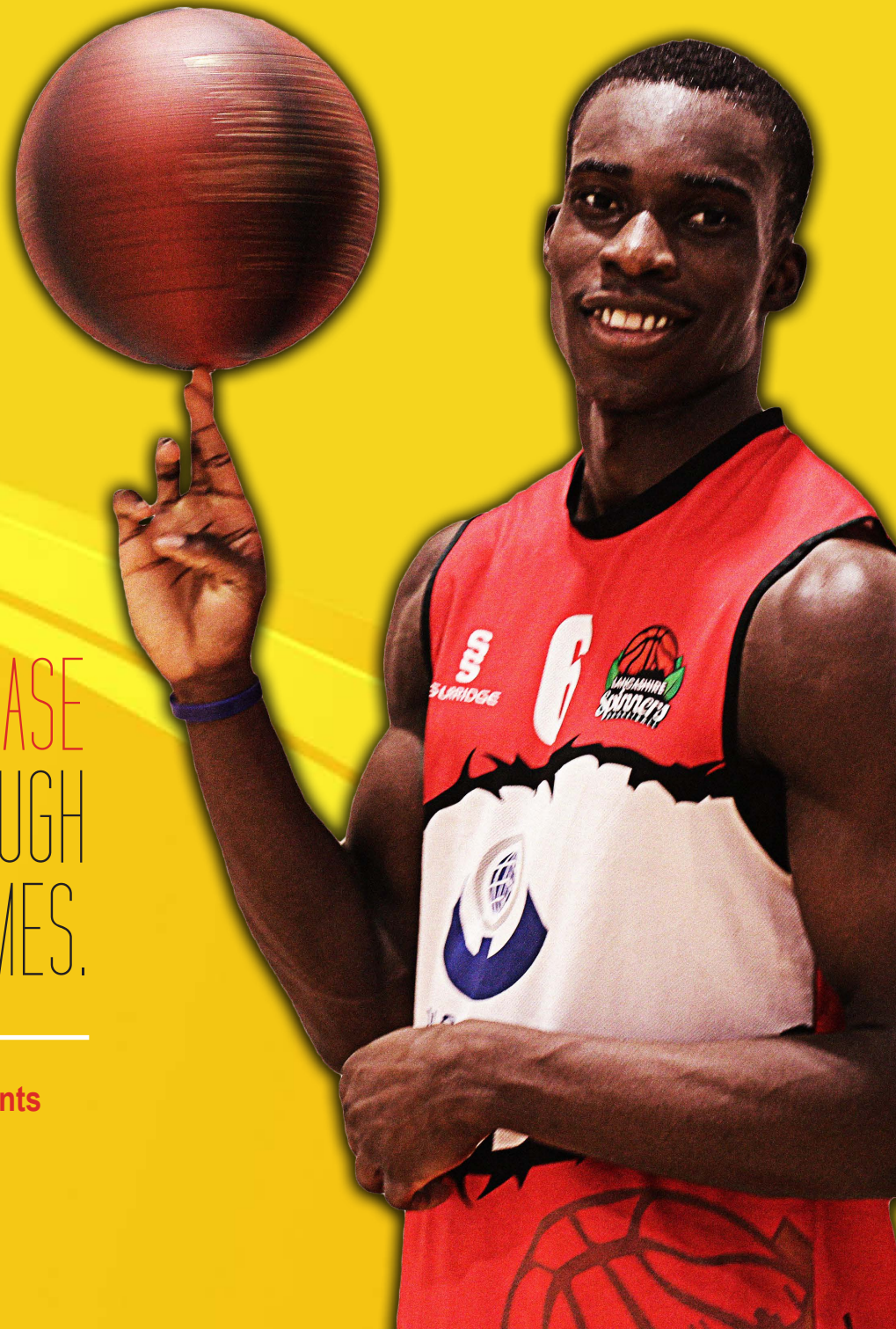
SOCIAL MEDIA

- 1.8K FACEBOOK FANS - A 7.3% INCREASE
- 1.4K TWITTER FOLLOWERS
- 478K TOTAL TWITTER IMPRESSIONS IN 2016-17
- AVERAGE OF 68K IMPRESSIONS PER MONTH
- THE SPINNERS STREAMED SELECT HOME GAMES ON FACEBOOK TO GREAT SUCCESS IN 2016-17
- 1.8K WATCHED THE SPINNERS PLAY ESSEX
- SOCIAL MEDIA ENGAGEMENT ON INSTAGRAM
- ENGAGEMENT WITH FANS ACROSS ALL PLATFORMS

BRAND EXPOSURE

WE'LL WORK TO EFFECTIVELY SHOWCASE
YOUR PRODUCTS AND SERVICES THROUGH
CUSTOM-DESIGNED MARKETING SCHEMES.

