



# CALEDONIA GLADIATORS

**PARTNERSHIP AND SPONSORSHIP  
OPPORTUNITIES**

**2024/25**

# 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.


The Caledonia Gladiators are Scotland's professional basketball club and compete throughout the UK, and wider Europe, in the leading professional men's and women's basketball competitions. Our games are broadcast live on Sky Sports and BBC Sport Scotland, streamed live on the league's YouTube channel, and shown globally on various national and regional networks.


The home of the Caledonia Gladiators includes a state-of-the-art arena, dedicated Fanzone and executive Club Lounge. Our facility in East Kilbride offers premium food, drinks (licensed) and entertainment for all; an opportunity for friends, family, colleagues and Gladiator fans alike, to experience unforgettable events.

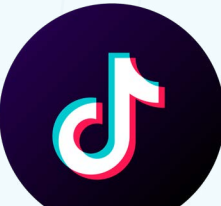


# MEDIA COVERAGE

 14K+ followers

 6K+ followers

 7K+ followers

 46K+ followers







# CALEDONIA GLADIATORS BUSINESS CLUB

We believe in the power of connection and collaboration. That's why our business club is dedicated to facilitating meaningful relationships and driving growth among 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, we provide fantastic networking opportunities to forge lasting partnerships and unlock new business horizons.



# ADVERTISING OPPORTUNITIES

Specific, marketing activations providing tremendous exposure to fans in the arena and through media coverage. Such activations can be considered separately or as part of a wider sponsorship package. Digital content allows for maximum creativity and flexibility.

**BRAND EXPOSURE...  
WITH EXCITEMENT**

## LED COURTSIDE ADVERTISING



## ON COURT BRANDING



## ARENA SCREEN ADVERTISING



# SPONSORSHIP

We offer exceptional partnership opportunities that allow you to align with our evolving organisation, reaching a dedicated, growing fan base and gaining widespread exposure.

Our sponsorship packages offer prevalent and extensive promotional benefits, unique networking opportunities, premium hospitality and exclusive activations. Read on to explore our great variety of sponsorship opportunities...





# JERSEY SPONSORSHIP

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

## EXAMPLE OF JERSEY SPONSORSHIP:

- **Uniform branding** – sponsor logo to be incorporated onto team jerseys (branding also features on replica kit). Visibility on jersey providing tremendous exposure to an extensive audience, in-person and in all media
- **Season tickets**
- **Prominent courtside advertising** on digital LED boards
- **Advertisement on media backdrop** for interviews, press conferences and presentations
- **Social media promotion** – branding on jersey providing for naturally integrated exposure in social media content
- **Promotional video** to showcase the partnership
- **Multiple on court photo opportunities** with team throughout the season

All our sponsorship packages are tailored to meet your specific needs. Let's discuss further to create the perfect package for you.



# SHORTS SPONSORSHIP

Branding 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)
- Season tickets
- Courtside advertising on digital LED boards
- Advertisement on media backdrop for interviews, press conferences, presentations, etc.
- Promotional video to showcase the partnership
- 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

All our sponsorship packages are tailored to meet your specific needs. Let's discuss further to create the perfect package for you.





# TRAINING KIT SPONSORSHIP

Sponsor the club's official shooting tops/tracksuits/kit bags. Have your brand associated with these eye-catching items worn by the players during arrival at games and on-court during warm up, and receive terrific exposure in media content.

## EXAMPLE OF TRAINING KIT SPONSORSHIP:

- Prime position branding on any item(s) aforementioned – shooting tops, tracksuits and kit bags
- Travel with the team to two select fixtures (domestic) during the season
- Season tickets
- Courtside advertising on LED boards
- Continual, sponsor-incorporated exposure on social media
- Promotional video to showcase the partnership
- Team-signed, sponsor-branded merchandise Partner profiling on Caledonia Gladiator's website

All our sponsorship packages are tailored to meet your specific needs. Let's discuss further to create the perfect package for you.

# PLAYER/COACH SPONSORSHIP

Show your support for a Caledonia Gladiators player/coach.

## EXAMPLE OF PLAYER/COACH SPONSORSHIP:

- Logo displayed on the reverse of player's home and away jersey
- Branded pin badge worn by sponsored coach
- PA announcement giving recognition of sponsorship during player/coach introductions on gameday
- Logo accompanying player/coach profile on Arena video screens
- Branding correlating to your sponsored player/coach on the Caledonia Gladiators website
- On-court presentation and photograph with your sponsored player/coach
- Continual, naturally integrated social media promotion of your player/coach sponsorship
- Invitation to an exclusive, end-of-season event
- Signed jersey

All our sponsorship packages are tailored to meet your specific needs. Let's discuss further to create the perfect package for you.



# GAMEDAY SPONSORSHIP

Any gameday sponsorship is unique, tailored to meet individual requirements and is the ideal way to stand out in the crowd. This exclusive sponsorship package provides an extra special gameday experience.

