

**London  
Islington  
Handball**



# **SPONSORSHIP OPPORTUNITY**

Season 2024-2025





# SPONSORSHIP OPPORTUNITY

On behalf of the London Islington Handball Club, we are excited to present you with a unique opportunity for you to support our growing sports club as a sponsor in the new season 2024-2025. Located in the heart of the London Borough of Islington, we are a dedicated group of handball enthusiasts striving to grow the sport and make a positive impact in our community.

## What makes handball an attractive sport?

Handball is a dynamic team sport captivating over 19 million players worldwide, drawing a diverse community of passionate athletes. An Olympic sport since the 1970s, handball's fast-paced action keeps spectators engaged while offering significant health benefits. Whether you're playing or watching, handball offers nonstop entertainment!

## Who are we?

We are the London Islington Handball Club, a vibrant and ambitious community founded in 2011 and incorporated as a Community Interest Company in 2017. We thrive on a foundation of positivity, teamwork, and the drive to bring out the best in each other.

Over the last two seasons, we have experienced a remarkable transformation, having doubled our membership and expanding our reach. Our success is fuelled by the unwavering dedication of our volunteers, who bring motivation, positive energy, and a sense of unity that permeates every aspect of our club.

At London Islington Handball Club, we believe in the power of collaboration and teamwork and are committed to fostering a supportive and encouraging environment.





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## **Our teams**

Our club is extremely proud to announce 6 teams for the upcoming 2024-2025 season! For the first time in the club history, both our men and women teams will be competing in the Premier League.

### **• Women team**

Our first women's team will be competing in the Premier League for the first time in our history this coming season! We are excited to also unveil the launch of our second team, which will be competing in the Regional League South. This expansion signifies our commitment to growth and excellence, and we cannot wait to see both teams shine on the court.

### **• Men team**

Our club's men's division features three teams in competition. Among them, our first men's team has made notable strides by securing a place in the Premier League last season, while our second- and third-men's teams contribute their talent and energy to the Regional Leagues. Moreover, our first men's team made a memorable debut in the Premier League, culminating their first season with an impressive 5th place finish.

### **• Youth team**

In addition to our competitive men's and women's teams, we're excited to offer youth teams within our club. Handball provides numerous benefits for kids, including physical fitness, social interaction, mental agility, self-confidence, and discipline. Join us in empowering young athletes to reach their full potential on and off the court!







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## THE RATS IN A NUTSHELL

### **Multinational club**

We are proud to have more than 20 nationalities represented in the club.

### **Unique mascot**

Our club stands out from the crowd with a unique mascot: a rat! While some may find it unconventional, our rat mascot embodies qualities such as resilience, agility, and determination — traits that mirror our team's spirit on the court. Join us as we embrace our unconventional charm and make our mark in the world of handball!

### **Social Media Presence**

We're thrilled to share that we have over 1200 followers on Facebook and more than 800 on Instagram. Follow us today to stay connected and be part of the conversation!

### **Premier League**

For the first time ever, we will be having two teams in Premier League!

### **Internal Organisation**

We take pride in our club's exceptional organisation and communication, affording smooth operations and a thriving community. Our dedicated team includes: 1 president, 1 vice president, 1 secretary, 1 assistant secretary, 1 treasurer, 1 assistant treasurer, 8 team managers, 5 team captains, 10 coaches, 7 assistant coaches, 1 safeguarding and welfare officer, 4 referees, 19 table officials, 1 social media officer, 1 website designer, 2 social secretaries. Each member plays a crucial role in fostering a supportive environment and ensuring the success of our club.

### **Beyond court**

In our club, we're more than teammates; we're a family. We fight together on the court, but beyond that, we offer unwavering support and encouragement to one another. Whether celebrating victories or facing challenges, we stand united, knowing that we have each other's backs. Together, we create a strong bond that transcends the game, fostering a sense of belonging and camaraderie that defines us as one big family.



