
**BRITISH
HANDBALL**

Preparing for the London 2012 Olympics

Sponsorship Opportunities

January 2009



BRITISH HANDBALL

The British Olympic Association (BOA) in 2006 described British Handball as one of its 'biggest challenges.' There was no GB team in existence at this point and the aim was to deliver a competitive team in 6 years for 2012.



BRITISH HANDBALL

Since April 2006 we have.....

- Established a high performance environment and system
- Established the centralised offshore academy programme
- Implemented a creative and innovative talent search
- Searched and recruited eligible overseas nationals
- Developed a staff and support team to support the athletes
- Developed strong relationships with key partners
- Started to compete in International competitions

*'A shining example of what a 'can do' attitude
can achieve' – UK Sport Mission 2012 Panel*



BRITISH HANDBALL

Women's Team Overview



BRITISH HANDBALL

Athlete Profile - Women

Name	Age	Position	Club	League/Div
Jeanett Anderson	17	PV	Aalborg DH	Danish U/18 Elite
Lyn Byl	29	PV	Bayer Leverkusen	German Bundisliga
Emma Dahlin	18	PV	RPIF	Sweden Div 2
Kelsi Fairbrother	19	RW	Horsens	Danish Div 1
Yvette Frings	30	RB	Teutonia Riemke	German Bundisliga 2
Kathryn Fudge	19	LB	Not Signed	BHA League
Britt Goodwin	25	LB	Toten	Norway Elite
Sarah Hargreaves	19	GK	Team Esbjerg	Danish Elite
Laura Innes	19	GK	Skovbakken	Danish Div 3
Sophia Cannon	17	LW	Gladsaxe	Danish U/18 Elite
Louise Jukes	24	RB	Skovbakken	Danish Div 2
Chloe Lam Moores	17	LW	Skovbakken	Danish Div 2
Holly Lam Moores	18	LW	SK Aarhus Youth	Danish U/18 Elite
Yvonne Leuthold	28	RB	DHB Rotweiss Thun	Switzerland Elite
Lyn McCafferty	29	CB	Horsens	Danish Div 1
Laura O'Mahony	19	LW/LB		Danish Div 2
Josephine Salter	19	RW	Strandby Elling DY	Danish U/18
Michelle Skovgaard	21	LW/LB	FCK	Danish Elite
Cerys Walker	19	GK	AGF	Danish Div 2

BRITISH HANDBALL

Recent Achievements

January 2008

GB Women v Luxemburg 26-36 GB (Win)

May 2008

Women's EHF Challenge Trophy (4th overall standing):

Cyprus 19-27 GB (Win)

Faroe Islands 16-19 GB (Win)

Estonia 16-24 GB (Win)

Finland 29-16 GB (Loss)

Bosnia 29-16 GB (Loss)

October 2008

Milestone Event Sheffield (Won tournament)

Turkey U21 22-13 GB (win)

Latvia 25-20 GB (Win)

Faroe Islands 15-16 GB (Loss)

