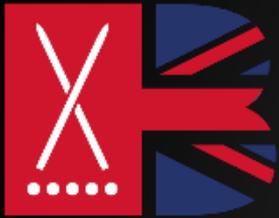


BIATHLON

A Sponsorship Opportunity



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IBU

INTRODUCTION

Biathlon combines the power and aggression of cross country skiing with the precision and calm of marksmanship i.e. rifle shooting. These two sports combined make it one of, if not the most physically and mentally demanding sports there is.

These competitions and the sport itself are becoming much more popular every winter as biathlon is the most televised winter sport in Europe, leaving the public eager for more shoot and ski action as the winter approaches.

The British Biathlon Union (BBU) was formed in 1996 to act as the National Governing Body (NGB) for the Olympic winter sport of Biathlon in Great Britain (GBR). In 2018-19 season GB will be entering different International Biathlon Union (IBU) cups throughout the winter across Europe, thus giving the opportunity to gain points for the world cup and the to fulfil their primary purpose of getting athletes to the Olympic Winter Games.



THE ATHLETE

My name is Adam Williams, aged 22, an Army Corporal from Carrickfergus, Northern Ireland. At the age of 16 I joined the British Army (2012). I compete in a variety of sports for my regiment and in 2014 was selected to do a 'winter season' with my regiment; this is where my Biathlon career started.

Since becoming involved in biathlon I have progressed particularly well. After my first winter season I was selected to train as a full time athlete and was chosen to compete in Great Britain (GB) selection; the following year becoming the British Junior Champion. Once gaining success as Junior Champion I was selected to then train in Germany with the national team, improving my ability as an athlete each year and making numerous podium positions at the British championships and other various competitions. This brings me to my long term goal of competing in the Olympics; as a member of the BBU, taking part in their training camps and great feedback from the GB coach. I am in a strong position to compete for GB for the 2018-19 season. Clearly IBU level and above will take a lot of extremely hard work and dedication; I have been, and still am prepared for that commitment.

2016 - BBU Club Junior Champion - 1st

2016 - Biathlon Junior Mass Start - 4th

2016 - Biathlon Junior Sprint - 1st

2016 - Biathlon 15km - 1st

2016 - Cross Country Junior Mass Start - 1st GBR

2017 - BBU Senior Club Champion - 3rd

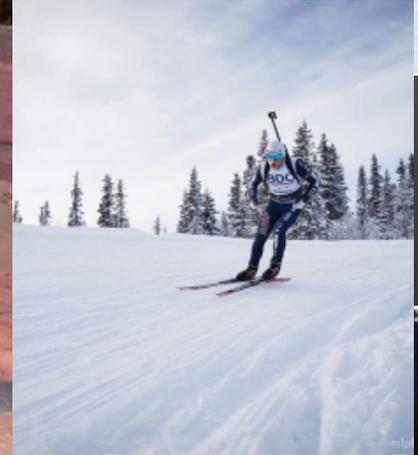
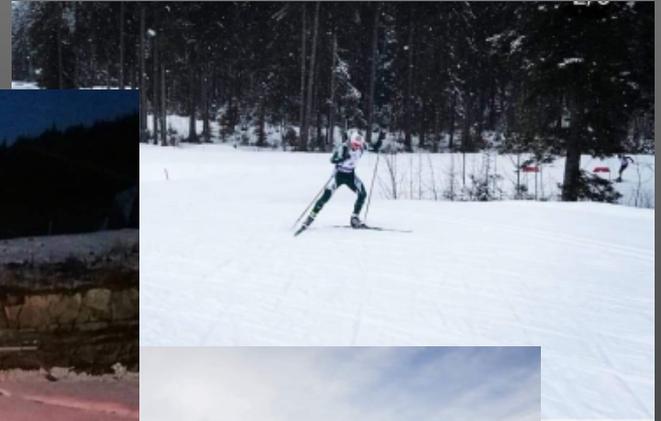
2017 - Biathlon Senior Mass Start - 2nd GBR

2017 - Cross Country Relay (team) - 3rd

2018 - Biathlon Senior 20km - 4th



ATHLETE IN ACTION



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BIATHLON

TV Coverage & Social Media

Eurosport broadcasts in 54 countries in Europe and 17 countries in the Asia-Pacific region that most of, if not all of which will understand and a lot are actually competing.

