



# NEWCASTLE EAGLES BASKETBALL



2021-22

# SPONSORSHIP & HOSPITALITY



# THE MOST SUCCESSFUL TEAM IN BRITISH BASKETBALL HISTORY







# JOIN THE WINNING TEAM

## INTRODUCTION

Newcastle Eagles Basketball Club are **the most successful team in British basketball history** and the most successful professional sports team in the North East.

We play in the British Basketball League (BBL), the franchise-based **top-flight of the sport in the UK**. In the 2021-22 season ten clubs will face each other with an average of 21 home games across four competitions; the BBL Championship, Cup, Trophy and Play-Offs, the last of which is the culmination of the campaign where the top eight teams embark on the road to The O2 in London for the final piece of silverware.

The club has won **27 trophies in just over 17 years** to the delight of many sold-out crowds since moving into the state of the art Vertu Motors Arena in 2019, which has opened up new sponsorship and hospitality opportunities.



**ATTENDANCES OF OVER 2,600  
IN A FAMILY FRIENDLY ATMOSPHERE**





## OUR ARENA

The Vertu Motors Arena (VMA), formerly the Eagles Community Arena, is the brand-new state-of-the-art home to **Newcastle Eagles Basketball Club**, with both our top-flight men's and women's teams, as well as our academy programmes, training and playing their home games in their own venue for the first time in the organisation's history.

Our doors are **open 362 days per year**, seven days a week, from 8am until 10pm, with the closing time being extended dependent on events.

The adaptable venue hosts a broad range of events and meetings, sports, educational and community activity and more - from Matchroom Boxing live on Sky Sports to international conferences, weddings and much more - all contributing to a forecast football of over 300,000 visit per year.

A large floor space coupled with an adaptable and forward-thinking building layout, all at a convenient location, make the venue an attractive proposition for conferences, fairs, dinners and many other events.

The **2,200m<sup>2</sup> arena** with **2,800 seats** is the largest indoor hall space in the region capable of hosting large scale events for up to 2,000 guests.

VMA also comprises of a large foyer area and an upstairs with two flexible multi-purpose spaces for up to 400 people and hospitality for 350 covers.

Our facility is the base **for the Eagles Community Foundation (ECF)** charitable trust, helping the charity develop in its key focus sports, including, netball, volleyball and wheelchair basketball as key sports.

The arena's neighbours **Newcastle College**, the largest further education organisation in the region, will also utilise the multi-purpose facility.

## OUR FOUNDATION

The Eagles Community Foundation (ECF) is a charity that works in partnership with **over 200 schools**, delivers a significant club development programme along with an elite performance academy, working together with higher and further education institutions across the region.

ECF employ 11 full-time and 25 part-time coaches delivering activity across Tyneside, Wearside and Northumberland on a daily basis, delivering **over 150 outreach sessions per week**.

In addition ECF operate **junior clubs at over 40 sites** across the North East and league for them to compete in. All Eagles Central Venue League games take place at the new venue with **70 teams per week participating**.

Over an academic year staff will engage **more than 20,000 young people** across a network of school, after school and outreach work.

Annually **over 1,000 participants with disabilities** are engaged in partnership with Newcastle College, Percy Hedley, Hadrian School and the local community.

**FOR MORE INFORMATION ON GETTING INVOLVED WITH THE FOUNDATION OR HIRING EVENT SPACE AT THE VERTU MOTORS ARENA CALL 0191 245 3880 OR VISIT [NEWCASTLE-EAGLES.COM](http://NEWCASTLE-EAGLES.COM)**







# GAME NIGHT OPPORTUNITIES

## BE OUR NEXT VIP



The Brian Manning Suite is our first class pre and post-game venue to host you and your guests in style.

The VIP only bar is open throughout the game until late after the final buzzer, with action shown live from the arena and refreshments flowing so you don't miss a minute.

You can enjoy a delicious two-course meal served pre-game with an exclusive speech from our coaches, Q&As with special guests and more entertainment so you start your game night the right way.





## THE BRIAN MANNING SUITE

### VIP HOSPITALITY

At the Eagles we pride ourselves on our game nights and our VIP hospitality experience is the perfect way to celebrate, entertain guests and network.

