

Lanarkshire Badminton Group

Sponsorship Opportunities

'To deliver & organise local, regional & national competitions as well supporting clubs, coaches, officials, volunteers & players across Lanarkshire'

www.lanarkshirebadminton.com

About Us

Lanarkshire Badminton Group (LBG) is 1 of the 9 regional badminton groups in Scotland that represent Badminton Scotland our national governing body in Lanarkshire. Badminton Scotland was formed in 1911 with the first set of groups created in 1912, restructuring during the 1930s and in 1977 the Groups had been arranged into Upper Strathclyde, North Strathclyde, West Strathclyde, Lothian, Midland, North East, Dumfries & Galloway, Border & Highland. It has thought that shortly after then that Lanarkshire Badminton Group was formed from one of these Strathclyde regions.

Badminton is one of the most popular sports in Scotland which is played within schools both part of primary & secondary curriculum and with high levels of participation in school extra-curricular clubs. Also the sport is a great way for people to improve both physical and mental health. We work with a network of clubs across Lanarkshire with aim of providing welcoming, enjoyable and inclusive places for people in the community to play badminton regularly. Further to this, the sport is played recreationally across almost every sports venue in both North Lanarkshire & South Lanarkshire and we are keen to connect with as many people as possible to enjoy the benefits badminton can bring!



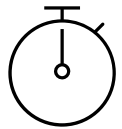
Fun Facts



Top 10/2nd biggest participation sport in the world/6th in UK – estimated 220 million globally play badminton



The World's fastest racket sport and holds world record for fastest strike in competition at 426 kmph! (264 mph)



Longest rally recorded was 154 shots!



Became an Olympic sport in 1992



Longest badminton match recorded is 124 minutes with the shortest being only 6 minutes!



DID YOU KNOW?



Badminton, or as it was then called “poona”, was introduced to Britain in the 1860’s by army officers who had returned from the garrison town of Poona in India. In 1873 the Duke of Beaufort held a garden party at his country estate, Badminton, Gloucestershire. A game of “poona” was played, and immediately became popular with the elite of British society. The new party game became known as “the badminton game”.

What We Do

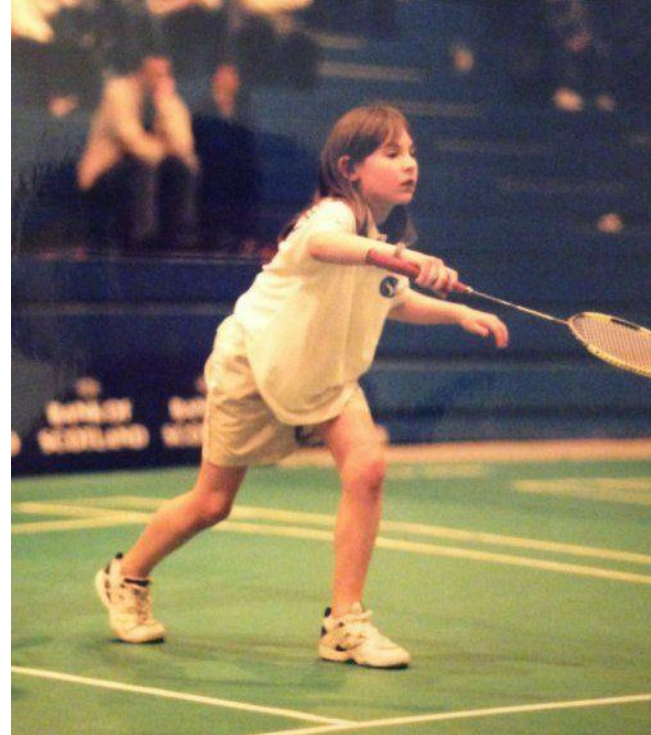
Lanarkshire Badminton Group (LBG) delivers and supports various opportunities including:

