



## **SPONSORSHIP OPPORTUNITY SEASON 2023-2024**

### **Is your company or organisation interested in a sponsorship opportunity?**

On behalf of the London Islington Handball Club (IHC), we are excited to present you with a unique opportunity to support our growing sports club as a sponsor in the new season 2023-2024. Located in the heart of the London Borough of Islington and right next to the Emirates stadium, 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?***

With some 19 million people of all ages playing this sport across five continents, handball is an exciting team sport with a growing number of players in the UK. It combines stamina, speed, and strength with technical precision, agility, and teamwork. An Olympic sport since the 1970s, it is loved for the fast pace, physical benefits, and entertaining matches.

### ***Facts about Islington Handball Club:***

- Founded in 2011 and incorporated as a Community Interest Company in 2017
- Maintained activities during the COVID pandemic and came out of the lockdowns with a new strategy
- Doubled membership in the past 3 years from 30 to 60 members
- Nearly 20 nationalities represented in the club
- Unpaid volunteers are at the heart of our activities (including trained and certified roles)
- One of England Handball's most active social media presence on Instagram and Facebook
- Featuring 5 teams in the new 23-24 season:
  - First Men Team in Premier League (England Handball's highest league)
  - Second Men Team in Regional League Southeast South
  - Third Men Team in Regional League Southeast North
  - First Women Team in Regional League South
  - Youth Team in weekend competitions

### ***Benefits that come with sponsoring our club:***

**Local and country-wide brand exposure:** By sponsoring our club, you can underscore your commitment and brand exposure within London and 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, major public and private sector entities, as well as global corporations. 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 brand'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



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directly with existing and potential future fans. By supporting our efforts to promote sports and an active lifestyle, you can position your organisation as socially responsible, with meaningful relationships within the community.

### ***What would your sponsorship look like?***

Our club is nearly exclusively reliant on membership fees to meet our recurring expenditures. 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).

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. 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 are open to discussing sponsorship packages that align with your club's budget and objectives, ensuring that both parties benefit from the collaboration. We are currently offering platinum, gold, silver, and bronze sponsorship levels. Please do reach out to us for further information!

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