



CALEDONIA
GLADIATORS

Share in Our Success



WINNERS

Partnership & Sponsorship opportunities with the 2023 BBL Trophy Champions, The Caledonia Gladiators.



Prince Onwas
BBL Forward No.10

TABLE OF CONTENTS

OVERVIEW

Introduction	04
The British Basketball League	07
The Colosseum	10
PlaySport Centre	10
Concerts at The Colosseum	12
Business Networking	14
Community Engagement	15
The Gladiators Chariot	15

PARTNERSHIP OPPORTUNITIES

Partner Benefits	17
Jersey Sponsorship	17
Shorts Sponsorship	18
Mascot Sponsorship	18
Player Sponsorship	19
Academy Sponsorship	20
eSports Sponsorship	20
Gameday	21
Corporate Hospitality Sponsorship	21
Corporate Social Responsibility	22

INFORMATION

Contact Us	24
------------	----





Introduction

Welcome to the exhilarating world of Caledonia Gladiators Basketball! We invite you to join us on our extraordinary journey as we showcase the finest talent and create unforgettable moments on the court. As a proud and successful basketball franchise, the Gladiators stand tall as pillars of athleticism, teamwork, and community spirit. We offer exceptional partnership opportunities that allow your brand to align with our new and evolving organisation, reaching a dedicated and growing fan base as we move into our new home, gaining widespread exposure. With our unwavering commitment to excellence and the electrifying atmosphere at our games, partnering with the Caledonia Gladiators is the ultimate win-win situation for your business.

Caledonia Gladiators announce £20m new stadium project. The initiative amounts to the largest single investment in Scottish basketball history as club aims for Europe's top level. As the popularity of the sport grows across the country – the number of registered basketball players in Scotland almost doubled between 2014 and 2019



Caledonia

Our domain is Scotland and we will reach out to every corner, every partner, every community, every fan. We will make Scotland proud.

Gladiators

We are elite athletes, we are warriors, we are to be feared.





Téa Adams
WBBL Guard No.25

The British Basketball League

"It is our mission to elevate the British Basketball League to a premier content and entertainment organization that generates joy for its fans and value for its distribution, marketing and licensing partners across the UK".





Aljami Dirham
BBL Guard No.42

About The British Basketball League

The British Basketball League (BBL) has been at the pinnacle of British hoops since its inception in 1987, and represents the highest level of the professional game in the UK.

“The British Basketball League (BBL) and Women’s British Basketball League (WBBL) are the UK’s leading professional Basketball competitions with 22 team across both leagues contesting the Championships, Playoffs and the Trophy. The leagues attract an extensive, diverse and inclusive audience; and are broadcast on Sky Sports, streamed live on YouTube and through a dedicated OTT platform.



The New Home of The Caledonia Gladiators

Caledonia Gladiators announce £20m new stadium project. The initiative amounts to the largest single investment in Scottish basketball history as club aims for Europe's top level. A leading edge, multi-use arena with a seated capacity of over 6000 will new our new home.

- A home with the very best facilities and player welfare environment
- A home with a whole game day experience that will thrill our fans and partners and rival any NBA experience
- A home that will set the standard for hospitality
- A home that will provide a community pathway to success at the highest levels of Basketball
- A home that will inspire the growth of Scottish talent
- A home where you will see the greatest Gladiators perform

PlaySport Scotland

PlaySport is a purpose built 90+ acre sporting park that includes a comprehensive golf facility, 57 bay driving range, 9 hole heritage golf course, PGA coaching academy and a leading golf retail outlet. In addition to an extensive soccer facility with coaching academy, outstanding training pool facility and top quality 24/7 gymnasium. We have plans to add Cycling, Racquet Sports and a leading Sports Injury Clinic



BUSINESS NETWORKING

We believe in the power of connection and collaboration. That's why we have an exclusive business club dedicated to fostering meaningful relationships and driving growth among our members. As a member of the Caledonia Gladiators Business Club, you gain access to a vibrant network of professionals, entrepreneurs, and industry leaders who share your passion for excellence. Through tailored events, exclusive opportunities, and a shared love for basketball, we provide the perfect setting to forge lasting partnerships and unlock new business horizons. Join us in this opportunity to grow your business while enjoying the excitement of the game.



BRAND EXPOSURE OPPORTUNITIES

On Court Branding

Your brand being displayed on the Caledonia Gladiators home court (mid-court, side of 3 point arc, key area under the basket). This opportunity provides maximum photography/television coverage as a prime asset with tremendous exposure and creative opportunities for driving engagement.

