
WORLD CLUB BASKETBALL TOURNAMENT- ENGLAND-2019 SPONSORSHIP PROPOSAL

Hastings Companies



ENGLAND



Dear Sir/Madame

My name is Eric Douglin, Chairman and Founder of the World Club Basketball Tournament, UK's only annual International pro-am basketball tournament.

Thank you for your enquiry with regards requesting information on sponsorship packages for the award winning World Club Basketball Tournament, England 2019, hosted by the World Club Basketball Association our international USA league and the Bexhill Giants Basketball Club.

Please find below details of an exciting sponsorship proposal to join the WCBT and promote your company through product placement and branding opportunities on our extensive social media and networking & media channels.

Due to the fact the WCBT is the UK's only international Pro Am basketball event we can provide your organisation with the unique opportunity to network with connections on a national and international platform.

Background

The WCBT is officially the only international basketball tournament in the UK open to professional and amateur senior male players from around the world, and provides a platform for players to expose their talents on a global scale and businesses to promote their products through our expansive global network.

The main objectives of WCBT include raising the profile of basketball in the UK, creating a tournament which will become annual world leading event, promoting a healthy lifestyle and building networks around the world with leading basketball organisations to increase the 'WCBT' & WCBA brands globally.

Following the successful inaugural WCBT hosted in 2015 and subsequent events in 2016, 2017 & 2018 we will be hosting our 5th tournament at Summerfields Leisure Centre Hastings, East Sussex, England on the 7th & 8th September 2019.

We have recently signed a partnership agreement with USA media company Got Next TV, to have the tournament streamed to a potential audience of up to 15 million viewers worldwide. WCBT2019 will also be filmed as part of a mini movie uploaded to YouTube and other channels, providing 'Your Company' with the opportunity to have your brand seen locally and internationally. <http://gotnexttv.com/press/>

Due to the growth of the tournament and our exciting new initiatives, we are looking for sponsors to invest in WCBT 2019 which is recognised as one of the major international basketball events and promote their brand on the world stage. As a result we have seen an increase in the number of teams looking to enter and already have teams from USA, Australia, Denmark, Germany, France and England.

Sponsorship Proposal

By sponsoring WCBT2019, 'Your Company' could potentially see an increase in the number of leads and retail support of 'Your Company'; on a national and international market, driving sales from our tournament social media, press and radio connections which includes the following:

- Up to 1000 Spectators and players at the event venue over the duration of the tournament with access to in house branding & merchandise.
- Up to 1 million viewers in conjunction with our international media partners including Got Next TV, SergeWorld Media & Live Basket TV

- Local, National and international press coverage to over 24,000.
- Visibility to 30,000+ people across our worldwide social media network including, Facebook, Twitter and Instagram.
- Visibility on our websites <http://www.worldclubbasketballtournament.com/> & www.worldclubbasketballassociation.com which attracts up to 2,000+ visitors per week.
- Mentions to 20,000+ listeners on international, national and local radio stations pre & post tournament.

<https://www.bexhillobserver.net/sport/more-sport/canadians-triumph-as-giants-host-world-tournament-1-8176182>

<http://www.bexhillobserver.net/sport/more-sport/teams-from-europe-and-usa-to-contest-world-tournament-1-8080309>

<https://www.bexhillobserver.net/sport/more-sport/sussex-sports-awards-bexhill-giants-founder-scoops-prize-1-8723407>

<https://www.youtube.com/watch?v=9uORFDgxwY4>

The WCBT2019 sponsorship packages are detailed below and include the following benefits, however we welcome any other proposals, products or services your company may wish to offer instead of a financial.

Gold Package -£1000 - \$1300

Offers your company exclusive Naming rights of the tournament which your company will have sole ownership of. Your company brand will be added to all event promotional and social media material, including any potential TV & radio interviews.

Sole rights to any potential branded clothing merchandise to include the tournament logo and your company brand, which can be sold directly through your company website and stores.

An example = 'The 'Your Company' World Club Basketball Tournament' or; 'The World Club Basketball Tournament sponsored by 'Your Company'

The **Gold Package** also includes all of the benefits contained within the **Silver Package** detailed below.

Silver Package -£300 - \$395

- 10 Free tickets to the event including meeting and photos with players for your party
- A Stall in the venue should you so wish to sell your product or promote your brand your company flyers given out at the venue event
- Branded flyers given out in leaflet drops to 1500 potential leads
- Mentions in all future official PR communications the WCBT
- Logo/link on WCBT website to your site.
- Branding on tickets being sold for the event to over 1000 attendees over two days
- A branded page in the event programme including wordings on your business.
- Branded banner in venue
- Mentions of your company in live stream commentary/PA syndicated worldwide
- Social media mentions on the WCBT YouTube channels
- Banner space on WCBT website
- Mentions and branding in the Mini Documentary syndicated worldwide.

Bronze £200 Includes - \$265

- A branded page in the event programme including wordings promotional wording on your business.
- Your companies branded banner in venue
- Branded flyers given out in leaflet drops across London the South of England
- Mentions of your company in live stream commentary/PA syndicated worldwide
- Social media mentions on the WCBT YouTube channels
- Banner space on WCBT website
- Mentions and branding in the Mini Documentary syndicated worldwide.

Basic Package -£100 Includes-

- Your companies branded banner in venue
- Banner space on WCBT website
- Branded flyers given out in leaflet drops across London the South of England
- Social media mentions on the WCBT YouTube channels
- Mentions and branding in the Mini Documentary syndicated worldwide.

There are also bespoke packages available to suit your budget which will still allow 'your company to be promoted at the tournament and gain a return any potential investment.

If this exciting opportunity is of interest to you, or you would like additional information please feel free to contact me on via the detail below, and we can implement the promotion immediately for maximum visibility and return on your investment.

Please visit our website: www.worldclubbasketballtournament.com which includes links to our Twitter pages @WorldClubBball

I will be happy to discuss details further during a call via Skype or WhatsApp Eric Douglin 44-07971821457

I look forward to your reply and thank you for your time.

Kind Regards

Eric Douglin

CEO - Founder Bexhill Giants Basketball Club
Founder - World Club Basketball Tournament
Commissioner – World Club Basketball Association

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