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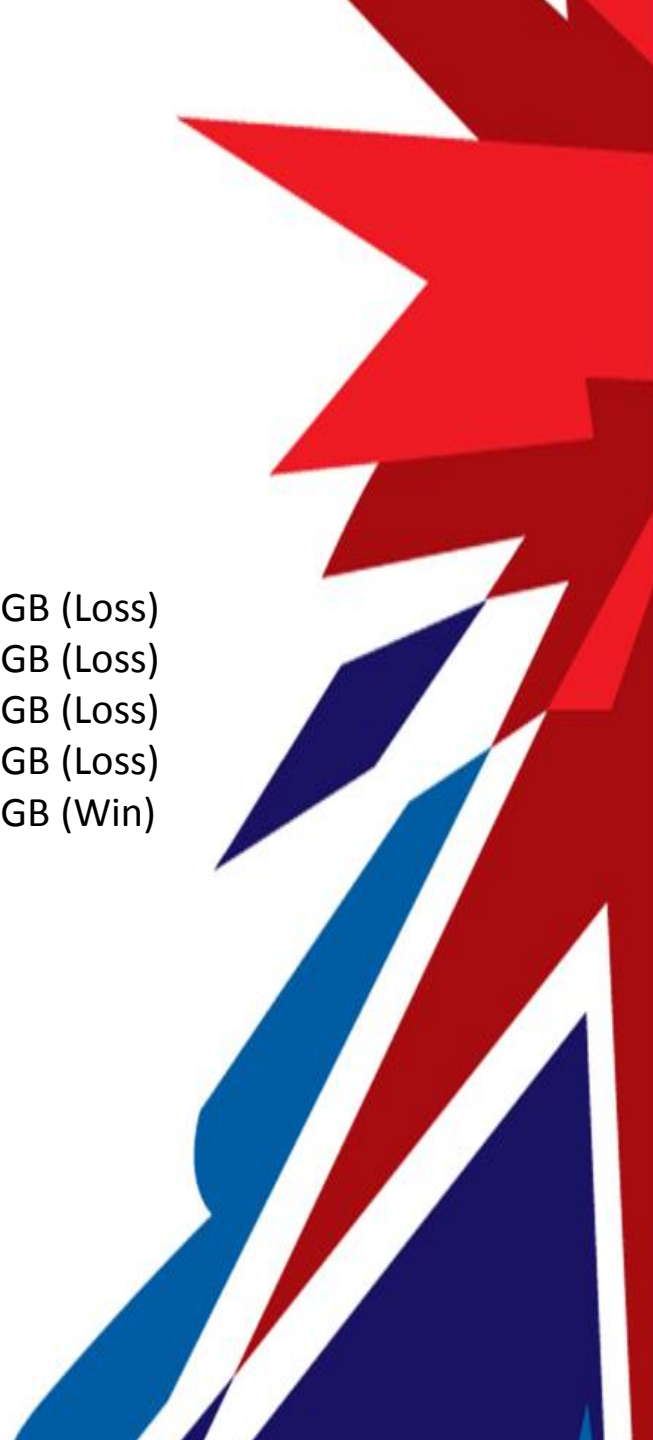


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November 2008

World Championship Qualification – Emmen, Holland

Netherlands	37-21	GB (Loss)
Lithuania	27-23	GB (Loss)
Czech Republic	34-17	GB (Loss)
Turkey	22-14	GB (Loss)
Greece	23-25	GB (Win)



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Men's Team Overview



BRITISH HANDBALL

Athlete Profile - Men

Name	Age	Position	Club	League/Div
Liam Back	23	RB	Not Signed	Danish Div 3
Thomas Barker	22	LW	Skovbakken	Danish Div 3
Merlin Braithwaite	23	RB	AGF	Danish Div 2/3
Sebastien Edgar	17	RW		French Div 2
Robin Garnham	20	PV	IFK-Karlskrona	Sweden Div 1
Huw Goodwin	26	LB	Skovbakken	Danish Div 3
Martin Hare	19	LB	Stavanger Handball	Norway Div 1
Mark Hawkins	23	LW	BMI	Danish Jutland
Stephen Hill	22	CB	BMI	Danish Jutland
Nils Keller	29	RW	Romerike	Norway Div 1
Steven Larsson	27	RB	Kadetten Schaffhausen	Switzerland Elite
Sasha MacKintosh	19	PV	Handball Club Horgen	Switzerland Div 1
Chris McDermott	19	PV	Skovbakken	Danish Div 3
Dan McMillan	26	CB	Skovbakken	Danish Div 3
Chris Mohr	19	LB	Brabrand IF	Danish U/18 Elite
Jesper Parker	24	GK	BK Heid	Sweden Div 1
John Pearce	21	LW	Skovbakken	Danish Div 3
Gareth Priddle	24	PV	BMI	Danish Jutland
Sebastian Prieto	21	RW	Skanderborg	Danish Div 1
Omar Sani	22	LB	SC Alexandra	Egyptian Elite
Kevin Sherlock	19	LW	Vfl-Goldstein	German U/18
Bob White	25	GK	BMI	Danish Jutland
Ciaran Williams	21	CB	BSV	Danish Div 2

BRITISH HANDBALL

Recent Achievements

July 2008

Partille Cup (Sweden) Unbeaten in tournament

IK Nord (Sweden)

TV Fischbek (Germany)

La Salle (Malta)

Molendahls (Sweden)

Savehof (Sweden)

Torokszentmiklosi (Hungary).

11-13 GB (Win)

14-16 GB (Win)

7-20 GB (Win)

14-14 GB (Draw)

17-13 GB (Win)

15-22 GB (Win)

August 2008

Nordic Cup (Denmark) Division 1 and 2 teams:

Tomerupp

AGF

Oppsall (Norway)

Brabrand

18-23 GB (win)

22:18 GB (loss)

11:26 GB (win)

22:17 GB (loss)

Continued.....