## EXAMPLE OF GAMEDAY SPONSORSHIP:

- Courtside Seat
- Access to the Caledonia Club Lounge
- Dedicated Arena screen advertisement shown pre-game, halftime and post-game
- Courtside advertising on digital LED boards
- Promotional on court photo with the team
- Promotional on court photo with the 355 dance squad
- Two child mascot places (see child mascot package)
- PA announcements and involvement in audience interactive activities
- Space in the Fanzone for a promotional display
- Ceremonial tip off
- Branding on gameday e-tickets

All our sponsorship packages are tailored to meet your specific needs. Let's discuss further to create the perfect package for you.



# MVP SPONSORSHIP

Promotional and hospitality activations for specific gamedays, as the sponsor of the game's Most Valuable Player (MVP)

## EXAMPLE OF MVP SPONSORSHIP:

- Caledonia Club Lounge access
- On court team photo
- Meet the MVP, with photo opportunity
- Join the MVP post-game interview
- Signed basketball
- Social media promotion on all content announcing the game's MVP
- Advertisement on Arena video screens
- Logo on gameday handout

All our sponsorship packages are tailored to meet your specific needs. Let's discuss further to create the perfect package for you.



# GLADIATORS PERFORMANCE PATHWAY SPONSORSHIP

BE THE  
GAME-CHANGER

Association with The Gladiators High-Performance Programme – a unique, full-time basketball schedule providing an effective pathway to the professional level

## EXAMPLE OF GLADIATORS PERFORMANCE PATHWAY SPONSORSHIP:

- Prime position branding on Gladiators High-Performance coaches' kit
- Branding on items of the Gladiators High-Performance apparel that participants wear
- Collaboration to organise joint promotional events and tournaments
- Promotion on marketing material and social media content featuring the Gladiators High-Performance Programme
- Promotional video to showcase the partnership
- Season tickets to men's or women's professional team fixtures
- Recognition as an "official Gladiators High-Performance Programme sponsor"
- Membership of the Caledonia Gladiators Business Club



# COMMUNITY SPONSORSHIP

Support Gladiators basketball community programmes including community hubs, Scottish Basketball Championship (SBC) teams and pre-game camps. A fantastic opportunity to meet your Corporate Social Responsibility (CSR).

## EXAMPLE OF COMMUNITY SPONSORSHIP:

- Prime position branding on the Community Development Officers' uniform
- Invitation to attend a community programme to meet the participants and capture promotional content
- Collaboration to deliver joint community-focussed events
- Branding on our club uniform available to programme participants
- Promotion on community marketing material and social media content
- Recognition as 'Official Community Sponsor'
- Season tickets to professional team's fixtures
- Partner profiling on Caledonia Gladiators website
- Advertisement on gameday handout
- Membership of the Caledonia Gladiators Business Club



# 355 DANCE SQUAD SPONSORSHIP

Opportunity to sponsor the official dance squad of the Caledonia Gladiators – the 355 Dancers.

## EXAMPLE OF DANCE SQUAD SPONSORSHIP

- Headline sponsor of the 355 Dance Squad for every introduction on to court
- Branding on training wear worn by the 355 Dance Squad
- Branding on gameday signs displayed by the 355 dancers
- Promotional on court photo
- Membership of the Caledonia Gladiators Business Club
- One appearance from the 355 Dance Squad for involvement in marketing activity
- Involvement in one on court performance
- 4 places in a 355 dance camp for a select fixture
- Social media promotion



# MASCOT SPONSORSHIP

Opportunity to sponsor the Caledonia Gladiators mascots – Maximoose and Minimoose.

## EXAMPLE OF MASCOT SPONSORSHIP:

- Branding on the reverse of the jersey worn by Gladiators mascot
- Continual, naturally integrated social media promotion
- Promotional video to showcase the partnership
- PA announcement giving recognition of sponsorship during Mascot introductions on gameday
- Logo accompanying Mascot profile on Arena video screens
- Mascot guest appearances
- Season tickets
- Courtside advertising on digital LED boards
- Partner profiling on Caledonia Gladiators website
- Advertisement on gameday handout
- Membership of the Caledonia Gladiators Business Club







## CALEDONIA CLUB LOUNGE

Make a game extra special and upgrade to the executive Caledonia Club Lounge and enjoy premium, complimentary hospitality.



## MASCOT PACKAGE

Create a cherished memory with a mascot package. The experience includes a front-row seat to watch the team warm up, being involved in player introductions, an on-court photo with the team and a Gladiators t-shirt.



## 355 DANCE CAMP

Campers will learn one full dance routine, with coaching from the 355 Dance Squad. Rehearsal will take place in our dance studio before a fantastic opportunity to showcase the routine as the half-time entertainment.



**CALLUM MACKIE:**  
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