



Sponsorship Package Proposal

Provided in confidence



West Lothian Handball has an amazing story.

We are already achieving more than anyone thought possible when we started 10 years ago:

- Won the Scottish League & Cup double in 2017
- Reached the Final of the British Handball Championship Play-off & qualified for Europe for the first time in 2018



Is your business ready to be a history maker? Join us and be a part of the #WLHistoryMakers

53m ago Scottish Cup Finals

20.05.17 - 21.05.17

Background

One of the fastest growing Sports in Scotland

Maybe you have watched Handball before, maybe not; please read on for more on both us and this fast and fascinating sport.



Background

Fast, exciting and explosive

Our Sport

- You may have watched it at the **Olympics**, or in Europe where it's a hugely popular sport
- Handball is a **very fast, exciting sport** played on indoor courts and is one of the **most popular sports across mainland Europe** (and is fast gaining traction across other parts of the world too). It's like 7-a-side football but – as the name suggests – the ball is played by hand.
- A short taster video showcasing some of the skills of Diego Simonet (known as “**The Handball Messi**”) from last season's Champions League can be seen [here](#).

Context

- Livingston have been drawn to play London Great Dane in Round 2 of the EHF (European Handball Federation) Challenge Cup – October 2018
- The winners play **Donbas** of the **Ukraine**
- The runners-up from last years' EHF Challenge Cup – **AEK Athens** (Greece; runners-up) enter in **Round 3**



West Lothian Handball

Some of our history:

Headlines include:

- Created 10 years to make Handball accessible and available to all abilities and ages
- Recognised officially as a Charity in May 2013 (SC044003), the aims are:
- **“To advance public participation of handball and in particular to coordinate, promote, encourage & improve the participation of playing and coaching for young people throughout West Lothian”**
- Structure now includes:
 - Elite Level (Senior Men’s team; play as Livingston)
 - Regional Academies (U-16 & U-14)
 - Community Clubs
 - Secondary School Events
 - Primary School Leagues

Successes include:

- Over **30 Scottish Youth International Players** over the last 7 years
- **10 GB** Youth internationalists
- **2 senior GB Men’s** internationalists (who were also part of the youth set up)
- **2 senior GB Women’s** internationalists (who were also part of the Youth Set up)
- We also have a number of our **coaches** who give back to the **community coaching sessions and supporting events**

West Lothian Handball

Impact & reach

Headlines include:

- 10 years ago, there were around **30 club players** taking part in regular competitions and about **600** pupils gaining exposure through School across West Lothian.
- After the dedicated hard work of the coaches & everyone involved, that has now grown enormously to about **70-80 club players** taking part in regular competitions across all age groups; the wider reach into schools reaching **c. 7-10,000 pupils per annum**.



- We also have our social media reach through **Facebook, Twitter and Instagram**.
- **By any available statistical measure, handball is one of the fastest growing team Sports in Scotland.**
- **With your support, we can continue to accelerate the growth and reach of this fantastic sport.**
- We believe that combined with our media exposure, our audience reach runs into the tens of thousands, possibly even greater. As noted later, we already have interest in covering our story from:
 - **BBC Sport Scotland**
 - **Sky Sports; and**
 - **Reach plc (a major publisher; owner of many print-media titles across the UK e.g. Daily Record, Business Insider, West Lothian Courier).**

West Lothian Handball

The story so far....

For the purposes of this, our main focus is on the Elite level, Senior Men's Team

- Formed from a team of mainly young kids – now young adults – this team has achieved an amazing set of results in recent times
- They have **trained together, won and lost together; they have grown together**
- In season **2016-2017, they won the Scottish League & Cup double**. With an average age of about **19**, this was an incredible achievement as the other teams across Scotland boast much more experienced groups of players, **some of whom have played professionally in Europe**.
- In season 2017-2018, they finished level on points with Glasgow in the League, finishing 2nd due to the way the bonus points system operates

- We have qualified for European competition for the **first time in our history**. After only 10 years in existence, this is an exceptional achievement
- We qualified by **getting to the final of The British Handball Championship play-off**. This newly reconstituted competition saw the **top 2 teams in Scotland play the top 2 teams in England** (by League position)
- **Livingston beat the English Champions – London Great Dane – in their semi-final**; only narrowly losing to Glasgow in the Final
- **As this story develops, is your business keen to support this amazing charity as it reaches for the next level? Will you be part of this story? We'd like to hope so.**

Our Ask

Will you join us to create even more history?
Will you be one of the #WLHistoryMakers?