BRITISH HANDBALL

Recent Achievements

September 2008

Fregat Cup (Ebletoft, Denmark) Division 2 and 3 teams

Grinsted Billund

16-23 GB (win)

Norredjurs

26-30 GB (win)

Fureso

18-28 GB (win)

TVED

19-23 GB (win)

SUS HB

21-22 GB (win)

October 2008

Milestone event – 3 test matches vs Oman

1st test match

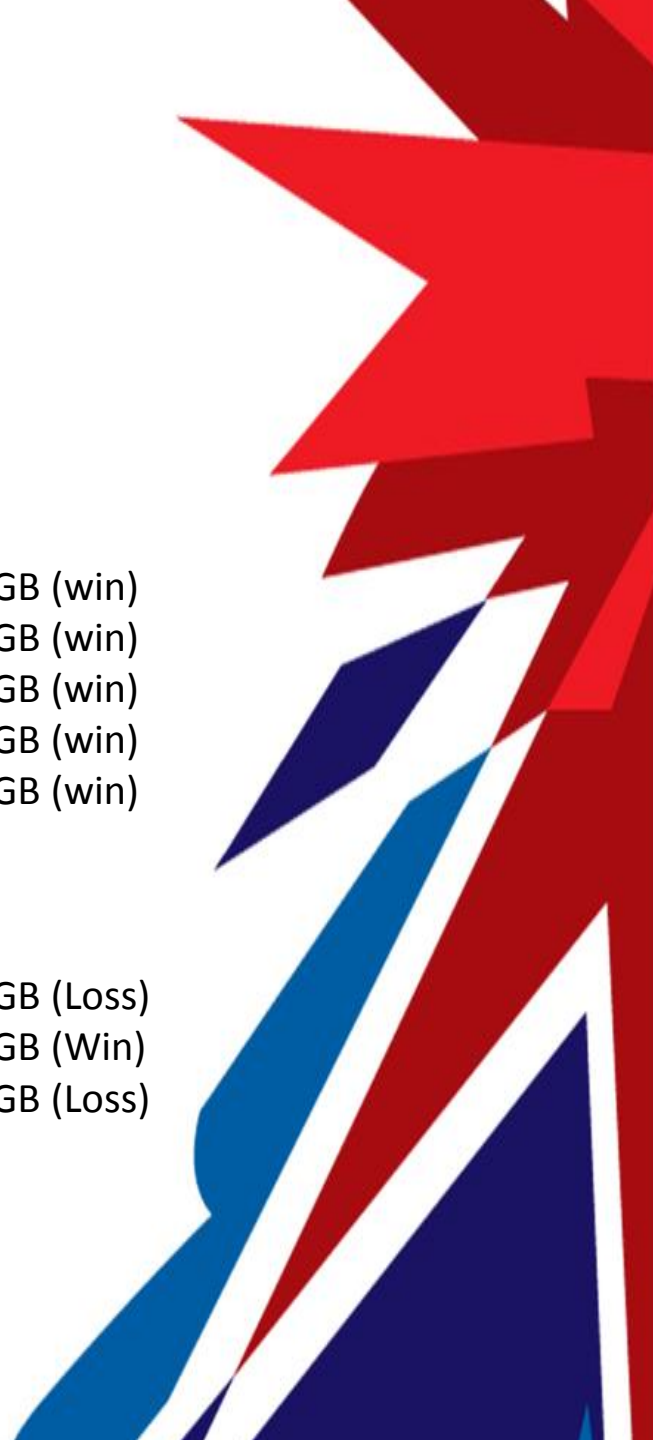
23-28 GB (Loss)

2nd test match

28-22 GB (Win)

3rd test match

20-27 GB (Loss)



BRITISH HANDBALL

Understanding British Handball



Responsible body for British teams which compete at World and Olympic competition. Affiliated to the International Handball Federation.



National Governing Body responsible for development in England and English national teams. Affiliated to the European Handball Federation.