#### INCLUDES:

- VIP tickets for the best seats in the house
- Two course speciality hot buffet meal – tables from 4 to 10
  - Main course pre-game from 6pm
  - Dessert served at half-time
- Souvenir programmes
- Access to the hospitality suite and bar before, during the game with the action shown live from the arena, and until late after the final buzzer
  - Welcome speech from our head coach
  - Pre-game sponsor presentations
  - Q&A with any special guests
  - Post-game players 'meet and greet'
- Parking spaces – 1 space per 4 guests in our main car park

**FROM £60 PER PERSON + VAT**







## BALL SPONSORSHIP

### PACKAGE INCLUDES

- **Your company logo on:**
  - Large arena digital LED screens
  - Courtside east perimeter LED screens
  - Back of programme
  - Game Day morning social media post
- **Accreditation via game night commentary** before and during the game as well as throughout the breaks in-play and at half-time
- **10 x VIP tickets to the game with hospitality suite access, including:**
  - **Pre-game**
    - Bar and buffet
    - Sponsor presentations
    - Souvenir programme each
    - Welcome speech from our head coach
    - Q&A with special guests
  - **Half-time bar**
  - **Post-game bar and players 'meet and greet'**
- **Commemorative Molten basketball signed by the team** presented to you in the hospitality suite before the game



**£750 + VAT**



## MATCH SPONSORSHIP

### PACKAGE INCLUDES

- **Your company logo on:**
  - Large arena digital LED screens
  - Courtside east perimeter LED screens
  - Front and back of game programme
  - Score update posts throughout the game on social media
- **Accreditation via game night commentary** before and during the game as well as throughout the breaks in-play and at half-time
- **10 x VIP tickets to the game with hospitality suite access**, including:
  - **Pre-game**
    - Bar and buffet
    - Sponsor presentations
    - Souvenir programme each
    - Welcome speech from our head coach
    - Q&A with special guests
  - Half-time bar
  - Post-game bar and players 'meet and greet'
- **4 x regular season tickets** for staff, clients or promotions
- **25 x regular seating tickets to sponsored game** for staff, clients, their families or promotional competition use
- **Full page advertisement in programme** for the game
- **3 x game night vehicle parking passes**
- **Post-game photo** with the Eagles for all your party
- **Commemorative Eagles jersey signed by the team** presented to you in the hospitality suite before the game
- **Opportunity to flyer our arena at the game**, including 3,000 seats and the 300 people hospitality suite (print to be provided or can be printed at additional fee)

**£1,500 + VAT**



## IN GAME EVENT SPONSORSHIP

### PACKAGE INCLUDES

- Opportunity to brand either of our two **Quarter Break** competitions or a **Time Out** competition for all home games in the season
- Branding on large arena digital LED screens and on court for the competition duration
- Flexibility to engage the game night audience in an interactive competition environment
- 4 x regular seating season tickets
- Half page advertisement in programme for the season
- Branding and link on website page about game night entertainment
- **Social media activity** around the promotion of the competition tagging in your company
- **Opportunity to flyer our arena of up to 3,000 seats** at a game of your choice across the season (subject to availability, print to be provided or at additional fee)

**£1,500 + VAT**



## DIGITAL SPONSORSHIPS



### SPONSORABLE ASSETS

- **Starting Five**
  - Your logo on the Starting Five Players graphic posted across social media channels pre-game - home and away (44-50 games)
- **Eagles MVP**
  - Your logo on the Eagles Most Valuable Player of the game graphic posted across social media channels - home and away (44-50 games)
- **Full Game Highlights**
  - Your logo in the introduction to the video posted across all social media channels post-game - home and away (44-50 games)



- **Eagles Dunk/Play of the Game**
  - Your logo in the introduction to the video posted across all social media channels post-game - home and away (44-50 games)
- **Post-Game Interview**
  - Your logo seen on screen either in the background or overlaid onto the video posted on Facebook after each home game (21-23)
- **Mid-Week Interview**
  - Your logo seen on screen either in the background or overlaid onto the video posted on Facebook during the each game week



## DIGITAL SPONSORSHIPS

### SPONSORSHIP INCLUDES

- Your logo on the social media graphic, in the video intro or overlaid on the video (depending on the package)
  - Estimated reach per game/week of **2,000 people**
    - Based on 2019-20 and 2020-21 average reaches

