

# THE CITY OF LEEDS BASKETBALL COMMUNITY VOUCHER BOOKLET 2024



# WHO WE ARE

The City Of Leeds Basketball Club was founded in 2007 and has since grown into a programme of activity that serves over 1000 young people aged 5-18 each week through our work in schools, within the community and through the 21 representative teams both boys and girls, who compete in Basketball England's National league structure.

With our support in using basketball as a vehicle, a number of our young athletes have gone on to represent their country in Basketball and gain full scholarships to Universities both domestic and abroad.



# WHO DOES THIS SUPPORT?

The income generated from this community voucher booklet will feed directly into initiatives to support the young people across our pathway. This includes delivering basketball within the community, developing our staff, young volunteers and infrastructure. It also supports our athletes from all backgrounds in succeeding within our performance pathway and go on to even greater success beyond our borders.



# CONCEPT



This is an exciting marketing opportunity for Leeds-based businesses to make an impact on 10,000 families in and around the City.

The concept is simple: it's a pocket sized booklet of discount vouchers with a different offer on every page. Adverts must have a discount or offer attached and this gives the booklet value, which improves retention and in turn increases exposure. The offer does not need to be exclusive to us and you are welcome to advertise an already planned discount. Our prices include print and distribution so all you need to do is come up with an offer and supply us with the artwork.

**10,000  
COPIES**

**FULL  
COLOUR  
GLOSS  
FINISH**

**A6  
POCKET  
SIZE**

**PRICES  
FROM  
£79**

**SPECIAL  
OFFER**



# TARGETED DISTRIBUTION

10,000 copies of the booklet are given out for free to the young people aged 5-18 who attend the City Of Leeds Basketball Club sessions during the month of November. We also target the young people at up to 50 Primary & Secondary schools we work with in and around the city by distributing voucher booklets to every child in the school.

This leads to 10,000 voucher booklets being placed directly in the hands of families in Leeds.

Our core business is working within communities to drive engagement in sport and now we are looking to utilise these relationships to drive engagement for your business.

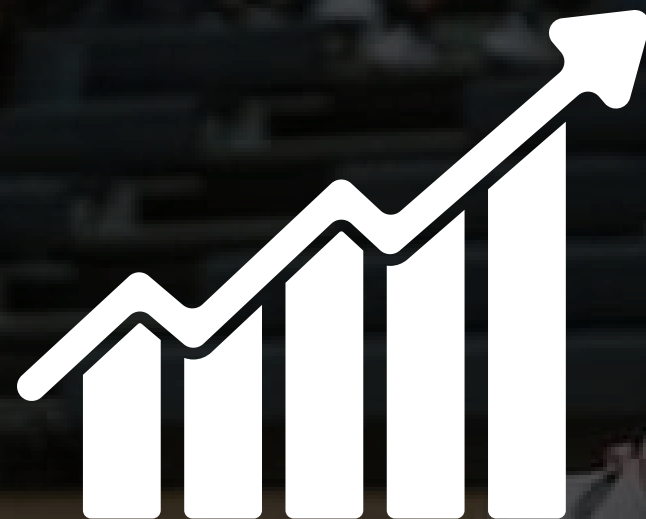


# BENEFITS

You may be thinking “Why not just print 10,000 flyers and distribute them myself?”.

We provide you with a one-stop shop to achieve the same goal at a significantly lower price, without the hassle of organising it all.

Plus we have a level of access to families that most other people don't, meaning we can be more targeted and generate better results.



1

## Lower Cost

To print 10,000 single-sided flyers would cost you £109.99, distribution would cost you around £700 and you would need to purchase distribution licenses from the council for £90 each. We are offering you all of this for as little as £99 per page.

2

## Less Hassle

We take care of the print and distribution so all you need to do is come up with an offer, provide us with artwork and then leave the rest to us. If you don't have artwork, we can provide it for you at a great price.

3

## Increased Targeting & Retention

Distribution takes place directly in our sessions and in schools by our coaches who have built strong relationships with our young people and their families, as well as the staff within the schools. This, along with the value of the offers in the booklet, means people are more likely to hold onto it. Better retention = Increased exposure.