Digital Courtside Advertising Board

One of the most direct and cost-effective ways to promote your business is through our LED courtside advertising boards. Reach out to the Gladiators' established fanbase at gamedays and be seen within various media coverage.





Jeremia Bailey
BBL Forward No.24

OVERVIEW OF PARTNER OPPORTUNITIES

Our sponsorship packages offer prevalent and extensive promotional benefits, in addition to fantastic networking and hospitality opportunities.

Benefits open to all Partners:

- Membership of the Caledonia Gladiators Business Club, to share skills and advice, strengthen the partnership, network your brand and grow your business income through collaboration
- Partner profiling from the outset on every social media platform, using broadcast quality images and video
- Advertisement on game day handout and on Arena video screens
- Creation of video advertisement to feature on game broadcasts (e.g. during half-time)
- Access to Partner assets on Caledonia Gladiators website
- VIP access to all Home games and a dedicated ticket or guest pass collection point
- VIP access to a private bar and refreshment area
- Gameday active promotions to spectators
- Invitation to play in a fun Basketball tournament, with partners being put into teams that will be coached by Caledonia Gladiators players.



Jersey Sponsorship

Jersey Sponsorship is one of the most sought after partnerships, offering fantastic promotion across our UK-wide competition.

Example of Jersey sponsorship:

- Uniform branding - sponsor logo to be incorporated onto team jerseys in a prime position (branding also features on replica kit). Visibility on jersey providing tremendous exposure to a National audience, in-person and in all media
- 8 x Season Tickets
- Prominent courtside advertising on digital LED boards
- Advertisement on media backdrop for interviews, press conferences, presentations, etc.
- Social media promotion – branding on jersey providing for fully integrated exposure in social media content
- Promotional video to announce the partnership
- Multiple on court photo opportunities with team throughout the season
- Team appearances for sponsor organised events/exhibitions
- Team-signed jersey
- Promotional Game Day display and exhibition space
- Promotional distribution and interactive audience competitions

Shorts Sponsorship

Your name/logo on the shorts of our home and away kit for the season. This is one of the key assets associated with team merchandise.

Example of Shorts Sponsorship:

- Prominent branding on team shorts (branding also features on replica kit). Visibility on shorts providing tremendous exposure to a National audience, in-person and in all media
- 4 x Season Tickets
- Courtside advertising on digital LED boards
- Advertisement on media backdrop for interviews, press conferences, presentations, etc.
- Social media promotion – branding on shorts providing for naturally integrated exposure in social media content
- Multiple on court photo opportunities with team throughout the season
- Team appearances for sponsor organised events/exhibitions
- Team-signed shorts
- Promotional Game Day display and exhibition space
- Promotional distribution and interactive audience competitions



Training Kit Sponsorship

Sponsor the club's official training tops, shorts and/or tracksuits. Have your company name/brand associated with these eye-catching item worn by the players during arrival at games, on-court during warmup and via media coverage (e.g. interviews).

Example of Training Kit Sponsorship:

- Prime position branding on any item(s) aforementioned – tops, shorts, tracksuits
- Continual sponsor-incorporated exposure on social media
- 4 x Season Tickets
- Advertisement on media backdrop for interviews, press conferences, presentations, etc.
- Branded video to announce the partnership
- Opportunity to meet the Gladiators players
- Team-signed, sponsor-branded merchandise



Mascot Sponsorship

You have an opportunity to sponsor the Gladiator's brand new mascots – Maximoose and Minimoose. Our mascots will deliver exciting, fun and engaging game day entertainment for all our fans.

Example of Mascot Sponsorship:

- Continual, naturally-integrated, social media promotion
- Video to launch the sponsorship
- Branding on the Gladiators mascot
- Mascot guest appearances
- Mascot to feature in own dedicated social media content - cross promoting Gladiators and sponsor
- 6 x Season Tickets
- Courtside advertising on digital LED boards
- Game Day PA announcements

Player Sponsorship

Show your support for a Gladiators player and gain exposure for your business.

Example Of Player Sponsorship:

- Branding correlating to your sponsored player on the Caledonia Gladiators website
- On-court presentation and photograph with your sponsored player
- 4 x Season Tickets
- Continual, naturally-integrated, social media promotion of your player sponsorship
- Branding on player's gameday items, including towel, bottle and training equipment
- Sponsor-incorporated posts on the player's individual social media accounts (if applicable)
- Brand/product endorsements through social media content
- Signed and framed jersey
- Logo displayed on players home and away jersey

Academy Sponsorship

Association with The Gladiators Academy – our club’s professional performance pathway.