### TICKETS BOLT-ON

- 10 x VIP tickets to use across the season with hospitality suite access, including:
  - Pre-game
    - Bar and buffet
    - Sponsor presentations
    - Souvenir programme each
    - Welcome speech from our head coach
    - Q&A with special guests
  - Half-time bar
  - Post-game bar and players 'meet and greet'
- 1 x game night vehicle parking pass
- Post-game photo with the Eagles for all your party

ASSET SPONSORSHIP FOR SEASON

**£1,500 + VAT**

INCLUDING TICKETS BOLT-ON

**£2,000 + VAT**



Newcastle Eagles ✓

Favourites · 10 March 2020 · 🌐 · 🔄

🎤 It's all eyes on the prize this weekend as our Eagles fly into the BBL Trophy 2020 Final and as the region's media descended on the ECA today, Dan caught up with head coach Ian MacLeod.



3,867

People reached

442

Engagements

Boost post



49

20 comments 3 shares 1.3K views

## SILVER PLAYER SPONSORSHIP

### PACKAGE INCLUDES

- **Accreditation via introduction commentary and your logo featured on large arena digital LED screens during introduction video** for sponsored player across the season
- **Your logo in the game programmes** on the Player Sponsorships page for the season
- **Your logo and link on website page for your player** for the season
- **4 x regular seating season tickets**
- **Game night photo opportunity with sponsored player**
- **2 x personal appearances** by your player over the season (subject to availability)
- **Opportunity to flyer our arena of up to 3,000 seats** at a game of your choice across the season (subject to availability, print to be provided or at additional fee)

**£1,500 + VAT**





## GOLD VIP PLAYER SPONSORSHIP

### PACKAGE INCLUDES

- **Accreditation via introduction commentary and your logo featured on large arena digital LED screens during introduction video** for sponsored player across the season
- **Your logo in the game programmes** on the Player Sponsorships page for the season
- **Your logo and link on website page for your player** for the season
- **4 x VIP season tickets with hospitality suite access, including:**
  - Pre-game
    - Bar and buffet
    - Sponsor presentations
    - Souvenir programme each
    - Welcome speech from our head coach
    - Q&A with special guests
  - Half-time bar
  - Post-game bar and players 'meet and greet'
- **1 x game night vehicle parking pass for the season**
- **2 x personal appearances** by your player over the season (subject to availability)
- **Game night photo opportunity with sponsored player**
- **Opportunity to flyer our arena of up to 3,000 seats** at a game of your choice across the season (subject to availability, print to be provided or at additional fee)

**£3,500 + VAT**





## VIP HOSPITALITY PARTNER

### PACKAGE INCLUDES

- 1 x Tier 2 or Tier 3 courtside advertising board
  - Seen in camera shots used by local/national media
- 4 x VIP season tickets with hospitality suite access, including:
  - Pre-game
    - Bar and buffet
    - Sponsor presentations
    - Souvenir programme each
    - Welcome speech from our head coach
    - Q&A with special guests
  - Half-time bar
  - Post-game bar and players 'meet and greet'
- 1 x game night vehicle parking pass for the season
- Full page advertisement in programme for the season
- Advert in rotation on all pages of Eagles website
- Invite to all corporate networking events and facilitation of business between the Eagles corporate 'family'
- 1 x Ball Sponsorship (see package entitlements)



**£5,000 + VAT**





**EXCITING ENTERTAINMENT**  
**WITH MOMENTS YOU WON'T WANT TO MISS**

**NOTE PRINT**

JOIN THE REVOLUTION  
[www.northernprintsolutions.com](http://www.northernprintsolutions.com)

PRINT  
[northernprint.html](http://northernprint.html)