- Organises & delivers local, regional & national competitions for junior & adult players. This includes
 - Lanarkshire Junior Singles League Events
 - Bill Neill Lanarkshire Senior Open – Grade A
 - Lanarkshire U15/19 Junior Championships – Grade A
 - Lanarkshire U13/17 Junior Championships – Grade A
 - Lanarkshire Adult Social Doubles Tournament
 - Lanarkshire Bonanza – Grade B & C
- Ensures representation of Lanarkshire at Junior County Team Events (Under 18)
- Ensures representation at Badminton England Senior County Championships (SCC) Events
- Supports clubs, coaches, players & volunteers involved in badminton across Lanarkshire
- Works in partnership with Badminton Scotland, Local Authorities and other agencies
- Enter Area Teams representing Lanarkshire into SSBU Primary & Secondary Inter-Area Events



Accomplishments

- ✓ Senior County Team gaining promotion to Premiership in BE SSC!
- ✓ Around 200 players across 7 events entering tournaments
- ✓ Kirsty Gilmour & Alex Dunn European medalists and Olympic & Commonwealth Games athletes
- ✓ Club membership continuing to grow
- ✓ New website and social media platforms
- ✓ Fully compliant regarding Safeguarding & Wellbeing



Objectives

Our objectives directly link into our Group Development Plan:

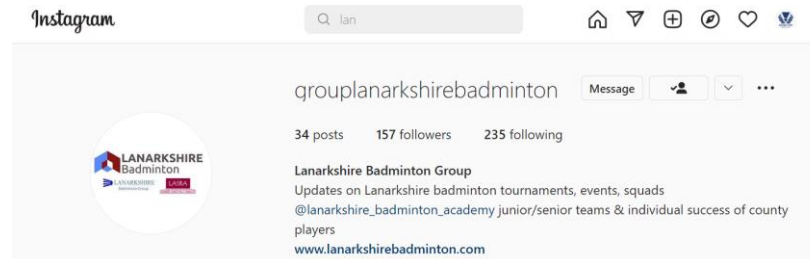
- Increase and develop club badminton across Lanarkshire
- Continue to deliver events calendar
- In line with Badminton Scotland we aim to increase participation of all ages and abilities
- Develop links with key partners
- Achieve success to as part of BE SSC
- Increase and maximise funding opportunities



Digital Footprint

Being a sponsor of Lanarkshire Badminton Group offers many benefits including being connected into our social media channels:

- 222 followers on Facebook
- 11 followers on X
- 197 followers on Instagram
- 1931 site sessions on Website (up 53%)



Benefits

As a sponsor there are various benefits to your company:

- Association with a strong Olympic and Commonwealth Games Sport
- Association with a community organisation in the Lanarkshire region
- Multiple exposure over a full calendar year
- Exposure at National, Regional and Local levels
- Significant contribution to local communities and the government health & wellbeing agenda
- Increase brand visibility
- Engage with new audiences



Financial Requirements

Our activities have a financial cost which include:

- Venue Hire – this is required for 7 events
- Equipment – e.g., Shuttlecocks, Printing costs,
- Travel/Transport Costs – County fuel/minibus hire/accommodation
- County Team Entry Costs – Badminton England Senior County Championships, Badminton Scotland Inter-Group, SSBU Inter Area
- Kit – t-shirts for Junior & Senior County Teams
- Development – Developing and sustaining activities including competition/tournaments and supporting new initiatives such as club activity and schools' development



Donations

If you are passionate about supporting the Lanarkshire Badminton community and wish to simply make a monetary donation you can do this via the website on the homepage by clicking the 'Donate' button

Alternatively, we would be grateful for any in kind donations which may include:

- Food or drink for catering at events
- Trophies/Medals
- T-shirts or equipment
- Shuttlecocks



Contact Us

Donate



Home About Us LBG LASBA Clubs Events Calendar County Teams Sponsors Workforce News Partners Key Documents & Links



Sponsorship Packages

If you are interested in finding out more about any of our packages, please get in contact at lanarkshirebadders@hotmail.com

Contacts

Group Committee:

- Group Convenor
 - Secretary
 - Treasurer
 - Child Wellbeing & Protection Officer
 - Tournament Convenor
 - Junior County Team Coordinator
 - Senior County Team Coordinator
 - Digital & Media Coordinator
 - LASBA Representative
 - Committee Member
- Jill Smith
- Sam Johnson
- Frank Turnbull
- Pam Casey
- Frank Turnbull
- Jill Smith
- Kirsten Berry
- Euan Murray
- Hugh Ainsley
- Paul Rossi



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