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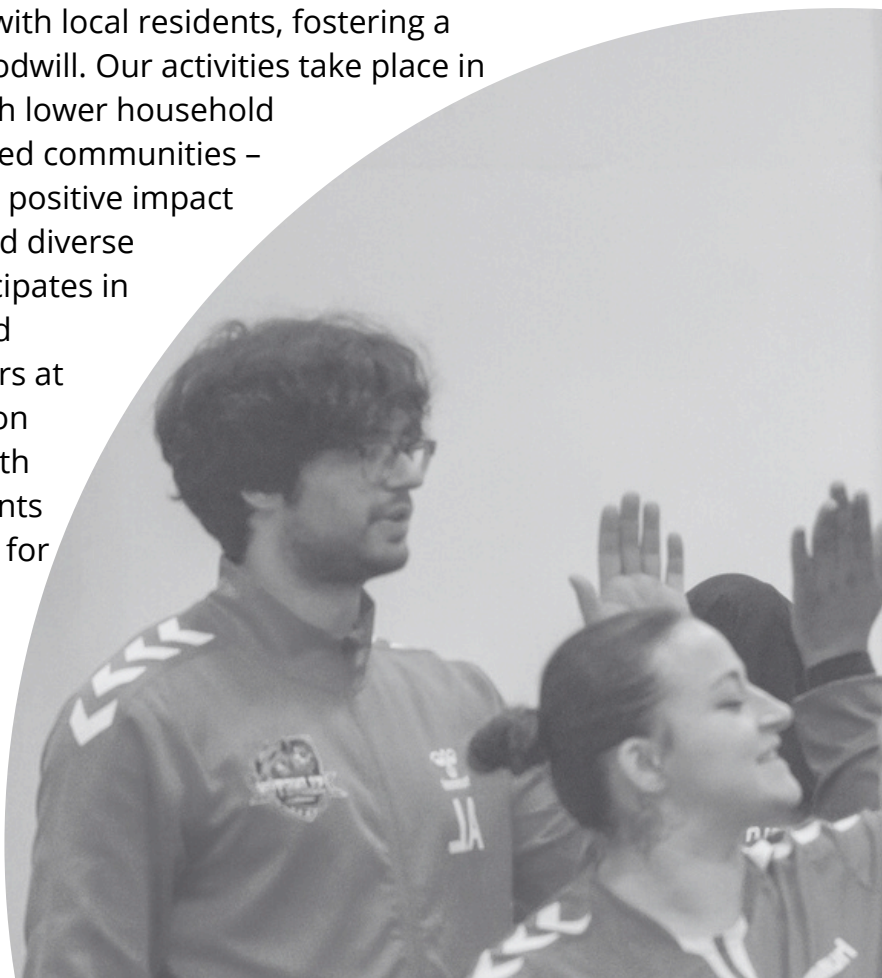
## WHY SPONSORING US?

Sponsoring us means joining forces with a passionate and dynamic community dedicated to the exhilarating sport of handball. Together, we can achieve great things and make a positive impact both within our sport and in the local community. Join us in our journey to success and become a valued partner in our pursuit of excellence.

### Benefit of sponsoring us

**Local and country-wide brand exposure:** by sponsoring our club, your company can further expand its exposure within the local community of Islington. Our club's home ground near Holloway Road Underground Station is located right next to F.C. Arsenal's Emirates Stadium and London Metropolitan University – with thousands of fans and students passing by every week. With your logo featuring on our club's equipment and in our social media channels, your brand visibility can reach our members, many of which are connected to numerous other companies and institutions in and around London – including world-class universities (e.g. University College London and London School of Economics and Political Science), major public and private sector entities (e.g. Transport for London and Vodafone), as well as global corporations (e.g. consulting firms, banks, and law firms). Furthermore, through our away matches and England Handball's increasing live streaming of both Premier League and National Cup matches, your brand can be seen by people across the country.

**Authentic community engagement:** your company's association with our grassroots sports club will resonate with local residents, fostering a sense of community support and goodwill. Our activities take place in a borough that has its challenges with lower household incomes and children in disadvantaged communities – handball as a team sport can make a positive impact in the lives of residents of all ages and diverse backgrounds. Our club actively participates in community events, tournaments, and workshops (e.g. University Sports Fairs at University College London and London Metropolitan University, London Youth Games Inspire Festival, outreach events in schools), providing an opportunity for your brand to connect directly with potential customers. By supporting our efforts to promote sports and an active lifestyle, your company can position itself as a socially responsible organisation and build meaningful relationships within the community.