# PRICES & DEADLINES

Page	Price
Full Page	£99
Additional Full Pages	£89
Half Page	£79
Inside Front Cover	£149
First Page	£149
Outside Back Cover	£199
Front Cover Banner	£149
Centre Double Page Spread	£299

**INTRODUCTORY  
OFFER FOR 2024**



**Payment deadline - Friday 25th October**  
**Artwork deadline - Friday 25th October**  
**Distribution begins - Friday 1st November**

**The offer must be valid until at least 30th November 2024. This is the minimum offer term but offers can run for longer than that.**

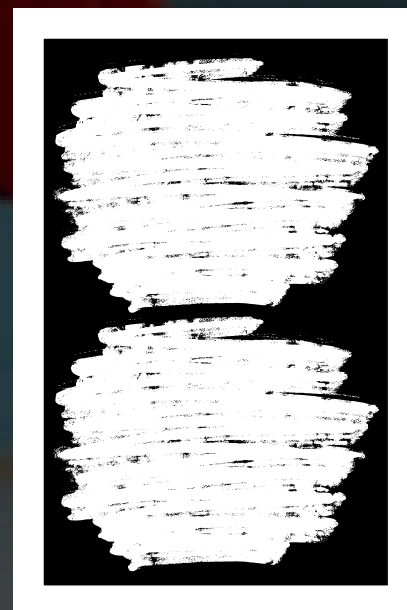
# ARTWORK



Full pages are A6 Portrait. Please provide artwork in JPEG Format in the CYMK colour range and not less than 300dpi. Please set type and images 1.5mm from the artwork edge (safe print area) and use a bleed for the background of 2mm. Artwork deadline - Friday 25th October.

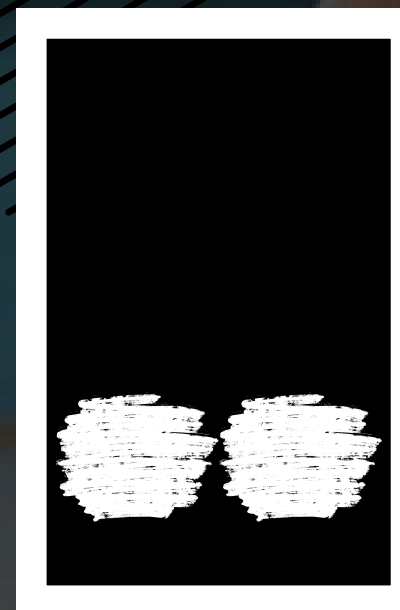
If you need help with your artwork or would like a quote from our design team then please get in touch.

## Full Page/Cover



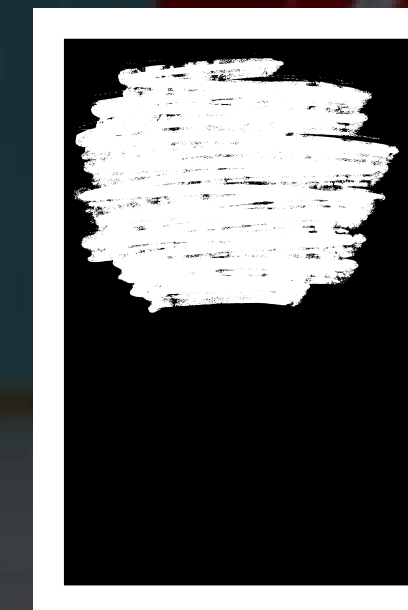
Advert Size: 148 x 105mm  
Safe Print Area: 145 x 102mm  
Artwork Size with Bleed: 152 x 109mm

## Front Cover Banner



Advert Size: 30 x 105mm  
Safe Print Area: 30 x 102mm  
Artwork Size with Bleed: 30 x 109mm

## Half Page



Advert Size: 74 x 105mm  
Safe Print Area: 72.5 x 102mm  
Artwork Size with Bleed: 76 x 109mm





# OTHER OPPORTUNITIES

If you would like to further support what we do for young people in the community, you can also support our programme by sponsoring;

- A representative club team e.g. Shirt Sponsor.
- A community project e.g. Gifted & Talented projects in schools.
- Specific annual club events e.g. The End Of Season Awards Ceremony.
- Physical advertising at our venues and community initiatives e.g. Advertising banners.
- Becoming a dedicated partner.



# CONTACT

Account Manager

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# Thank you!

We hope to hear from you soon so that we may work together to grow your business while supporting the young people within our programme.