



DeaflympicsGB

# SPONSORSHIP PROPOSAL



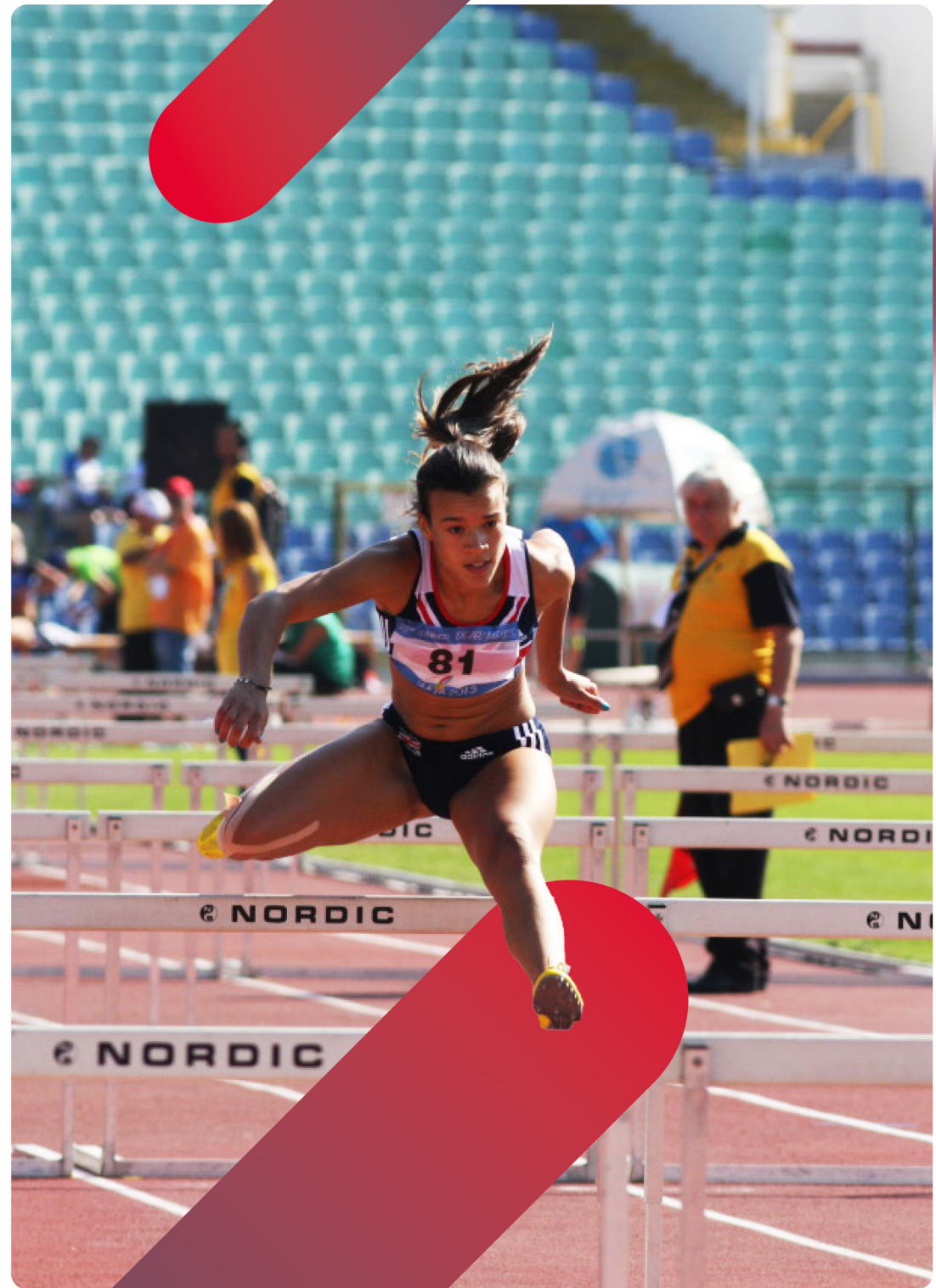
# INTRODUCTION