**SC**  
**GRO**



# BRAND EXPOSURE IN THE ARENA AND IN THE MEDIA



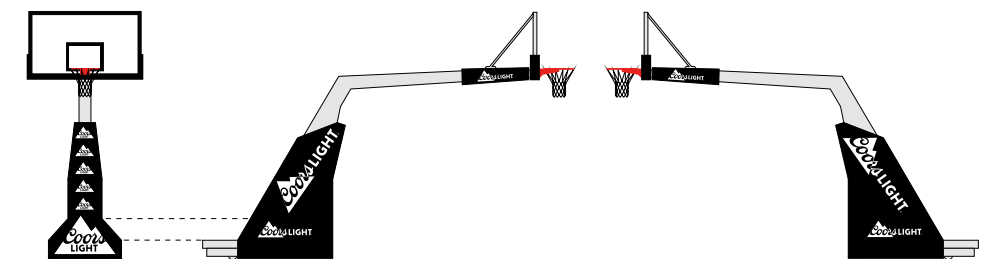




## HOOPS SPONSORSHIP

### PACKAGE INCLUDES

- **Your logo on the stanchions** at each end of the court for the season
  - Seen in camera shots used by local/national media, highlights and live broadcasts online and on TV including selected Sky Sports games
- **Your branding in action shot photos** on our website and social media



- **4 x VIP season tickets with hospitality suite access**, including:
  - Pre-game
    - Bar and buffet
    - Sponsor presentations
    - Souvenir programme each
    - Welcome speech from our head coach
    - Q&A with special guests
  - Half-time bar
  - Post-game bar and players 'meet and greet'
- **1 x game night vehicle parking pass for the season**
- **3 x opportunities to flyer our arena at the game**, including 3,000 seats and the 300 people hospitality suite (print to be provided or can be printed at additional fee)
- **8 x regular seat season tickets** for staff, client or promotional use
- **1 x Ball Sponsorship** (see package entitlements)

**£7,500 + VAT**

## STAND SPONSORSHIP

### PACKAGE INCLUDES

- **Naming of the stand with branding and/or advertising across wall behind the back row**
  - Seen in camera shots used by local/national media
- **4 x VIP season tickets with hospitality suite access, including:**
  - **Pre-game**
    - Bar and buffet
    - Sponsor presentations
    - Souvenir programme each
    - Welcome speech from our head coach
    - Q&A with special guests
  - **Half-time bar**
  - **Post-game bar and players 'meet and greet'**
- **1 x game night vehicle parking pass for the season**
- **10 x regular seat season tickets** for staff, client or promotional use
- **Full page programme advert** for the season
- **Targeted ticketing promotions** for discounted tickets in your stand



- **Social media and website competitions** tagging your accounts to win tickets for your stand
- **Advert in rotation on all pages of Eagles website**
- **Invite to all corporate networking events** and facilitation of business between the Eagles corporate 'family'