West Lothian Handball

Our ask:

We develop grass-roots Sport:

- As a charity, you can be certain that the money we raise goes exactly where we say it will. In our case, that is into **continuing to develop grass-roots handball**. This helps **teach discipline, team work, understanding and respect** and we will continue to make it **accessible for all**.
- The continuing success of our young Men's senior team is, however, a **vital part** of providing the inspiration and motivation for all our younger players. The mere fact that **we have qualified for Europe is an amazing achievement**, and we may well be drawn against full-time professional players at some stage. To help us compete, we also need to raise money to help with **travel, accommodation and kit**.
- It is also worth noting that any sponsorship will be displayed on our **coaches' kits** which means a **guaranteed direct reach** of around **7-10,000** kids – and often their families (so, up to **20-30,000 people**) – per annum.
- We are **seeking sponsors of all levels** who would be keen to help support West Lothian Handball.
- In return, we can already guarantee some good exposure as we have the interest of **BBC Sport Scotland, Sky Sports** and a **major newspaper publisher (Reach plc)** who all see the success of this team as inspiring - and a story they are keen to support and cover.

Sponsorship Options

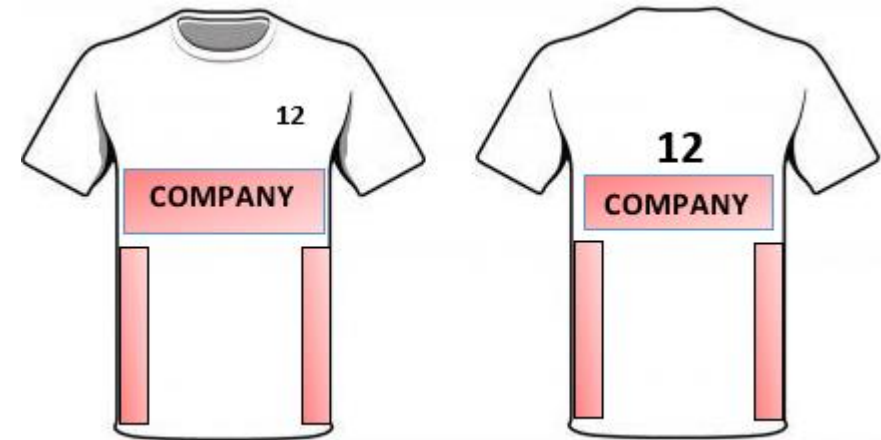
Whilst abiding by various regulations, we can offer a wide range of supporting options:

We are open to all offers and discussions, so the options below are simply some ideas. Under exceptional circumstances, we could even consider naming rights for the team

- **HEADLINE SPONSOR**

- For this we are offering your company logo the **largest, headline slot** on the **front of all the Men's senior team players shirts plus the main section across their back**. It could also be down **both sides of the tops** if desired. This would also include the **coaches and the training kit**. Further, we would offer the following:
- **Headline promotion** across all our media channels (social and print media)
- **Court-side Boards** with your brand printed across it
- **10 x seats PLUS complimentary Sponsor's food and drink package** for each home game (includes European games)
- **Headline recognition** within each programme
- **Invites to all Sponsor events** (e.g. post-match "meet & greet" & sponsor networking)

- Please see the diagram below for an example of the shirt:



- For this package, our thoughts were **£5,000 - £7,500**. This would cover the whole season and is renewable on a season-by-season basis

