

# **PARTNERSHIP OPPORTUNITIES**



[www.wyhawks.com](http://www.wyhawks.com)

## WHO WE ARE

WY Basketball CIC organisation is a not-for-profit organisation that is solely focused on providing more opportunities for the people of West Yorkshire to enjoy basketball.

A major part of our strategy is to provide opportunities for the people of our wonderful county to play basketball at a higher level. This is something that is currently in short supply and has seen many players give up the sport when they leave education.

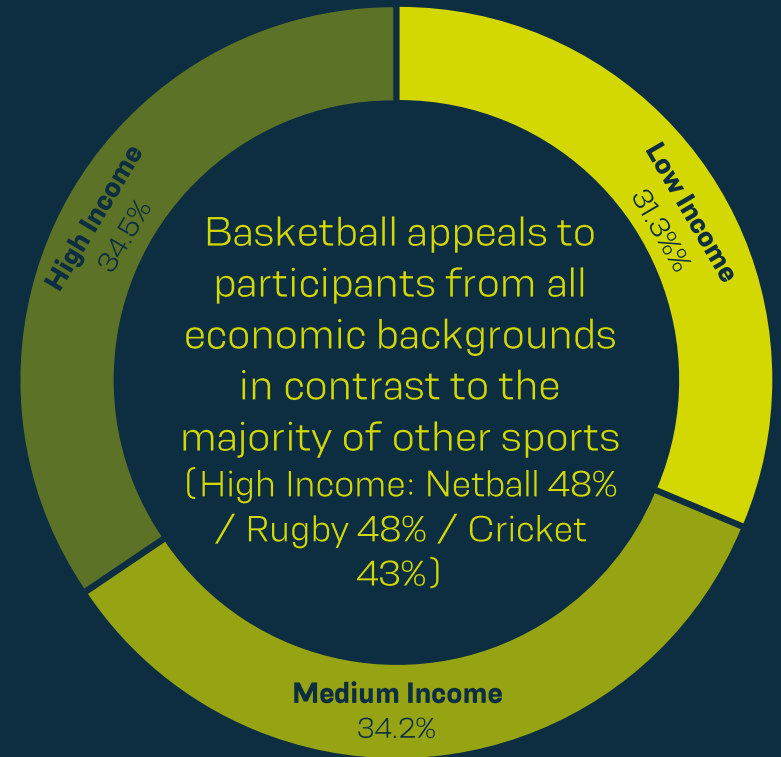
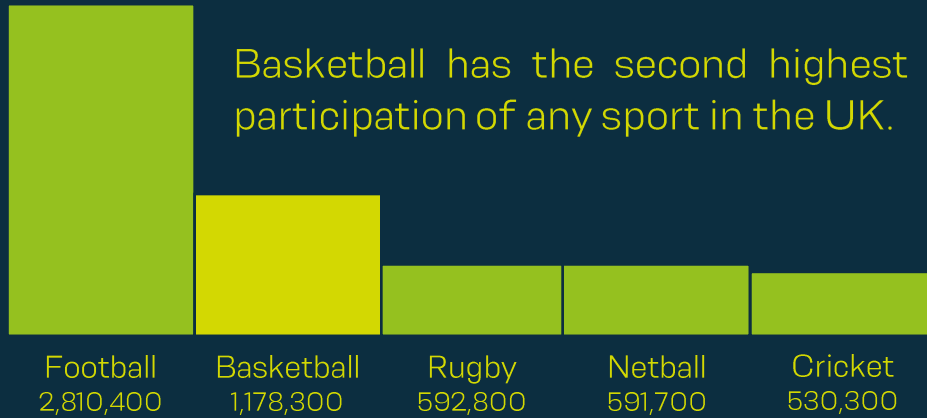
To combat this issue, we are excited to announce that we have launched a new team, West Yorkshire Hawks, who will be playing in the Men's National Division Three (North) in September 2023.

The team's home games will be played at the county's best basketball facility at the University of Huddersfield. We will also be creating an amazing game night experience for spectators that will be one of the best, family friendly, nights out in the region.

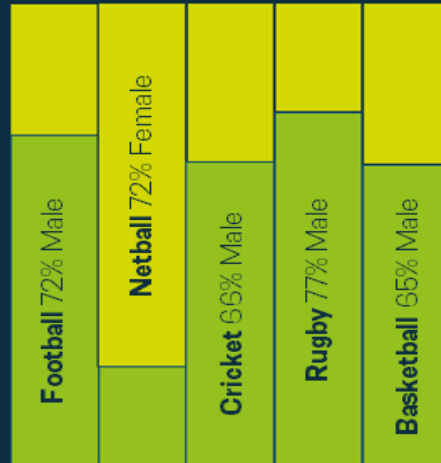


# WHY IS BASKETBALL SPECIAL

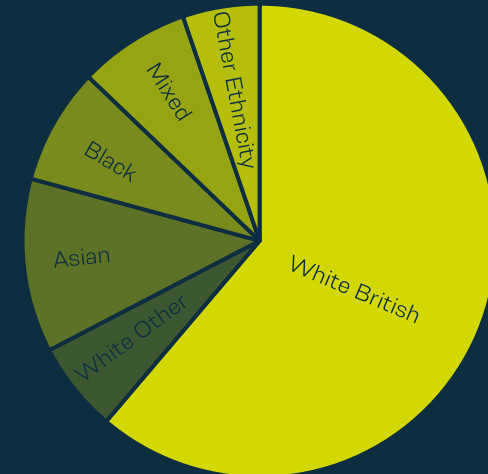
Basketball is one of the most popular and inclusive sports in the UK. It brings together people from a diverse range of backgrounds to share their passion for basketball.