**£15,000 + VAT**





## SPONSORSHIP & HOSPITALITY

### SHORTS SPONSORSHIP

#### PACKAGE INCLUDES

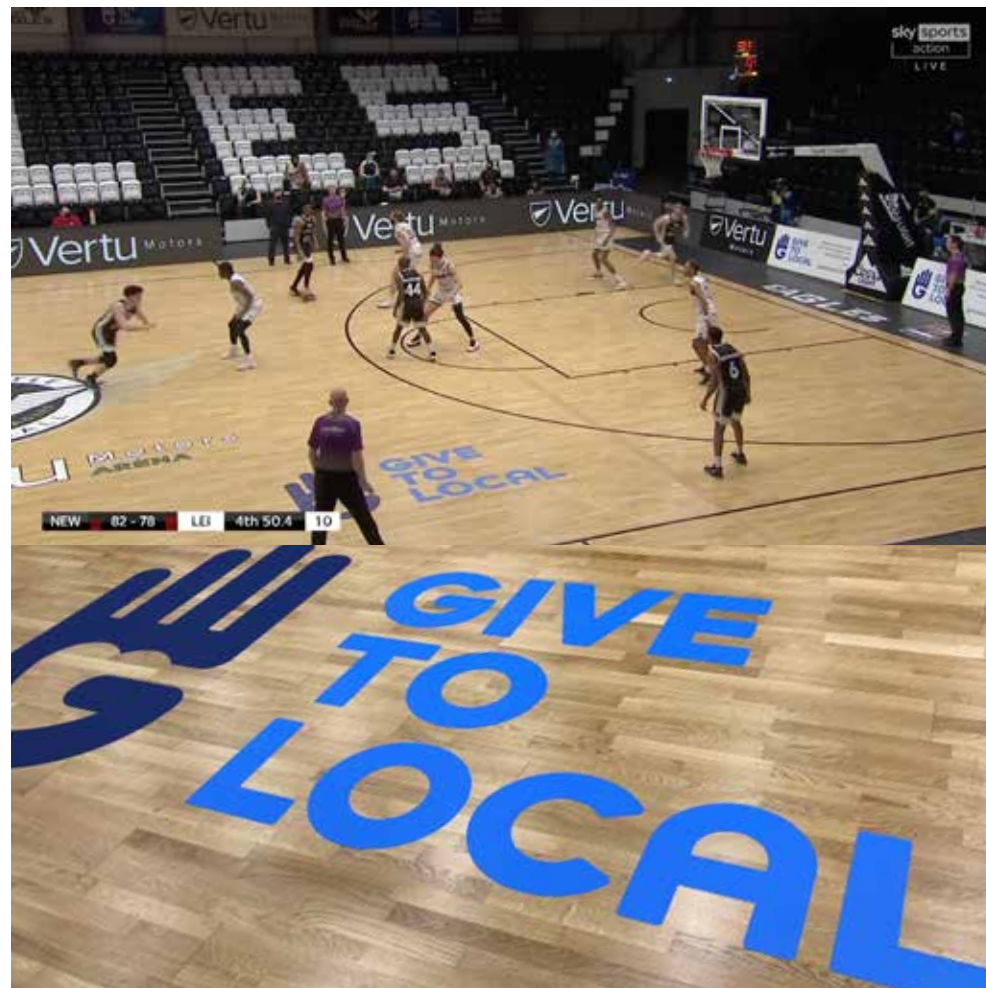
- **Your logo on the Eagles team shorts** for the 2021-22 season
  - Seen in camera shots used by local/national media
- **2 x Tier 1 courtside advertising boards / perimeter LED screens**
  - Seen in camera shots used by local/national media
- **Your logo featured in rotation on large arena digital LED screens** across the season
- **6 x VIP season tickets with hospitality suite access**, including:
  - Pre-game
    - Bar and buffet
    - Sponsor presentations
    - Souvenir programme each
    - Welcome speech from our head coach
    - Q&A with special guests
  - Half-time bar
  - Post-game bar and players 'meet and greet'
- **2 x game night vehicle parking passes for the season**
- **20 x regular seat season tickets** for staff, client or promotional use
- **1 x Match Sponsorship** (see package entitlements)
- **Full page programme advert** for the season
- **4 x opportunities to flyer our arena**, including 3,000 seats and the 300 people hospitality suite (print to be provided or can be printed at additional fee)
- **PR and social media activity** promoting the partnership

**£20,000 + VAT**

## COURT SPONSORSHIP

### PACKAGE INCLUDES

- **Your logo on the court** inside the three-point line at each end
  - 2 x vinyls of your logo in the 'D', inc. production
  - Seen at all non-carpeted Vertu Motors Arena events throughout the 2021-22 BBL season as the logos are permanent on the floor
  - Sky Sports cover selected live BBL games per season
  - All games streamed live on BBL Player
  - Highlights of every game posted to club and league social media
- **2 x Tier 1 courtside boards / perimeter LED screens**
  - Seen in camera shots used by local/national media
- **Your logo featured in rotation on large arena digital LED screens** across the season
- **6 x VIP season tickets with hospitality suite access**, including:
  - Pre-game
    - Bar and buffet
    - Sponsor presentations
    - Souvenir programme each
    - Welcome speech from our head coach
    - Q&A with special guests
  - Half-time bar
  - Post-game bar and players 'meet and greet'
- **2 x game night vehicle parking passes for the season**



- **8 x regular seat season tickets** for staff, client or promotional use
- **1 x Match Sponsorship** (see package entitlements)
- **Full page programme advert** for the season
- **PR and social media activity** promoting the partnership
- **4 x opportunities to flyer our arena**, including 3,000 seats and the 300 people hospitality suite (print to be provided or can be printed at additional fee)

