



**LEICESTER  
RIDERS  
BASKETBALL**

**SPONSORSHIP  
OPPORTUNITIES  
2023/24**



# WHY SUPPORT LEICESTER RIDERS?

A partnership with the Leicester Riders is a highly rewarding engagement, providing significant benefits to your business. We offer a range of opportunities and are flexible to customising these to meet your individual needs.



## ABOUT US

- Leicester Riders is the oldest professional basketball club in the country, and play in the top flight of basketball (British Basketball League).
- Riders is the most successful professional basketball club in the UK, over the last decade.
- The Riders have won numerous national championships, including completing a treble, in 2022, and have the second most trophies in the history of the British Basketball League.
- Basketball is the 2nd most played sport of young males and females in the UK, after only football.
- The British Basketball League is LIVE on Sky Sports each week and all games are streamed for fans on Youtube, with new TV outlets due to be announced soon.
- The British Basketball League is also establishing its own television production studio in London to provide high quality streams of all games to distribute worldwide in the 2023/24 season
- Founder members of the women's professional league, the WBBL, with a women's team closely aligned with Loughborough University

## OUR ARENA

- 2,500 seat state-of-the-art Arena (Morningside Arena, Leicester)
- A comfortable, all weather game experience; with extra comfort seating and leg room
- A family-friendly atmosphere
- Fast-paced, high-quality sporting action
- Fan zone and in game entertainment
- Corporate hospitality opportunities and exceptional group offers

## OUR FOUNDATION

- Leicester Riders Foundation is a charity covering all areas of corporate responsibility, with high visibility across the Leicestershire community.
- Working with schools, colleges, the city and district councils, the 3 Universities, the Police, the Police and Crime Commissioner, the Basketball Foundation, Basketball England and various other local and regional partners, the Foundation's activities improves the lives of thousands of children.
- The Foundation is the second largest basketball club foundation in the country.



# WHAT CAN WE OFFER YOU?

## OPPORTUNITIES

- Courtside, playing floor and in-venue advertising opportunities
- Two large LED Screens at each end of the court (7m by 3m) to allow for crowd interaction, and provide outstanding exposure and engaging content
- Multiple networking opportunities with other businesses through our events and engagement activities
- Association with premium local brands- Jelson Homes, Loughborough University, Spire Hospital, C3 Construction, Torr Waterfield, Mather Jamie, WBR Group, RDL Electronics and over 70 other commercial partners
- Opportunity to entertain customers and staff before and after games, through giveaways, contests, and courtside advertising space
- Pro-active social media campaigns throughout all channels

## SOCIAL-MEDIA COVERAGE

We have a strong social media exposure across multiple channels with over one million impressions a month on Twitter in 2023, alone. Our active accounts enable us to engage with a wide range of demographics across our different platforms.



**21.3K 25.1K 21.6K**

## LEAGUE INVESTMENT

Leicester Riders are shareholders in the British Basketball League, the top flight of professional basketball in the UK. The British Basketball League secured £7m in investment from US private equity in December 2021, and that funding is being used to transform the league and its clubs, through the investment in expert resources and a digital transformation and will include its own TV and streaming production unit. The British Basketball League are currently building its own television production centre in London to stream all games globally in 2023/2024 season.

## LEICESTER RIDERS CORPORATE HOSPITALITY

We are proud to offer a number of excellent game night packages, including our corporate hospitality; the 1967 Club and our Mezzanine beer and balti hospitality package for you to indulge in during matchday games.

### 1967 CLUB

Enjoy the highest quality game night experience as part of the 1967 Club.

Access to the 1967 Club includes:

- Exclusive access to the 1967 Club before and after games
- Complimentary bar until half-time; to include beer, wine and soft drinks
- 2 course meal served before the game
- Pre-game presentation from a former player or coach
- Courtside/baseline seats for the game
- Post-match platter following the game
- Reserved Car Parking Space
- Opportunity to meet the players in the lounge following the game
- Complimentary season guide and game day team sheet

**£80 PER PERSON +VAT**

### MEZZANINE HOSPITALITY

Leicester Riders offer action-packed entertainment in an electric atmosphere in the very heart of the city. Our excellent gameday package includes the use of one of our mezzanines overlooking the playing court and provides a unique gameday hospitality experience.

This new hospitality experience provides a panoramic view of the game, catering, and private bar facilities as well as opportunities to meet the Riders team.

The Hospitality includes:

- Private use of one of our 2 mezzanine areas for up to 80 guests
- Pre-game hot buffet dishes include; curry; lasagne; chilli con carne; all served on the mezzanine
- Tickets to watch the game from the mezzanine or in seats
- Private cash bar and toilet facilities
- Complimentary season guide and game day team sheet

**£39 PER PERSON +VAT**

(Minimum numbers of 30 for private use)





## GAME SPONSORSHIP

**£1500 +VAT**

Game sponsorship combines hospitality and brand exposure at a Rider's game of your choice.

