

# GB Bobsleigh

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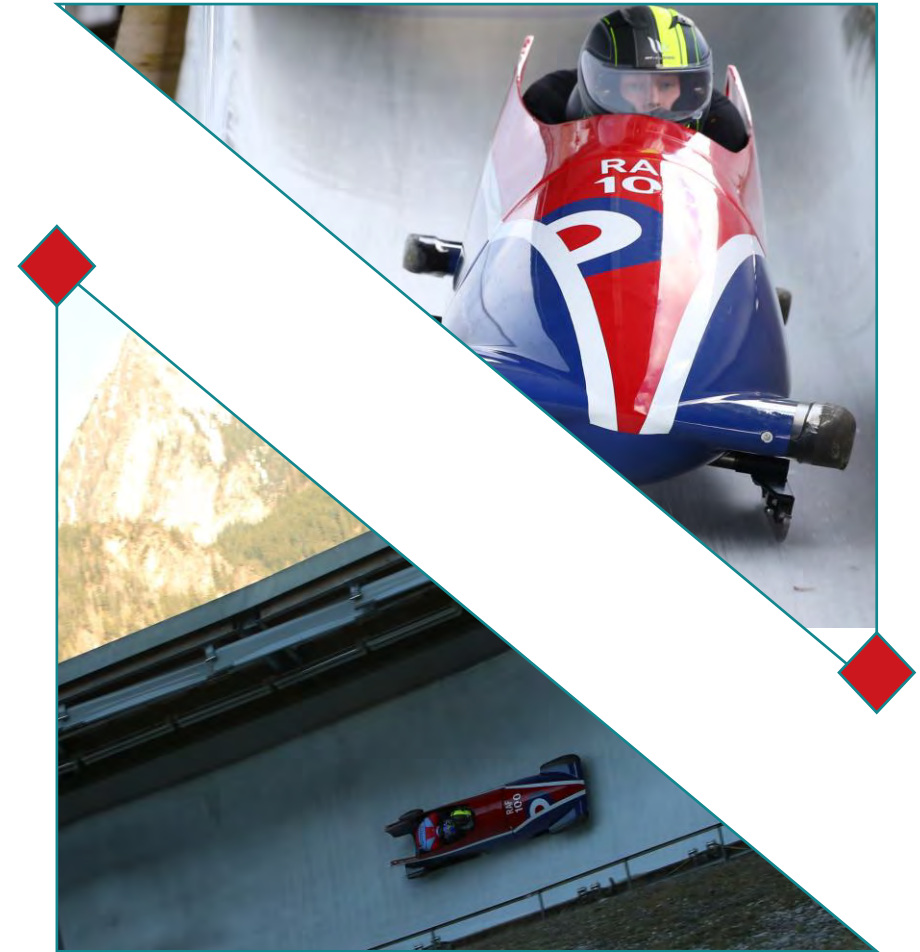
# Sponsorship



# INTRODUCTION

UK sport funding was sadly lost for Great Britain Bobsleigh nearly 2 years ago, putting in doubt our aim to qualify for the Olympics and contest for a medal.

This setback has not halted us, and we believe this is the beginning of a new journey, we are reaching out to companies to sponsor the GB Team in our bid to reach the Olympics.







# Cpl John Stanbridge

## RAF - Pilot

I have been competing in military bobsleigh for the past 4 seasons, last season was my debut international season as a brakeman on loan to New Zealand. Gaining selection for the GB development squad for the 20-2021 season as a pilot.

### Pilot

- No 1 RAF British Pilot last 2 seasons
- 2<sup>nd</sup> Overall at RAF Championships 2019,2020
- Selected for GB development squad June 2020

### Brakeman

- Inter Service Champions 2018
  - 9<sup>th</sup> place Overall on the North American Cup NZ 2019/2020 season
  - 9<sup>th</sup> place North American Cup race Lake Placid
  - 27<sup>th</sup> place European Cup Race Winterberg
  - x 2 19<sup>th</sup> place North American Cup Race Lake Placid
- 





# Cpl John Baines OLY

## RAF - Brakeman

A Former youth track sprinter turned Bobsleigh athlete, began competing for the military in 2005 and reached GB selection in 2008. A well established 2 man and 4 man brakeman competing at various World cup events and the 2014 Sochi Winter Olympics. The last major competition he featured as part of GBR 2 on the North American cup 2018/2019 circuit .

### Brakeman

- 4x British Champion
  - European Cup Gold 4-man
  - 4<sup>th</sup> Place World Cup Lake Placid
  - North America Cup 2<sup>nd</sup> Overall x6 Podium Finishes.
  - Sochi 2014 2 man and 4 man Olympic Brakeman
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# The Brakeman team



Jason Joseph



Great Britain Brakeman  
2020



British Army Parachute  
regiment Brakeman since  
2014

Alex Cortes-Tankard



RAF Bobsleigh Brakeman  
2019

Former Youth Yorkshire  
county track and field athlete

Alex Cartagena



RAF Bobsleigh Brakeman  
2020

RAF Powerlifting Champion  
Deadlift U82.5kg Class 2019



# Our Ambitions

We have high ambitions and goals ahead of us, with your sponsorship you could be part of our journey.

European Cup  
20/21 Season



Sponsorship will allow us to  
compete in the European  
Cup

Aim  
Race Top 20 finish

World Cup Qualification  
21/22 Season



Completion of 5 European  
Cup races will qualify us for  
the World Championships

Aim  
Top 20 Overall  
European Cup

World Championship  
21/22 Season



Sponsorship will allow us  
to compete amongst the  
very best at the World  
Championships

Aim  
Top 10 finish

Olympics  
2022/2026



Our ultimate goal is to  
qualify and compete at the  
Olympic Games

Aim  
Top 15 finish

# Sponsorship

## Requirements

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# An Elite level Team

## Requires Elite level Equipment



### The Sled £50000

The most vital piece of equipment that can provide the competitive edge for any team taking seconds away from the clock, Sled technology has improved since our sled was manufactured, **a world calibre sled can be rented for £8000.**



### Runners £5000

The Runners are what contact the ice, they provide the pilot with different levels of friction depending on the specification, a high quality set can improve speed and handling characteristics. In the same way a premium tyre can increase a cars performance.



