



WORCESTER WOLVES

SPONSORSHIP OPPORTUNITIES

FOR THE 26-27 SEASON



UNIVERSITY of
WORCESTER



25-26 WAS OUR MOST SUCCESSFUL SEASON OF THE THREE TEAMS ERA...



HIGHEST LEAGUE FINISH
HIGHEST POINTS TOTAL
BACK TO BACK PLAY OFFS



NBL1 CHAMPIONS
PLAY OFF FINALISTS
UNDEFEATED AT HOME



HIGHEST LEAGUE FINISH
HIGHEST POINTS TOTAL
PLAY OFF FINALISTS

NBL1 LEAGUE MVP | NBL1 COACH OF THE YEAR | NBL1 BEST GAME DAY EXPERIENCE
WNBL1 LEAGUE MVP | WNBL1 BEST GAME DAY EXPERIENCE



JOIN US FOR THE NEW SEASON AS WE ASPIRE TO GO HIGHER





WHY SPONSOR THE WORCESTER WOLVES?



- Three teams playing in three national elite competitions, giving us a wide and more diverse viewership than other sports clubs.
- A strong social media following reaching over 300,000 accounts every week with a very high engagement rate.
- National and international reach via the Worcester Wolves YouTube channel Worcester Wolves TV, live streaming all home games.
- A loyal, engaged and diverse fan base that we value, which is evident by our year on year growth in season ticket and general ticket sales.
- A thriving community programme, supporting and getting children from 5 years of age into sport and supporting their development, growth and wellbeing. Last season saw our highest ever attendances for camps and weekly community sessions (3.2K).
- Our strong community presence: The Worcester Wolves are very active in the community, visiting schools and businesses in the local area and beyond. We also take part in community, charity, private and public events.
- Exposure to a University population of 11,000 students and staff plus suppliers and visitors from across the region and beyond.
- Our award winning game-night experience appeals to a wide audience. As well as fast-moving high-quality sport, the entertainment on game nights includes light shows, music and high intensity crowd participation.
- Basketball is the second biggest participation sport in the UK.



THE WORCESTER WOLVES

The Worcester Wolves are a professional basketball team playing in the British Wheelchair Basketball Women's Premier League, Women's National Basketball League and Men's National Basketball League.

The club was formed in May 2000 and played through the leagues in the National Basketball League, the British Basketball League and Women's National League, winning silverware across all competitions.

The Worcester Wolves competed in the BBL between 2006 and 2021.

Home games and training, take place at the iconic 2,000 seat University of Worcester Arena. The team play league and cup games, as well as the all-important end of season play-offs, where the top seeded teams face off for the leagues ultimate prize.

We are very proud to be one of the founding teams of the British Wheelchair Basketball Women's Premier League. Being the first league of its kind for female wheelchair athletes globally.

Our women's team have worked their way to the top of their divisions from regional competition to the National League and are competing at the highest level and challenging the top teams. Last season they achieved their highest ever D1 league position and reached the play-offs for back to back seasons.

In 2021/22, our men's teams were crowned NBL3 Champions and reached the National Play Off Final. The Team gained promotion to NBL2, and then to NBL1 where they won the league , reached the play-off final and went the entire season undefeated at home.

Last season, the BWB Women's Premier League Team secured their highest ever league finish and points tally for the regular season. They also retained their 100% play-off qualification and reached their first ever play-off final.

Our community programme has engaged with over 3200 children at our facilities, providing a safe environment to play and be involved with basketball. Multiple sell out camps and community sessions, have shown that basketball is alive and well in our city. We have also ran a succesful adults only recreational programme.



