

A black and white photograph of two hands, one from a lighter-skinned person and one from a darker-skinned person, firmly grasping a bright green torch. The torch is the central focus, held horizontally across the frame. The background is a soft, out-of-focus light grey.

B^**A**SIS

“Sport has the power
to **change** the **world.**”

Nelson Mandela

Partnership Opportunities

Our team



Dr Russell Seymour

CHAIR



Dominic Jordan

GENERAL MANAGER -
EXECUTIVE



Anna Beeton

MEMBERSHIP AND EVENTS
CO-ORDINATOR - EXECUTIVE



Simon Gibb

FINANCIAL ADVISOR



Why partner with **BA**^S**SIS?**

Our purpose

To educate, engage and empower.

The **BASIS** Partnership programme supports our mission to **educate, engage** and **empower** UK sport to become world-leading in sustainability. **BASIS** actively seeks to partner with organisations that can contribute to this goal.

Educate

We help our partners introduce and share sustainability best practices and integrate sustainable development principles into all aspects of the sports industry.

Engage

We facilitate collaboration between a range of sports, clubs, venues and solution providers - all those interested in and concerned with sustainability and sport.

Empower

We use the reach of sport to empower communities, participants and fans on sustainability issues and lead the debate on climate change and sport.

5 processes



Management

Management refers to how the organisation approaches and addresses sustainability related decisions. It includes aspects such as roles and responsibilities; training and awareness; feedback and recognition; and reporting and monitoring processes.



Policy and Practice

Policy and practice looks at what guidance has been published and is available to staff, players, volunteers and visitors and how it is implemented.



Performance

Gathers empirical data to quantify the impacts of the organisation and assess how performance has changed over time.



Innovation

Allows recognition of those organisations who have developed best practice activities beyond current standards or who have undertaken activities that have not been covered under the principles and guidance currently offered in the standard.



Future Generations

Assesses how clubs and venues are planning and preparing for ongoing improvements, looking well into the future.