Example of Academy Sponsorship:

- Prime position branding on Academy teams’ jersey/shorts
- Prime position branding on Academy teams’ training kit
- Branding on the Gladiators mascot
- Collaboration to organise joint promotional, motivational, inspiring events and tournaments
- Promotion on social media content featuring the Gladiators Academy
- Promotional video to announce the partnership
- 4 x Season Tickets to our professional teams’ fixtures



eSports Sponsorship

Partner with the Gladiators eSports programme as we establish a presence in this exciting, increasingly growing, industry.

Example of eSports Sponsorship:

- Naming rights to Gladiators eSports Team and eSports Tournaments
- Brand promotion within the eSports hub at Playsport
- Prime position branding on the Gladiators eSports uniform
- Extensive promotional opportunities at in-person eSports regional and national events, and tournaments, through pop-ups, banners and exhibitions
- Brand promotion in online events – digital graphic advertisement incorporated into footage
- Naturally-integrated promotion on the social media accounts dedicated to our eSports activities

Gameday

Any game day sponsorship is unique, tailored to meet individual requirements and is the ideal way to make your company stand out in the crowd. This executive sponsorship package is an ideal way to build business relationships or simply just an opportunity to enjoy a great time out with family and friends.

Example of Gameday Sponsorship:

- Premium seating (courtside or executive lounge)
- General Admission tickets
- Presentation and on court photo, prior to tip-off
- Signed Caledonia Gladiators jersey
- PA announcements during gameday
- Social media promotion, including sponsored ‘play of the game’
- Opportunity to meet the players
- Space for promotional display/exhibition
- Distribution of sponsor material to fans
- Interactive audience competitions
- Access to dedicated VIP car park



Courtside Hospitality Sponsorship

Courtside Hospitality Sponsorship provides the ultimate Game Day experience, from the best seats in the arena.

Example of Courtside Hospitality Sponsorship:

- Premium seating (courtside) for all BBL and WBBL home games
- Premier hospitality
- Complimentary bar
- Half-time refreshments
- Video to announce the partnership
- Advertisement on media backdrop for interviews, press conferences, presentations, etc.
- Discounted general admission tickets for additional guests
- Access to dedicated VIP car park

Community And Development Sponsorship

For those who wish to support community initiatives or meet their Corporate Social Responsibility (CSR). This package will support Gladiators in the Community projects which work with Schools, Colleges, Universities, underprivileged groups and charities across Scotland to improve individuals' physical, social and mental well-being.

The Pillars of Activity that drive our projects are:

- Equality, Diversity & Inclusion
- Participation
- Health & Happiness
- Community
- Society

Example of Community Packages:

- 4x Season Tickets
- Collaboration to deliver joint community-focussed events
- Branding on our clubs' uniform worn whilst delivering community programmes
- Promotion on Community and marketing material - distributed to thousands of pupils through our Youth Development Programme
- Signed Gladiators Basketball
- Meet the players and photograph opportunities
- Recognition as 'Official Community Sponsor'
- Prime position branding on the coaches uniform (Caledonia Gladiators professional players)

COMMUNITY ENGAGEMENT

Scotland's premier basketball club, both males and females competing in the top level of the Scottish Basketball Championship at every age group.

Overview:

- Committed to the development of people physically, mentally, emotionally and socially through innovative and inspiring approaches, promoting positive values, cultural health change and integrity.
- Establishing hubs in local communities across Scotland, allowing young people to pursue social or elite level basketball.
- Engage with thousands of boys and girls annually through the delivery of Gladiator Roadshows in primary schools across Scotland to promote the benefits of regular physical activity, leading a healthy lifestyle and developing skills & qualities that empower them as young leaders.
- Inter-school competitions with major games played at the Gladiators home arena where pupils can practice taught skills, develop leadership and engage further with Gladiators staff. A truly inspiring opportunity.



Patrick Tapé
BBL Centre No.3



Contact Us

Caledonia Gladiators, Playsport, Stewarteld Way, East Kilbride. G74 4GT

Phone: 07825 616348

I'm the Head of Sponsorship & Partnerships at Caledonia Gladiators. Let's connect ?

eMail: callum@caledoniagladiators.com

www.caledoniagladiators.com