**BWB WOMEN'S
PREMIER LEAGUE**



SPONSORSHIP OPTIONS

PRICES FROM £200+VAT

COURTSIDE BOARD

(DOUBLE SIDED 2440X900MM, SPONSOR TO PROVIDE)

- Be seen by our fans in the Arena
- Views from our Live Stream on YouTube
- Minimum 26 Games
- Business Logo on website

MATCH SPONSOR (SINGLE GAME)

- Business logo present on all promotional material related to the game
- Announced as match sponsor by our MC and commentary team
- Plugs for your business throughout the game
- Additional opportunities for corporate events at games are available

ACTIVITY SPONSOR

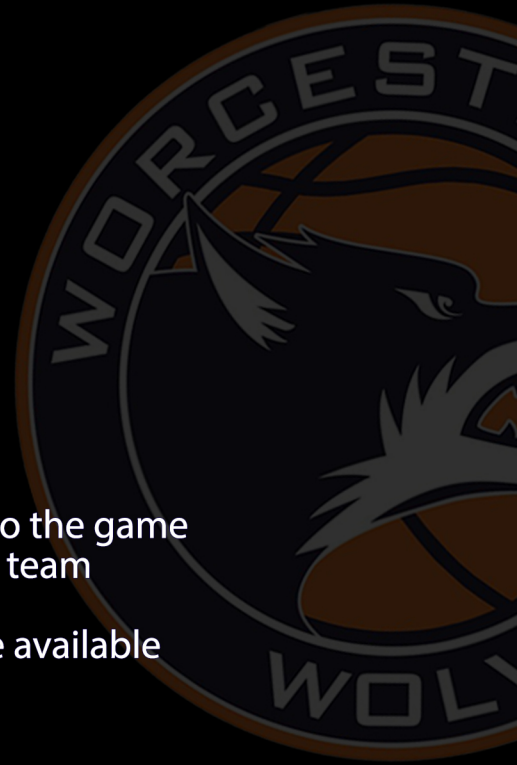
- Fan engagement at all home games
- MC and commentary announcements
- Supporting social media posts
- Minimum 26 home games
- Business logo on website

STAT STARS DIGITAL SPONSOR

- Business logo on all our Stats Stars graphics
- Business name in title
- Social media tag
- Business logo on website
- Minimum 55 games

BASKET SPONSOR

- Business logo on both game baskets
- Seen by fans at all home games
- Viewership from our Live Stream on YouTube
- Business logo on website
- Minimum 26 games



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SPONSORSHIP OPTIONS

PRICES FROM £200+VAT

PLAYER OF THE GAME DIGITAL SPONSOR

- Logo featured on all our Player Of The Game graphics
- Business name in title
- Social media tag with supporting text
- Minimum 55 games

KIT SPONSORSHIP

- Business logo on jerseys
- Business logo on shorts
- Business logo on website also included
- Minimum 55 games

COMMUNITY PROGRAMME SPONSOR

- Business logo on banners at community activities
- Exposure at school visits, community coaching, camps and activities
- Promotion on social media with business tag and supporting text
- Business logo on website

GAME NIGHT ACTIVATION

- A dedicated area in the University of Worcester Arena foyer
- Promote your business to our fans
- Display materials included and space for your banners/signage
- Can remain in place during the game and after for when fans are leaving
- Will include supporting social media posts in build up to the game

The Worcester Wolves are also seeking partners to help give our developing athletes the best possible experience this season.

We are seeking partners in the following sectors;

- Nutrition and recovery
- Equipment and consumables
- Medical supplies
- Hospitality



**UNIVERSITY of
WORCESTER**



SPONSORSHIP OPTIONS

PRICES FROM £200+VAT

CONCESSIONS AREA SUPER SCREEN

- Your branding on our super screen for all home games
- Visible to all supporters/visitors
- Can be used for stills or video packages
- High traffic area
- Minimum 26 games

END COURT SUPER WALL

(SPONSOR TO PRODUCE/SUPPLY)

- 21 metres long, 3.4 metres high
- High viewship via media, in-person attendance and live stream
- Largest physical promotional opportunity
- Minimum 26 games

EXTERIOR BOLLARD COVERS

(SPONSOR TO PRODUCE/SUPPLY)

- High traffic areas as people arrive/leave the Arena
- Exposure via pathway, road and cycle lane
- Minimum 26 games

EXTERNAL PRODUCT PLACEMENT

- A dedicated area outside of the University of Worcester Arena
- High traffic areas as people arrive/leave the Arena
- Exposure via pathway, road and cycle lane
- Game by game and block bookings available



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For more information about our sponsorship packages,
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WWW.WORCESTERWOLVES.ORG