Hospitality for 10 guests in the 1967 Club will include:

- Exclusive access to the 1967 Club
- 2 course dinner served before the game
- Complimentary bar until half-time; to include beer, wine and soft drinks
- Welcome from a Club representative and a Riders player
- Courtside/baseline seating for the game
- Complimentary season guide and team sheet
- 6 additional tickets for your sponsored game to share with colleagues, family and friends, or for a local school or charity
- Post game food platter served back in the 1967 Club
- Post game Q&A with a Riders player
- 10 season guides and team sheets
- Company branding to appear on the team sheets
- PA shout-outs throughout the game
- Company logo or advert to go onto the LED screens in the Arena during the game
- Presentation of a framed, signed Rider's shirt at half-time on court

## GAME BALL SPONSORSHIP

**£750 +VAT**

Game Ball sponsorship is another opportunity to combine hospitality and brand exposure at a Rider's game of your choice.

Hospitality for 6 guests in the 1967 Club will include:

- Exclusive access to the 1967 Club
- 2 course dinner served before the game
- Complimentary bar until half-time; to include beer, wine and soft drinks
- Welcome from a Club representative and a Riders player
- Courtside/baseline seating for the game
- Complimentary season guide and Team sheet
- 4 additional tickets for your sponsored game to share with colleagues, family and friends, or for a local school or charity
- 6 season guides and game day team sheets
- Q&A with a Riders player after the game
- Post game food platter served back in the 1967 Club
- Company logo or advert to go onto LED screens in the Arena during the game
- Presentation of a signed basketball on court at half-time
- Opportunity to meet the players in the lounge following the game

## PLAYER SPONSORSHIP

A Player sponsorship enables you to promote your business and enjoy the benefits of being part of the Leicester Riders family.

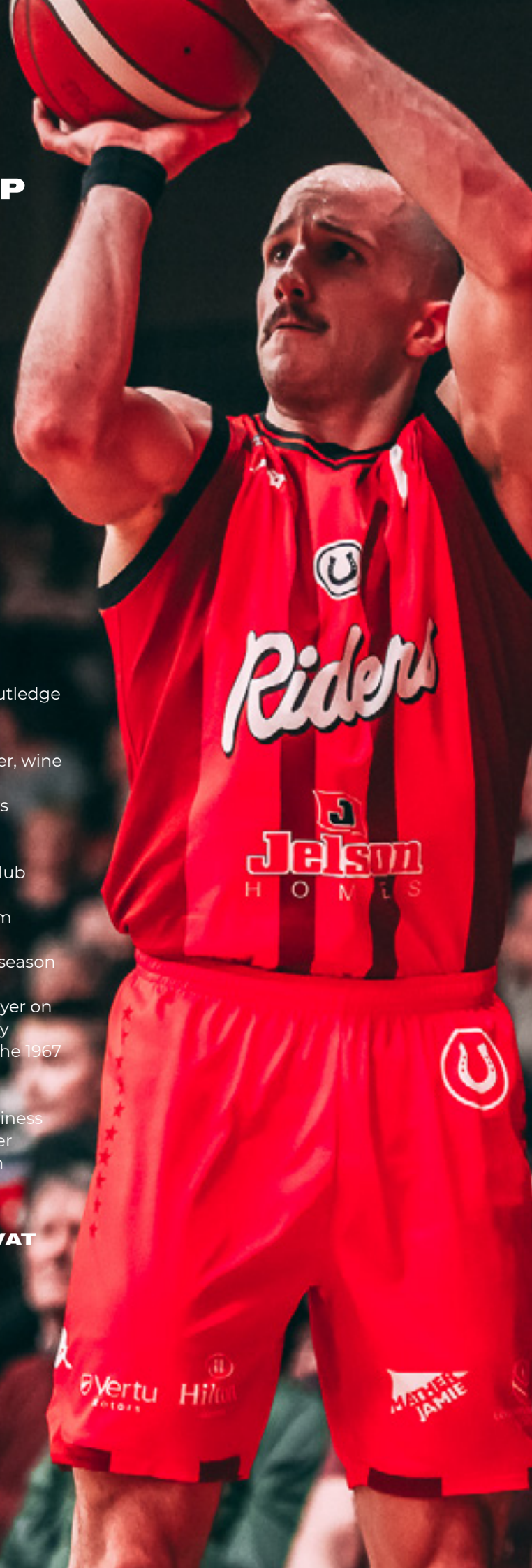
The full package allows you to enjoy benefits such as hospitality and advertising for the season, whilst having your brand associated with professional athletes, who perform all over the country.

Hospitality throughout the 2023/24 season for 40 seats in the 1967 Club. This can be taken as 2 at every game or split across the season in any number of seats at any number of games totalling 40 seats.