### Travel & Subsistence £15000

The team needs to travel across Europe to reach events, necessary costs such as vehicle hire, accommodation, fuel ,food and race fees all take up a valuable mark on resources. The more we spend here the less we have to put towards the equipment that can make the competitive difference on ice.





# An Elite level Team

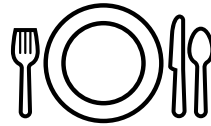
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Requires Elite level resources



## Travel

The movement of athletes and equipment is essential to reach competitions.



## Subsistence

The need to sustain peak condition is important as an athlete, without maintenance, team performance can be affected.



## Maintenance & Equipment

Keeping our equipment performing at its best will ensure that we can remained focused on the race and competition.



# Sponsorship

## Packages

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# Sponsor Packages



We need a minimum of £15,000 by October 2020 to place the team on track for the European cup

## Development

- Social Media Posts
- Team Photos
- Logo on team van
- Logo on team kit
- Product Endorsement
- Brand Engagement

£500 or Resources\*

## Premium

- Development Package plus
- Social Media Coverage
- Prime placement logo on team van and kit
- Corporate Bobsleigh taster day at GB training facility

£1500

## Elite

- Premium Package plus
- Team meet & greet
- Team Attendance at Corporate events
- Priority logo placement
- Exclusive Invitation to Inter-Services ice Championships including bobsleigh ride experience for 4 people.

£5000+

## \*Resource Support

- Equipment/ Tools
- Helmets
- Nutrition/Supplements
- Clothing

Opportunities exist to advertise and promote your brand in affiliation with our team.

All sponsorship packages are negotiable to suit your needs and to maximise potential business growth.



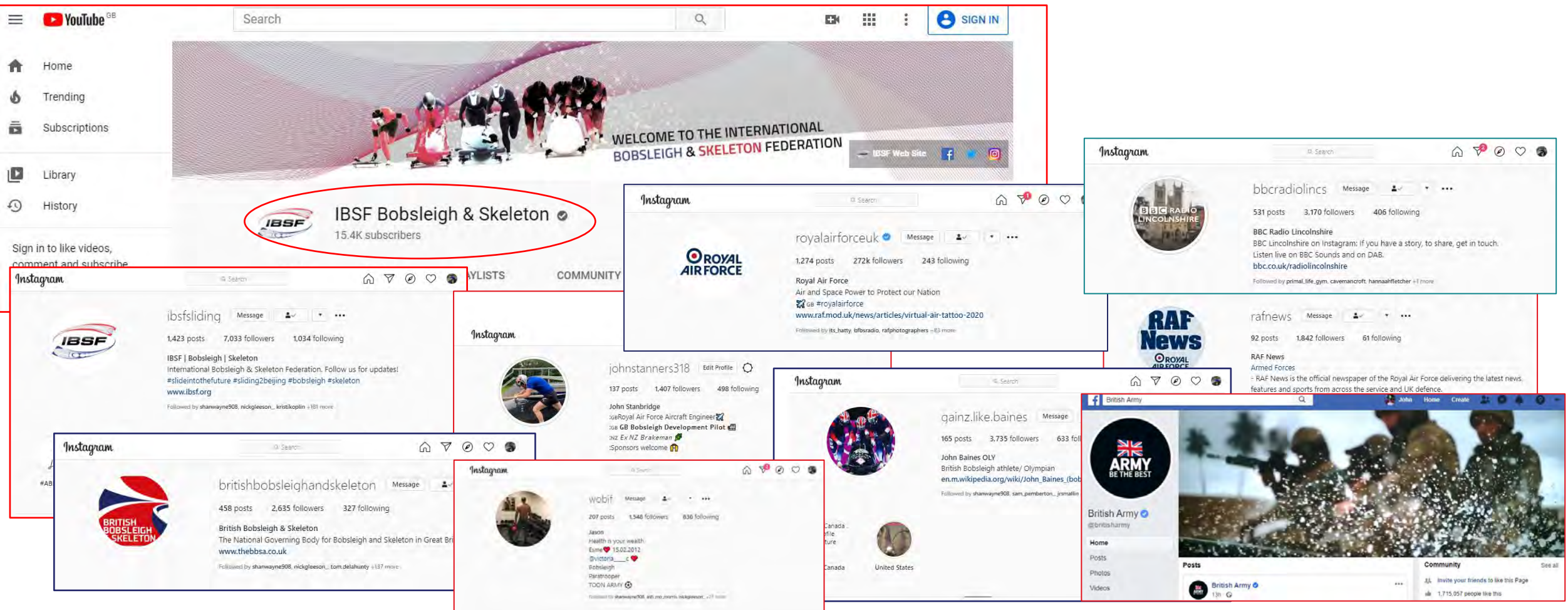


# Audience Coverage



Within our current community and followership there is a potential to reach a wide and varied audience as we develop together to World Cup competition level.

Affiliation with military athletes performing at an elite level may give potential access to clients within the unique Defence sector. We expect our followership to increase with upcoming coverage in military articles and features within Lincolnshire county news platforms.

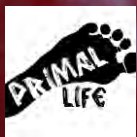




# Thank you

If you are interested in sponsoring  
please get in touch

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BAE SYSTEMS



RAF  
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