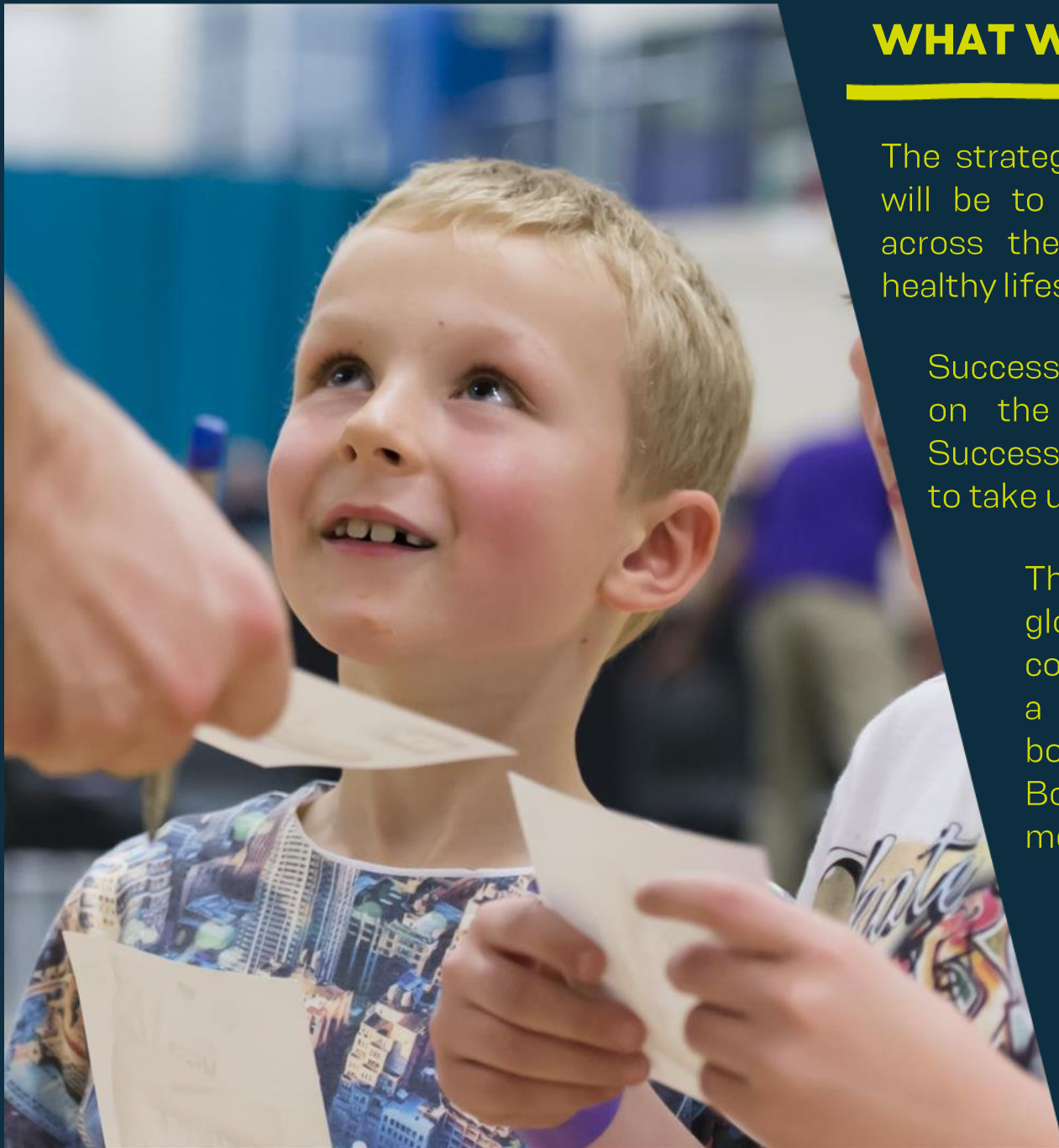


Participation in basketball is more evenly split between genders (65% male / 35% female) than other traditional British sports.



Basketball has a higher percentage of participants coming from ethnic minority backgrounds (33%) than football (27%), netball (25%) and rugby (20%).





## WHAT WE ARE TRYING TO ACHIEVE

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The strategic role of the West Yorkshire Hawks will be to provide inspiration for young people across the region to lead positive, active and healthy lifestyles.

Success for us won't just be counted by points on the board or trophies in the cabinet. Success for us is about inspiring young people to take up basketball.

This could be inspiring them to become a global superstar playing in the NBA. It could be introducing them to basketball as a lifelong hobby, helping them maintain both their physical and mental health. Both outcomes would be an equal measure of our success.

However, to achieve this we need the wider community to be a big part of a journey and none more so than our sponsors.

## WHAT WE CAN DO FOR YOU

Sponsoring the West Yorkshire Hawks can bring your business real return including:

1. Increasing awareness of your company across the region through the extensive PR and digital activities of the team.
2. Engaging a young and ethnically diverse audience that other communication channels cannot reach.
3. Opportunities to entertain your colleagues, clients, friends or family at our action packed, inclusive game nights, which are designed with families in mind.
4. Ingraining yourself in the community your business calls home by supporting a not-for-profit organisation whose sole purpose is to improve the lives of the people of this region.





## LET'S HAVE A CHAT

We would love to hear from you and see if we can build a partnership together. If you think that your business would benefit from working with us on our exciting project, then please do get in touch.

**EMAIL: [INFO@WYBASKETBALL.CO.UK](mailto:INFO@WYBASKETBALL.CO.UK)**



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