Sponsorship Options

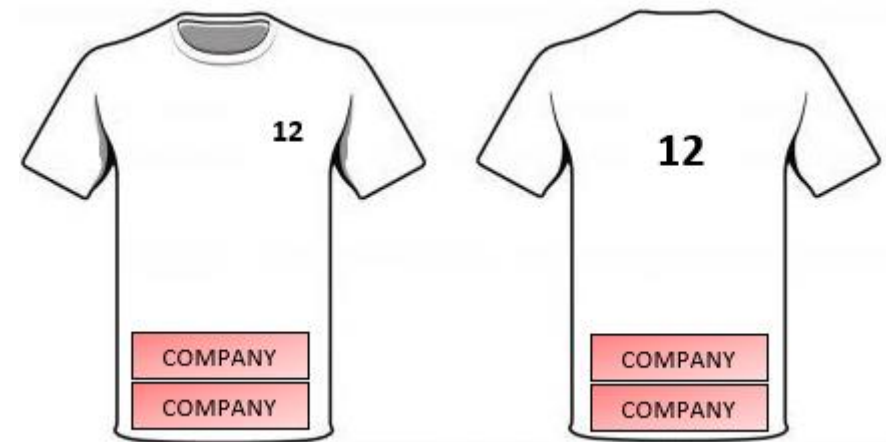
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- **MAIN SUPPORT SPONSOR (S)**

- For these, we are offering the opportunity to have your company logo printed along the **lower section** on the **front**, and **base** of the **back**, of the player's **shirts and training kit**. This would also include the **coaches & training kits**. These logo's are a little smaller than the main headline sponsor, however, they still offer great visibility. Further, we would offer the following:
- **Promotion** across all **our media channels** (social and print media)
- **4 x seats PLUS complimentary Sponsor's food and drink** package for each home game (includes European games)
- Prominent **recognition** within each programme
- **Invites to all Sponsor events** (e.g. post-match "meet & greet" & sponsor networking)

- Please see the diagram below for an example of the shirt:



- For this package, our thoughts were **£2,500** per company; or **£4,500 if one company**. This would cover the whole season and is renewable on a season-by-season basis

Sponsorship Options

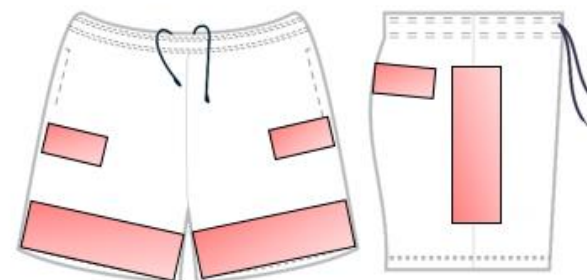
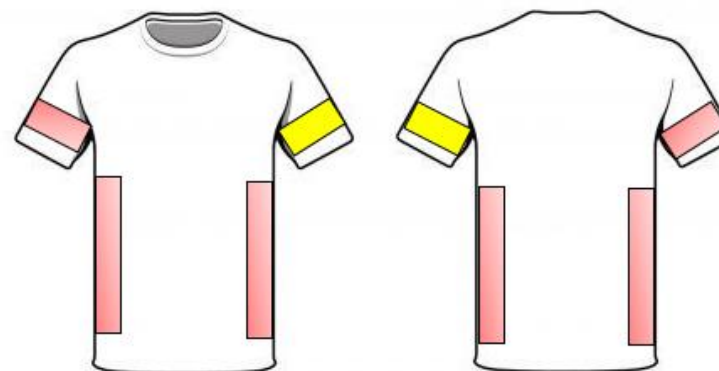
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• SUPPORT SPONSORS

- We can also offer further options of **sleeve and short** sponsorship options. **These can done in conjunction with one or more of the above options; or on a stand-alone basis.**
- The left sleeve during EHF Euro Qualifiers is reserved for the EHF (European Handball Federation), but the **right sleeve and shorts remain available**. Further, we can also offer the following:
 - **Promotion** across all **our media channels** (social and print media)
 - Prominent **recognition** within each programme
 - **Invites to all Sponsor events** (e.g. post-match “meet & greet” & sponsor networking)
- Our thoughts on cost are c. **£650** per sleeve sponsor; but this could be **£1000** for two slots. Costs and options are dependent upon size and all other factors.
- **Goalkeeper** leg logo’s also available at a similar rate

- Please see the diagram below for some ideas of places that could be used (but almost any option is available!):



Sponsorship Examples

Examples of other teams' kits from EHF Euro competitions last season (with thanks to the photographers, the EHF and EHF Euro for use of the pictures)