The Spinners are committed to fulfilling our partners' requirements and marketing objectives through promotional schemes such as display areas, on-court branding, player endorsements and appearances, which are just a handful of assets available.



JERSEY SPONSORSHIP

OUR PARTNERS FEATURE PROMINENTLY ON HOME AND AWAY JERSEYS, AS WELL AS PROMOTIONAL MATERIALS AND TEAM MERCHANDISE.

This unique partnership offers your company the largest possible audience, which includes at home and away games across the country. Thousands of more hits and views are achievable across our social media coverage and in regional newspapers. The Spinners have been featured in the Bury Times, as well as the Manchester Evening News' online site.

Partnership is for home and away jerseys, team warm up shirts and promotional materials.

- Main Sponsor
- Back Upper Sponsor
- Back Lower Sponsor
- Shorts Side of Leg
- Shorts Front Leg



GAME DAY EXPERIENCE

THE SPINNERS WORK HARD TO ENSURE THEIR ONLINE PRESENCE IS PROFESSIONAL AND OF A HIGH CALIBRE.

Our Game Day partner will be the face of all associated content published across our social media channels, including game previews and recaps, starting line-ups, final scores, Player of the Game, infographics and highlight packages. The GameDay sponsor will also feature prominently on promotional materials for the 2017-18 season.

We are continually looking for new ways to enhance our social media presence and stay at the forefront in regards to presentation within the division.

There are full season and half season opportunities.



TREAT GUESTS TO A FAMILY FRIENDLY ENVIRONMENT

HOOPS SPONSOR

The team has dedicated time towards improving the presentation of the club's home venue and the club's court maintenance group restored high quality portable basketball hoops, which are used at all home games. The partner will have its logo brandished on both backboards.



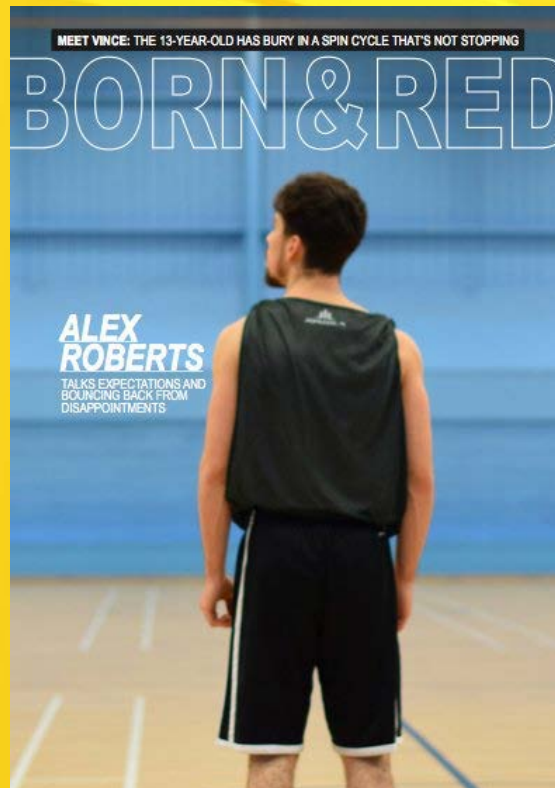
COURTSIDE SPONSORSHIP BOARD

This collaboration will give your business maximum exposure throughout the home schedule, as well as in the background photographs printed in local and regional publications and post-game interviews with the Lancashire coaching staff and players.



BORN&RED PROGRAMME ADS

Since its inception in November 2015, the Spinners are committed to a bi-annual magazine that features articles on players from all levels at the club, photos collages and previews of the Division One team's home games. There are eight full-page opportunities priced at £100 each for the season to promote your company alongside the Lancashire Spinners.





**OUR CLUB.
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CONTACT DETAILS

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