This includes:

- Exclusive access to the 1967 Club in the Kevin Routledge Suite
- 2 course dinner served before the game
- Complimentary bar until half-time; to include beer, wine and soft drinks
- Welcome from a Club representative and a Riders player
- Courtside/baseline seating during the game
- Post game food platter served back in the 1967 Club
- Q&A with a Riders player after the game
- Complimentary season guide and game day team sheet
- Company logo next to your players profile in the season guide
- Company logo shown next to your sponsored player on the large LED screens in the Arena each gameday
- Company logo or 10 second video on the TV's in the 1967 Club on all gamedays throughout the season
- Meet and greet your player at an exclusive event
- Player appearance during the season at your business
- Invitation for 2 guests to attend exclusive Leicester Riders Networking events throughout the season (maximum of 3 events per season)

**£3150 PER PLAYER SPONSORSHIP +VAT**





## PLAYER SPONSORSHIP

**£350 +VAT**

A Player sponsorship enables you to promote your business and enjoy the benefits of being part of the Leicester Riders family.

The full package allows you to enjoy benefits such as social media coverage and advertising through the season, whilst having your brand associated with professional athletes, who perform all over the country.

The package includes:

- x2 WBBL season tickets;
- Logo to be featured alongside the player on the website & signature sheet;
- Player appearance at sponsor events;
- Signed WBBL jersey at end of the season;
- Recognition at BBL games on screens at Arena, increased coverage for WBBL games at the Arena.

## GAME SPONSORSHIP

**£250 +VAT**

Game sponsorship for the WBBL team allows you to promote your company at the game and on it's coverage.

The package includes:

- x30 WBBL tickets to the game;
- PA Shout outs;
- Signed WBBL jersey at end of the season;
- Company post on WBBL social-media.
- Photo on court post-game if in attendance





## ADVERTISING

Advertising within the Arena provides a perfect opportunity for your business to increase their brand awareness. Benefit from networking opportunities, all whilst enjoying action packed, fast paced basketball.

### SHOW COURT LOGOS (SEASONAL)

- 2 prominent logos displayed permanently on the show court floor, for Riders events and at all other times (except potentially for non Riders events) Extremely limited availability.

### £5000 +VAT PER ANNUM

### COURTSIDE BOARDS

Standard Advertising from **£1950 +VAT**

### GAMEDAY GUIDE ADVERTISING

There is the opportunity to change your advert 4 times over the course of the season

**£2550 +VAT** Full page advert for the season

**£1400 +VAT** Half page advert for the season

**£800 +VAT** Quarter page advert for the season

### STATIC LED SCREEN ADVERTISING

- Static advert or logo on screen for a minimum of 6 times during the evening
- Artwork to be provided by sponsor

### £1995 +VAT FOR SEASON PACKAGE

### 'HOTSHOT' SPONSORSHIP

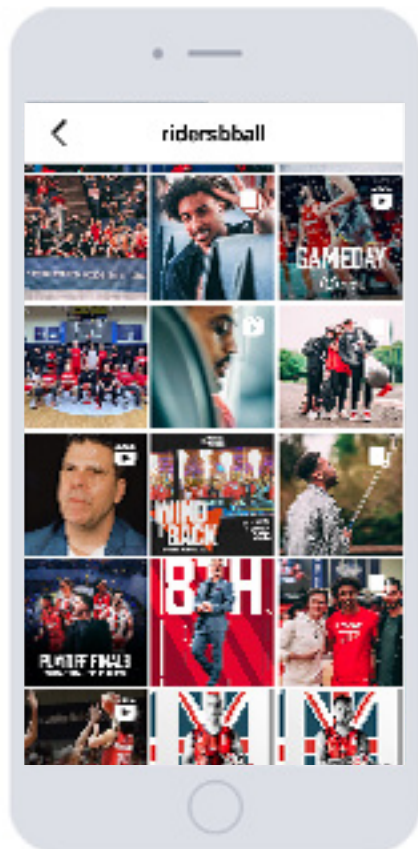
- Your logo on 'Hotshot's' team kit
- 1x announcement of mascot sponsorship per game
- Additional announcements when 'Hotshot' is a special feature of any game

### £2500 +VAT PER ANNUM





## SOCIAL-MEDIA COVERAGE



### SCORE GRAPHICS

Logo on score graphics posted each quarter on Twitter & final score on IG.

**£2500+VAT PER SEASON**

### PLAYER OF THE GAME GRAPHIC

- Post on Twitter post-game (within 72 hours).
- Opportunity of gifting to winning player.

**£2000+VAT PER SEASON**

### ALONG FOR THE RIDE - PODCAST

#### SPONSOR

- Riders official podcast with Mark & Greg Ellis.
- Audio advert to be supplied or read by Mark & Greg.
- Sponsor logo on weekly podcast graphics post.
- 30+ episodes per season.

**£1000+VAT FOR SEASON PODCAST**

**OTHER SOCIAL PACKAGES ARE AVAILABLE ON REQUEST**



## **OFFICIAL PARTNERSHIP**

Create a tailor-made package for your business and become an Official Partner of the Leicester Riders. Receive benefits that suit your business, these can include:- your company brand to appear on Players uniforms, CSR related benefits, corporate hospitality and player visits.

You will also receive your recognition as an Official Partner by featuring on our 'Sponsors and Partnerships' page on our website, with a hyperlink to your business; press release when becoming our Official Partner that is sent out via the Riders social channels (including LinkedIn) and a dual branded lozenge.

*Riders*

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