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**Networking:** sponsoring us also offers unique opportunity for networking. With members hailing from various nationalities, age groups, and backgrounds, our club serves as a vibrant melting pot of diversity and inclusion. Networking with us allows you to:

- Connect with individuals from diverse backgrounds, reaching new markets and expanding their network.
- Engage in conversations with individuals from different cultures and professions, gaining valuable insights and perspectives.
- Support a club that celebrates diversity, building trust and loyalty among customers who value inclusivity.
- Form genuine connections with individuals who share a passion for sports and community involvement, laying the foundation for long-lasting relationships.

**Positive association:** create a positive association with values that resonate deeply with our community. By aligning your brand with our club, you can benefit from:

- *Teamwork and Collaboration:* Our club embodies the spirit of teamwork and collaboration, both on and off the field.
- *Dedication and Passion:* Our members are passionate about the sport of handball and dedicated to achieving excellence.
- *Community Engagement:* Our club is deeply rooted in the local community, bringing people together from all walks of life.
- *Sportsmanship and Integrity:* Our club upholds the values of sportsmanship, integrity, and fair play.
- *Healthy Lifestyle and Well-being:* Handball promotes physical fitness, mental well-being, and a healthy lifestyle.





# SPONSORSHIP OPPORTUNITY

## WHAT WOULD YOUR SPONSORSHIP MONEY BE USED FOR?

Our club is nearly exclusively reliant on membership fees to meet our recurring expenditures, which we estimate at around GBP35,000 for the season 24-25. We operate on a not-for-profit basis and reinvest all funds into growing the club, training our volunteers in critical roles (e.g. coaching and safeguarding), organising training sessions and matches, and maintaining equipment (e.g. goals, balls, kit).

### Example

- Enabling free training for our youth players, covering membership fees, hall rent, equipment costs, and fees for weekend competitions, as well as related travel
- Expanding the skills and certifications of our club volunteers in coaching, safeguarding, refereeing, table-officiating, and other roles
- Purchasing additional equipment to support the growth of the club (e.g., new goal posts and nets, balls, shirts, tracksuits, and other training equipment)
- Contributing to the hall rental costs for all our adult and youth teams for training, matches, and other competitions, allowing for a discounted membership fee for players in financial hardship situations

### Sponsorship levels

We understand that every business has unique needs and objectives when it comes to sponsorship. That's why we're open to negotiation and customisation to ensure that your sponsorship aligns perfectly with your goals. While we offer standard sponsorship packages, we're also flexible and willing to tailor a sponsorship arrangement that suits your specific requirements. Whether you're looking for branding opportunities, marketing exposure, or employee engagement initiatives, we're here to work with you to create a sponsorship package that delivers maximum value for your investment.







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## Sponsorship proposal

We understand that as a small club, we may not offer the same scale of benefits as larger clubs when it comes to sponsoring opportunities. However, we believe that by working together, we can create a meaningful partnership that resonates with the local community in our Borough and wider London, as well as across the country through our away matches in the leagues and cup. We're confident that our recent promotion to the Premier League and our club's evolution present excellent opportunities for mutual benefit.

Level	Platinum	Gold	Silver	Bronze
Company banner for display at training venue and during matches	Large (3m wide)	Medium (2m wide)	Small (1m wide)	None
Company logo on match shirts	Front	Back	Sleeve	No
Company logo included on the website	Yes	Yes	Yes	Yes
Company logo included on social media channels	Yes	Yes	No	No
Company employees and their children can join up to 3 of our training sessions at no cost	Yes	Yes	Yes	Yes
Free handball session organised for corporate event	Yes	No	No	No
Sponsorship Fee	£7,000	£5,000	£3,000	£1,500







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## GET IN TOUCH WITH US!

By aligning your brand with our club's values of teamwork, discipline, and fair play, you can make a positive impact in the lives of individuals within our club and the wider community, creating goodwill and loyalty towards your brand.

We are more than happy to address any questions you may have in a personal conversation - **please do not hesitate to contact us** by writing to: [management@islingtonhandball.com](mailto:management@islingtonhandball.com)

On the behalf of the Rat family: Thank you in advance for your consideration and hopefully future support in helping us grow and promote handball as a fantastic team sport in our community.

Sincerely,

Alexandra Vaideanu  
Club President

Renard Teipelke  
Club Treasurer



[management@islingtonhandball.com](mailto:management@islingtonhandball.com)



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