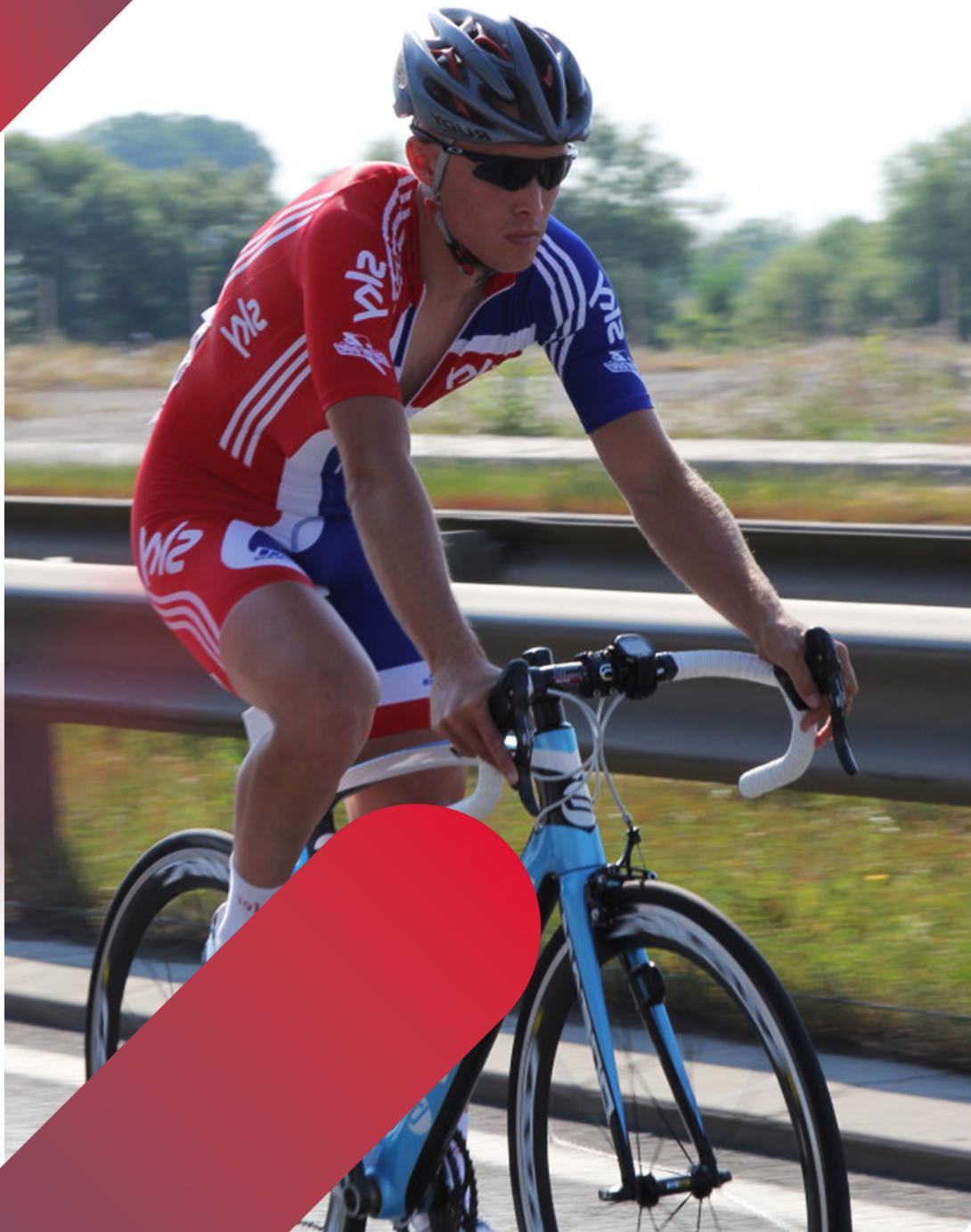
DeaflympicsGB is proud to representing Great Britain at the 2025 Summer Deaflympics in Tokyo, Japan.