**£25,000 + VAT**



# SPONSORSHIP & HOSPITALITY

## REVERSE OF SHIRT SPONSORSHIP

### PACKAGE INCLUDES

- **Your logo in prime position** on rear of playing jersey and shooting shirts
- **2 x Tier 1 courtside advertising boards / perimeter LED screens**
  - Seen in camera shots used by local/national media
- **Your logo featured in rotation on large arena digital LED screens** across the season
- **8 x VIP season tickets with hospitality suite access**, including:
  - Pre-game
    - Bar and buffet
    - Sponsor presentations
    - Souvenir programme each
    - Welcome speech from our head coach
    - Q&A with special guests
  - Half-time bar
  - Post-game bar and players 'meet and greet'
- **3 x game night vehicle parking passes for the season**
- **50 x regular seat season tickets** for staff, client or promotional use
- **1 x Silver Player Sponsorship** (see package entitlements)
- **1 x Match Sponsorship** (see package entitlements)
- **2 x full page programme adverts** for the season
- **Accreditation via game night commentary** before and during the game as well as throughout the breaks in-play and at half-time.
- **Rights to use Eagles logo as a partner**
- **Sponsor exclusivity in your sector**

(subject to terms of existing partnerships)

**£35,000 + VAT**



**YOU HAVE OUR BACKS**  
**YOUR BRAND ON OUR KIT**

# VERTU MOTORS ARENA

## HOME OF THE EAGLES





# UNIQUE INTERNAL SPACES

## THE VENUE FOR YOUR NEXT EVENT

The Vertu Motors Arena's flexible internal spaces work in a number of configurations with a truly multi-purpose design.

- **Hospitality rooms** catering for up to 300 people
  - Readily equipped for board meetings, conferences, presentations, training sessions and other many other types of events
  - These facilities have already been utilised by some of the region's biggest organisations.
- **Arena** with 2,200m<sup>2</sup> of floor space and 2,600 retractable seats
  - Suitable for flexible capacity conferences, sporting, staged and live broadcast events
  - The space can cater for medium to large scale events from exhibitions, fairs and trade shows up to dinners for 1,000 guests.
- **Fully functional catering kitchen** for up to 350 covers
- **Large foyer area with cafe**

FOR MORE INFORMATION ON HIRING SPACE CALL **0191 245 3880**



**SUPPORT OUR EAGLES  
COMMUNITY FOUNDATION**  
BRING YOUR BUSINESS TO THE  
VERTU MOTORS ARENA





**BE A PART OF IT**  
**THE WINNING TEAM**





## FULL SEASON SPONSORSHIPS

Package	Price + VAT
Reverse of Shirt Sponsorship	£35,000
Court Sponsorship	£25,000
Shorts Sponsorship	£20,000
Stand Sponsorship	£15,000
Hoops Sponsorship	£7,500
VIP Hospitality Partner	£5,000
Gold VIP Player Sponsorship	£3,500
Silver Player Sponsorship	£1,500
In Game Event Sponsorship	£1,500
Digital Sponsorship Per Asset	£1,500

## SINGLE GAME SPONSORSHIPS

Package	VIP	Regular	Price + VAT
Match Sponsorship	10	25	£1,500
Ball Sponsorship	10	-	£750

## ADVERTISING

Type	Level	Position / Duration	Price + VAT
Boards	Tier 1	Courtside East / Perimeter LED	POA
	Tier 2	East Wall	£2,000
	Tier 3	Courtside West	£1,500
Courtside advertising board production			£100
Programme	Full Page	Single Game	£150
		Season	£2,000
	Half Page	Single Game	£100
		Season	£1,500
Website	MPU	Rotation on all pages for season	£2,000

## VIP HOSPITALITY TICKETS & BUNDLES

Type	Tickets	Price + VAT
Single Game	1	£60
	4	£55 pp £220
	10	£50 pp £500
Season	1	£50 pp per game £1,000
	4	£45 pp per game £3,600
	10	£40 pp per game £8,000
Bundle	50	To use across the season £2,500

We are also able to offer group ticketing packages encompassing regular seats, food and drink along with additional benefits for large corporate entertaining and staff incentives - please contact us for details.

Across all four competitions in a British Basketball League season we play an average of 20 home games.

## JOIN OUR TEAM



Newcastle Eagles Basketball  
0191 245 3880  
[www.newcastle-eagles.com](http://www.newcastle-eagles.com)  
[office@newcastle-eagles.com](mailto:office@newcastle-eagles.com)



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NE4 7AF



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 #AllTeamEagles