



# Manchester Area Basketball League Sponsorship Packages

## **Introduction:**

Thank you for considering to sponsor the Manchester Area Basketball League (MABL).

We have been running as a non-profit organisation since 1958 and currently have 3 Men's Divisions and 1 Women's Division incorporating teams from all over Greater Manchester and the surrounding areas.

It is the aim of MABL to:

1. Increase the number of participants playing Basketball in the North West of England
2. Facilitate a structured environment to allow Basketball to be played in
3. To increase good sportsmanship
4. To increase the standards of Basketball
5. To develop and support referees
6. To develop and support table officials
7. To develop and support coaches

## **Benefits of sponsorship:**

Basketball is one of the few sports in the UK where participation levels are increasing year in year out. Last year the number of people playing basketball rose by 21,800 to 152,900 each week (source [Basketball England](#)).

In Manchester and the North West in particular the sport is extremely popular, with the Manchester Giants, Manchester Magic/Mystics and the development of the new Basketball Performance Centre at Belle Vue all having a positive effect on the sport within the region.

By sponsoring MABL you will become involved in one of the fastest growing sports in the UK and gaining access to the potential that the popularity of the sport can provide.

## **Ways to support the league:**

- Sponsor the league
- Sponsor the tournaments
- Donate products/services for tournaments
- Sponsor game officials development programmes

## **Other ways to sponsor:**

- We welcome your suggestions and thoughts on sponsorship and would happily discuss any creative ideas you have.

## **League Sponsorship Opportunities:**

All sponsors will receive the basic package listed below:

- Sponsor's logo on the website
- Editorial on the MABL Sponsorship page
- Editorial on MABL Facebook page
- Opportunity to advertise on MABL website and Facebook
- Opportunity to advertise in MABL Newsletter

## **Types of Sponsorship:**

These are general guidelines. We gratefully accept contributions of any level and will work with your organization to provide adequate recognition for your contributions.

### Financial:

<b>Bronze - £500/Annual</b>	<b>Silver - £1000/Annual</b>	<b>Gold - £2000/Annual</b>
Sponsorship of game officials development programmes	Sponsorship of Cup (individual men's/women's)	Sponsorship of the league and playoff finals
Recognition on MABL website of your contribution	Cup named after sponsor	Permanent banner on MABL homepage (945pixels x 240 pixels) above latest news
Sponsors logo on any print material related to course	Sponsors logo on cup page	Sponsors logo on the divisional pages
	Banner on cup page (945pixels x 240 pixels)	Sponsors logo on Play Off Finals T-shirts
	Opportunity to advertise at cup final – banners, poster, flyers * supplied by sponsor	Opportunity to advertise at playoff finals – banners, poster, flyers * supplied by sponsor

### Merchandise:

We will also accept product donations. These could be used to award our Most Valuable Players (MVP's) at our Cup Finals and Play Off finals.

### League discounts:

If your organization cannot provide a monetary or product donation we also are interested in discounts for our members. We encourage our league members and friends to support our sponsors!

### Did we miss something?

We are open to creative ideas. If you have a sponsorship idea for the league please contact us.

## MABL FACT SHEET

Name	Manchester Area Basketball League	
Website	<a href="http://www.mabl.co.uk">www.mabl.co.uk</a>	Web Visitors – 21k+
Facebook	<a href="https://www.facebook.com/mabl.basketball">https://www.facebook.com/mabl.basketball</a>	
Twitter	<a href="https://twitter.com/MancAreaBBL">https://twitter.com/MancAreaBBL</a>	
Formed	1958	
Location	Greater Manchester & surrounding areas. <a href="#">Map View</a>	
Membership	We currently have 45 teams in the league. Many of these teams also have junior programmes.	
Mission	<p>It is the aim of MABL to:</p> <ol style="list-style-type: none"> <li>1. Increase the number of participants playing Basketball in the North West of England</li> <li>2. Facilitate a structured environment to allow Basketball to be played in</li> <li>3. To increase good sportsmanship</li> <li>4. To increase the standards of Basketball</li> <li>5. To develop and support referees</li> <li>6. To develop and support table officials</li> <li>7. To develop and support coaches</li> </ol>	
Competitions	<ul style="list-style-type: none"> <li>• 3 Men's Leagues</li> <li>• 1 Women's League</li> <li>• Men's Cup Competition</li> <li>• Women's Cup &amp; Plate Competition</li> <li>• Divisional Play Offs</li> </ul> <p>Our League competitions start at the end of September, Cup competitions start in October and the season ends with our showpiece Divisional Play Offs. This takes place over a weekend in May. The event hosts the top 4 teams across each division and attracts hundreds of spectators.</p>	
For More Information	Lee Carlisle Website Officer <a href="mailto:lee.c@mabl.co.uk">lee.c@mabl.co.uk</a>	Gareth Keith Chairman <a href="mailto:gareth.k@mabl.co.uk">gareth.k@mabl.co.uk</a>