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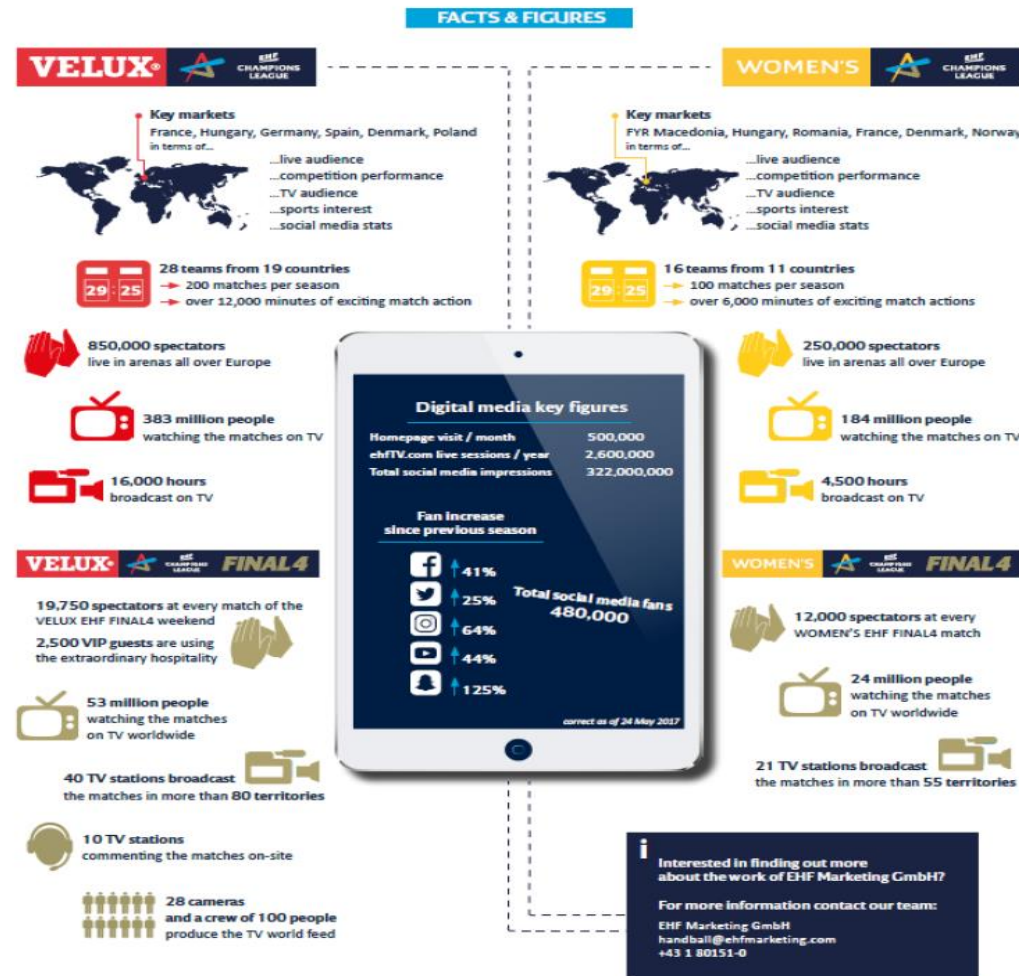


Figures of interest from the VELUX EHF Champions League

EHF CHAMPIONS LEAGUE IN NUMBERS

Headline Numbers:

- **28 Teams** from **19 Countries**
- **383m** people watched the Men's Champions League;
- **184m** people watched the Women's Champions League
- **322m** social media impressions
- **2.6m** ehfTV live sessions
- **53m** watched the Final4 weekend on **40 TV stations** broadcasting to over **80 territories and nations**



West Lothian Handball - conclusion

As a local charity based in central Scotland, we have hugely ambitious plans

We are open to all offers and discussions, so the options highlighted are our initial ideas

- We hope you have gained an understanding of the success this small, but mighty, charity has achieved so far
- Equally, we'd like to think you will be as inspired as we are to continue this great work
- **We have already inspired at least one, probably two, further generations to take part in this fast, exciting sport that is accessible and available – with your support, we will continue to do exactly that, but bring it to even more children, young people and adults around Scotland**
- We are already history makers; but we want to **make that dream go even further**
- We want to continue to inspire many thousands more children, young people and adults
- **Will you and your organisation be one of the #WLHistoryMakers?**
- The options we've outlined are all open to discussion
- If you're inspired to consider how you can take part, **please reach out and talk to us** – we'd love to meet you to discuss this in more detail
 - Contact details are on the last slide



Will you be one of the
#WLHistoryMakers?



Thank You

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