National Governing Body responsible for development in Scotland and Scottish national teams. Affiliated to the European Handball Federation

BRITISH HANDBALL

Performance Objectives

- 2009 - Women's European Championship 2010 qualification competition - win 25% of games
- 2010 - Women's World Championship 2011 qualification competition - win 40% of games
- 2010/11 - Men's European 2012 Championship qualification competition - Qualify for the play-offs
- 2010/11 Women's European Championship 2012 qualification competition - Qualify for the play-offs
- 2011/12 Men's World Championship 2013 qualification competition - Win 40% of games
- 2012 Olympics - Top 8 finish - (men and women)



BRITISH HANDBALL

Commercial and General Objectives

- Promotion of the sport / Raise Public Awareness
- Create a fan base
- Develop Branding and Image of British Handball
- Maximise 2012 Olympics Connection
- Raise profile of Handball in Britain
- Embed handball into the British sporting landscape



BRITISH HANDBALL

Commercial Opportunities Overview

- British Teams
- 2012 Olympics
- Individual Players
- Events
- Super League
- Development Programmes
- Home Nations Teams
- Media Coverage



BRITISH HANDBALL

Commercial Opportunities -1

Many possibilities exist for financial , 'in-kind' and knowledge/skills partnerships. Recognising that handball is still a minority sport in Britain, we are keen to build relationships with partners who are able to help the sport grow and increase their involvement as the sport grows.

➤ **British Teams / Top Sponsor**

GB Men's and Women's teams will play between 80 and 100 International matches up to 2012. Provided that sponsorship can be secured, half of these could be in the UK. This is our most valuable property and is reserved for a top sponsor.

The top sponsor would have access to team shirt prime position, would feature prominently on BHA website and all BHA printed materials. Right to advertise the relationship internally and externally. Courtside and programme advertising at all home matches. All other benefits afforded to other sponsors.



Commercial Opportunities – 2

➤ Association with an Olympic team

The IOC rules are tight but sponsor association can be implied and promoted through editorials and interviews etc. Basically in any way that does not imply that the sponsor is a 2012 Olympic sponsor.

➤ High profile association with future Olympians

Athletes can provide personal appearances, speaking engagements, team building activities, presentations and media opportunities, plus signed clothing and memorabilia. Sponsor can be provided with tickets to events and exposure on BHA website. Further visibility can be provided through advertising on athlete's leisure clothing and luggage, car stickers, athletes' personal stationery and blog plus sponsor publications and websites.



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Commercial Opportunities – 3

➤ Events

British teams competing in home tournaments.

Tickets to events, VIP accreditation, courtside banners, event website and advertising, media coverage. Merchandising opportunities.

➤ Super League

Potential promotional series featuring Great Britain and International stars

Presently only a concept but believed to have considerable commercial potential and TV interest.

➤ Development

School and Junior handball development programmes

There are a number of development opportunities through school and community sports partnerships along with youth organisations such as Street Games.



BRITISH HANDBALL

Commercial Opportunities – 4

➤ Home Nations

Association with ENG and SCO national teams and National Leagues.

National teams competing in European age group competition, league sponsorship, finals tournaments, and cup finals.

Club clothing sponsorship.

➤ Media Coverage

Strong (proven) media opportunities in particular related to 2012 Olympics and because of the 'challenges' facing British Handball.

Own in house media officer. Nearly 400 media contacts on the regular mailing list. Handball News (sponsorship opportunity)



BRITISH HANDBALL

Present Sponsors and Partners



BRITISH HANDBALL

The Market and Media- International

- Champions League ???
- World championships ????????
- 155 member federations, 800,000 teams and more than 19 million sportsmen and women. (International Handball Federation)
- Well over one in every three Germans aged 14+ (43.2%) now indicate an interest in handball (Sportfive)
- 2007 World Cup final between Germany and Poland attracted the highest German viewing figures in the last year for any sports programme, outstripping all football and Formula 1 broadcasts. (Sportfive)
- Record coverage for 2008 Men's EHF European Handball Championship – more than 1.2 billion viewers (Infront sports & media)



BRITISH HANDBALL

The Market and Media - Britain

- 70 League clubs and around 20,000 recreational and youth players
- English and Scottish League and Cup competitions
- Strong Newspaper interest around handball and 2012 Olympics
- Regional newspapers carry articles provided by Snowdon Sports Media
- Exhibition event at Crystal Palace, August 2007 between to European Champions league clubs Veszprem (Hun) and Viborg (DEN) attracted around 600 spectators.
- Women's 4 Nations tournament, Sheffield, October 2008 attracted around 1500 over the 3 days
- Presently no British TV coverage, though TV companies such as SKY will broadcast handball if produced for them and provided free.



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Contact Information

Paul Goodwin
General Manager
+44 (0)797 047 4714
paul.goodwin@britishhandball.com

Frazer Snowdon
Media Officer
+44 (0)786 600 4382
newsdesk@snowdons.co.uk

www.britishhandball.com

www.britishhandball.tv

www.Englandhandball.com

www.scottishhandball.com