As mentioned previously Biathlon is the most popular winter sport in Europe as well as the IBU having just signed a partnership agreement with the EBU to televise the sport for further biathlon seasons. This will guarantee free-to-air coverage of the elite world biathlon competitions with more than 350 hours of live TV content. Realising how much the sport is growing, the IBU are doing what they can to give smaller nations a louder voice and promote the sport for their nation.

IBU and a lot of the athletes competing are on social media with thousands of followers, posting daily and weekly on everything they do during the racing season and the summer training period. Some athletes in cross country skiing use YouTube to vlog their life weekly for everyone to understand the commitment and dedication needed.



ATHLETE COSTS

The following costs is an estimated value of what it would cost to get through the summer and the winter. Whilst the costs involved are a fraction of what athletes at the Olympics or in the World Cup they are still substantial. Please see below the estimated cost to support an athlete.

Skis

£1800-2500

Poles

£400

Roller Skis

£200

Other Ski Equipment

£600

Travel & Expenses

£1000 per camp

Coaching Fees

£170

Rifle & Rifle Stock

£2000

Bicycle

£1000

Ski Wax

£500



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IBU

2018 – 19 SEASON

The 2018-19 Season is as follows, each cup having 2-3 heart pumping races. Each race is a chance to gain points to qualify for the next trimester or to qualify for the European and World championships.

Trimester 1

IBU Cup - Idre - 26 Nov - 02 Dec 18

IBU Cup - Ridnaun - 10 Dec - 16 Dec 18

IBU Cup - Obertilliach - 17 Dec - 22 Dec 18

Trimester 2

IBU Cup - Duszniki Zdroj - 7 Jan - 13 Jan 19

Divs - start on the 12 Jan 18 - First Race 14 Jan
(official first race date tbc).

Divs & British Championships - Ruhpolding - until 08 Feb 18

IBU Open European Championships

- Minsk Raubichi - 18 Feb - 24 Feb 18

IBU Cup - Otepaa - 25 Feb - 02 Mar

World Championships - Ostersund - 07 Mar - 17 Mar
or IBU cup - Martell - 11 Mar - 17 Mar 19



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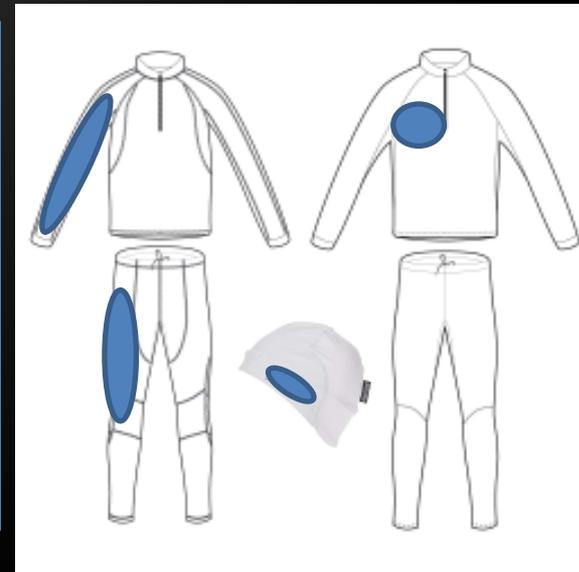
SPONSORSHIP PACKAGE

As a sponsor your brand logo, name or website address can be placed on the athletes race suit, hat and rifle stock in accordance with IBU advertising regulations. The primary sponsorship opportunities are normally cash donations. However, if you think your company can offer products or a service instead, this is also of interest to the athlete. Sponsorships can range from as little as £500 - £15,000. If sponsored early enough this can all be done before the skiing season commences. If done later then it will be done at the nearest opportunity.

The logos will be placed on the right arm, right leg, hat and one of the two locations on the rifle in accordance with IBU regulations.

The logos are placed on the right because this is the most visible when in the range but also still very visible when skiing.

A logo will also be placed on my warm up suit (right image) on the chest. One logo on the jacket and one on the gillet.



2018-19 SPONSORS



ARMY



We would be delighted to hear from you. Please contact us at:

Email:

addywilliams11@hotmail.co.uk

Lloyd.diprose314@mod.gov.uk



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