As the premier event for deaf athletes worldwide, the Deaflympics offer a unique opportunity for British athletes to showcase their exceptional talents on the global stage.

We invite you to join us on this exciting journey as a key sponsor or partner, supporting DeaflympicsGB as we aim to break records, inspire communities, and champion equality in sports.

Your sponsorship will not only help our athletes perform at their best but also align your brand with values of diversity, inclusion, and excellence





# OUR MISSION

Provide opportunities for deaf athletes to compete at the highest level

Raise awareness of deaf sports and inspire future generations of deaf athletes

Foster an inclusive sporting culture across the UK and beyond.

Empower athletes to achieve sporting excellence and win medals.

Advocate for greater awareness and inclusion of deaf individuals in sport



# DEAFLYMPICS, 2025

 TOKYO, JAPAN

The Deaflympics in Tokyo will feature thousands of athletes from over 80 countries competing across various sports disciplines.

The DeaflympicsGB team are ready to compete, win medals and make history, but we need your support to make this possible!

We offer a range of sponsorship packages designed to maximise exposure and engagement for your brand while making a meaningful impact on the success of DeaflympicsGB.



# SPONSORSHIP PACKAGES



	Supporter £1,000 - £9,999	Bronze £10,000	Silver £25,000	Gold £50,000	Platinum £100,000
Headline Partner of DeaflympicsGB with Title Sponsor recognition (DeaflympicsGB presented by [Your brand])					✓
Signed DeaflympicsGB official competition kit from all sports and opening/closing ceremony kit					✓
Prominent logo placement on all marketing materials, website and social media platforms					✓
Official Deaflympics 2025 memorabilia				✓	✓
Logo displayed on DeaflympicsGB opening and ceremony closing ceremonies kit				✓	✓
Post-event impact report of your sponsorship			✓	✓	✓
Logo placement on marketing materials, website and social media platforms			✓	✓	✓
Access to athletes for PR activities and events			✓	✓	✓
VIP invite to official DeaflympicsGB event such as athlete send off and post-Games celebration			✓	✓	✓
Feature article and interview in all DeaflympicsGB newsletters			✓	✓	✓
Social media promotion across all platforms, with regular mentions, links and promotional posts			✓	✓	✓
Dedicated press release highlighting your sponsorship			✓	✓	✓
Invitation to team training sessions and the chance to engage directly with the athletes		✓	✓	✓	✓
Social media mentions		✓	✓	✓	✓
Visit from an athlete to the workplace to deliver a presentation on their journey*		✓	✓	✓	✓
Signed DeaflympicsGB memorabilia	✓	✓	✓	✓	✓
Invite to DeaflympicsGB sponsor lunches or dinners	✓	✓	✓	✓	✓

