

UK ELITE ORIENTEERING LEAGUE

2020 Sponsorship Pack



Introduction

At its simplest the Elite League is a series to find the best orienteers in the country.

Through 12 races from March to May athletes will battle for points in forests and cities at events from the South Downs to Aberdeen.

Our purpose however is to make orienteering exciting again. We do this by promoting the series using slick marketing, creating content and by rewarding success with prizes.

This supports our vision of a vibrant domestic scene that encourages young people to stay in the sport and the inspires the best to compete internationally at the highest level.

With categories from junior to senior we provide a pathway for that success.

Your support can help us deliver these aims.

The races

SEASIDE DEESIDE WEEKEND (~350 competitors)

7/3 Johnshaven (Aberdeenshire Coast)

8/3 Birsemore (Royal Deeside)

BRITISH CHAMPIONSHIPS (2000)

21/3 Golden Valley (South Downs)

JK FESTIVAL OF ORIENTEERING (2500)

10/4 Stockton Riverside (Teeside)

11/4 Sneaton Forest (North York Moors)

12/4 Pickering Forest (North York Moors)

SPRING IN THE LAKES (600) - Juniors

25/4 Blakeholme (Lake District)

26/4 Windermere (Lake District)

MIDLAND SPRINT MEET (200) - Seniors

25/4 Nottingham Knock-Out

26/4 Daventry Open Sprint

26/4 Coventry Sprint Relay

NORTHERN CHAMPIONSHIPS (1200)

9/5 Summer House Knott (Lake District)

10/5 High Dam (Lake District)

Categories: MWU18, U20, U23 & Senior





The athletes

Orienteering athletes are some of the country's fittest. They train hard through the winter and will be found near the top of the leaderboards in fell running, cross and on the road. The best are world-class with last year's junior women winners going on to become World Champions and previous medalist Kris Jones taking silver at autumn's Switzerland World Cup.

1/ 1.6k peak reach 2/ 500 listeners 3/ 5k circulation 4/ 10k membership

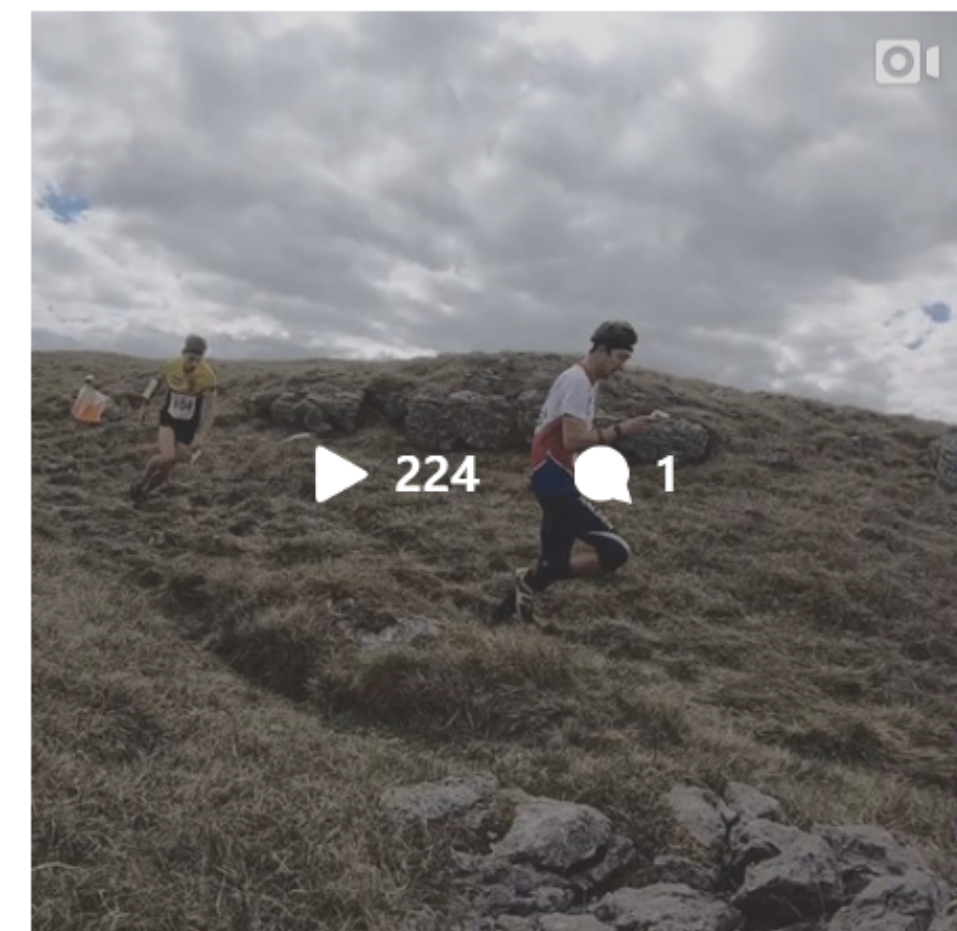
The media

Our **website** hosts the race calendar and league tables as well as info on sponsors and prizes.

We are active across **Instagram**, **Facebook** and **Twitter** - playing to the strengths of each platform in the content we post! In 2019 we started producing GoPro videos and next year will be pushing Instagram Stories for a more informal connection with fans.

We launched the 2020 race dates on **The Run In**² bi-weekly podcast which will feature race reports during the season.

Before, during and after the series we feature in *CompassSport* magazine³ **British Orienteering**⁴ and **On The Red Line** websites.



The fans

Orienteers are generally affluent individuals who travel regularly (home and abroad) whilst spending their leisure time outdoors. They are early adopters of outdoor technology like GPS watches & Strava.

The League is increasing engagement in the 18-35 range in a sport with a participation peak of 50-65. It attracts both men and women at a ratio of 60:40.



The brands

A key part of our strategy is rewarding success. Historically we have done this by soliciting donations to the cash prize fund from generous individuals.

Now we want to be more ambitious in our rewards and improve the image of the sport by partnering with well suited brands like yours.

We would like your support in the form of prizes and in return can offer you exposure and activation that sells your products or services.

Past and current sponsors have included:

SILVA



Opportunities for your brand

- Association with a high performance adventure sport and progressive organisation that puts your product in the hands of influential athletes
- Your logo featured on social media and website header images plus any printed material.
- Credit for being a generous sponsor would appear on the website, magazine articles, social media and forum posts along with links back to your website or online shop.
- We can go beyond hastags with specially created content featuring your products. Last summer we set-up [@teamdecathlonorientering](#) to record our travels whilst giving back to a brand we rate - we can do the same for you.
- The series piggybacks on existing major races and where commentary is provided your brand would be named, described and thanked.

Benefits to the UK Elite League

- Attract competitors to the League with a stylish well-suited sponsor.
- Donation of motivating prizes for 8 overall winners and 16 podium athletes, to be presented in May.
- Encourage other brands to support the League.

Practicalities

With provision of meaningful prizes for all 24 podium places title sponsorship could be secured.

Category sponsors for clothing, footwear, accessories and catering (already agreed) are a possibility or of specific media channels like videos or our new GPS tracking feed.

We have found we are able to promote your brand best if you send us some product so we can arrange photo and video shoots to communicate authentically on your behalf with potential customers.



**To build your brand
with a progressive
orienteeering partner
please get in touch.**

The League is directed by Duncan Birtwistle. He can be contacted at ukeliteoleague@gmail.com or by phone on 07884196677.

We are are on social media
[@ukeliteoleague](https://twitter.com/ukeliteoleague) and online
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