# PARTNERSHIP PACKAGES



	<b>Tier 1</b> In-Kind Partnership Package - High Value	<b>Tier 2</b> In-Kind Partnership Package - Moderate Value
<b>Product &amp; Service Provision</b>	<ul style="list-style-type: none"> <li>✔ <b>Flight Partner:</b> Provide accessible flights for a large cohort of athletes and staff to travel.</li> <li>✔ <b>Kit &amp; Equipment Partner:</b> Provide high-quality team uniforms, training gear, and equipment for players and staff pre-competition and in competition</li> <li>✔ <b>Sports Nutrition Partner:</b> Provision of Informed Sport approved products for all sports to use for training camps and in competition. Provide athletes with discounted products for personal use. Mention as the "Official Nutrition Partner" on select digital and social media platforms.</li> <li>✔ <b>Technology &amp; Performance Analytics Partner:</b> Supply performance-tracking software, wearables, and data analytics tools to optimise athlete training. Access to advanced tech support and training for the coaching staff</li> <li>✔ <b>Health &amp; Wellness Partner:</b> Access to a state-of-the-art training facility, rehabilitation services, physiotherapy sessions, or nutrition consultations for players. Branding as the "Official Health Partner" on digital platforms and press releases.</li> </ul>	<ul style="list-style-type: none"> <li>✔ <b>Kit &amp; Merchandise Partner:</b> Provide select training kit, accessories (e.g., socks, hats), or promotional merchandise for fan giveaways.</li> <li>✔ <b>Food &amp; Beverage Partner:</b> Supply food and beverage options for the team's training sessions or post-game meals. Access to team events to set up food stalls or promotional booths for sampling.</li> <li>✔ <b>Fitness &amp; Conditioning Partner:</b> Offer access to fitness programs or home gym equipment. Mention as the "Official Fitness Partner" on select digital and social media platforms.</li> </ul>
<b>Branding &amp; Visibility Opportunities</b>	<ul style="list-style-type: none"> <li>✔ Prominent partner branding on display at training camps.</li> <li>✔ Branding visibility during any media promotions</li> <li>✔ Website &amp; Digital Presence: Featured prominently on the team's official website, including a partner profile page and logo placement on the homepage.</li> </ul>	<ul style="list-style-type: none"> <li>✔ <b>Digital Sponsorship:</b> Partner's logo featured on team newsletters, social media stories, and promotional videos. Signage banners displayed at training camps and official DeaflympicsGB events.</li> </ul>
<b>Fan Engagement &amp; Activation Rights</b>	<ul style="list-style-type: none"> <li>✔ Space at DeaflympicsGB events such as sponsor lunches for product demonstrations, giveaways, or engagement activities.</li> <li>✔ <b>Exclusive Fan Experiences:</b> Co-branded VIP experiences such as player meet-and-greets, training camp invites or autograph sessions for partner's clients or contest winners.</li> <li>✔ <b>Event Sponsorship:</b> Naming rights for specific events like fan festivals, training camps, or halftime shows, creating additional visibility and engagement opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>✔ <b>Promotional Campaigns:</b> Collaborate on co-branded digital campaigns like fan polls, medal predictions, or social media giveaways.</li> <li>✔ <b>Ticket Promotions:</b> Partner with the team to offer discounted match tickets or exclusive fan experiences to the partner's customers or employees.</li> <li>✔ <b>Product Sampling:</b> Permission to conduct product sampling or small-scale activations during training camps or DeaflympicsGB events.</li> <li>✔ <b>Competitions &amp; Giveaways:</b> Run co-branded contests where fans can win partner's products or exclusive experiences.</li> </ul>

# OUR IMPACT

DeaflympicsGB are an organization that advocates for deaf representation and inclusion in every aspect of life. Our athletes serve as role models for the deaf community, inspiring future generations to believe that anything is possible, regardless of the challenges they may face.



# GET INVOLVED

Join us as a partner in our journey to Tokyo for the Deaflympics 2025.

By supporting DeaflympicsGB, you will

Contribute to a movement that goes beyond sport.

Play a pivotal role in enabling athletes to achieve their dreams.

Promote the representation of deaf individuals on an international stage.

Your support will help cover training costs, equipment, travel, accommodation, and other essential resources needed for DeaflympicsGB to succeed.







# CONTACT

For more information on sponsorship opportunities or to discuss bespoke packages, please contact us:

**Claire Stancliffe,**  
DeaflympicsGB Fundraising and Communications Lead

✉ [fundraising@deaflympicsgb.org.uk](mailto:fundraising@deaflympicsgb.org.uk)

👉 [ukdeafsport.org.uk/deaflympicsgb](https://ukdeafsport.org.uk/deaflympicsgb)

Thank you for considering this unique and impactful sponsorship opportunity. Together, we can make a difference, supporting incredible athletes while promoting the values of inclusion, diversity, and excellence in sport.