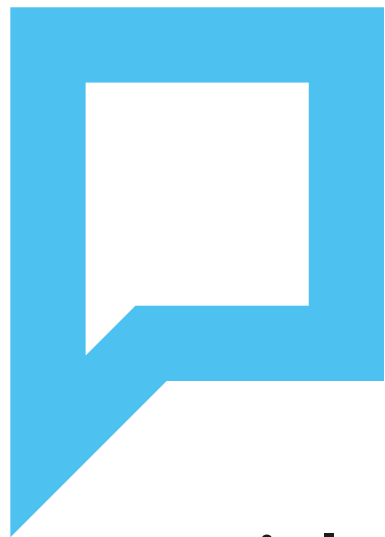
3 pillars



environmental



economic



social

12 principles



energy & emissions



waste management



water & effluents



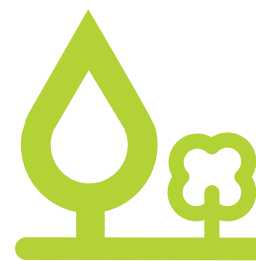
materials & chemicals



food & drink



transport & travel



biodiversity & habitats



economy & community



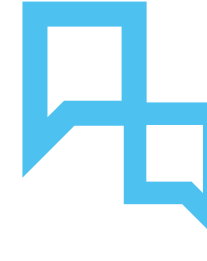
procurement & employment



accessibility & equality



healthy options



engagement & education

Proud to be working with **great members...**



Collaboration & strategic alliances





Official BASIS Partner

12
Principles
Partner

Official
BASIS
Events
Partner

Official
BASIS
Partner



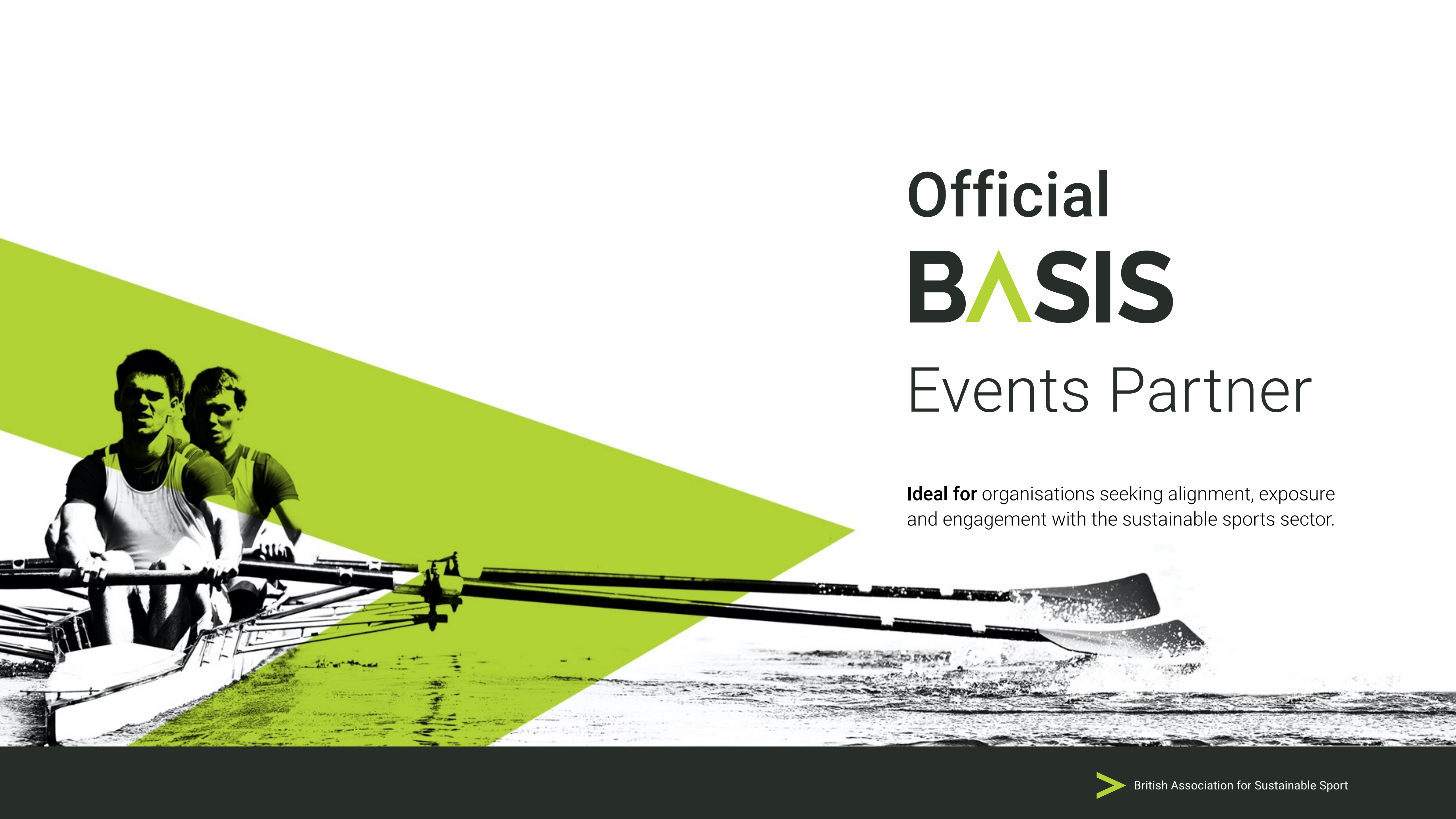
12 Principles Partner

Ideal entry level partnership-providing brand association, awareness and inclusion within exclusive supplier directory.

12 Principles Partner benefits

- > Annual 12 Month Partnership.
- > Company brand/profile featured on partner page of **BASIS** website.
- > Partner discounts on selected **BASIS** offerings.
- > Use of **BASIS** branding (within **BASIS** guidelines).
- > **BASIS** Newsletter direct to your inbox each month.





Official BASIS

Events Partner

Ideal for organisations seeking alignment, exposure and engagement with the sustainable sports sector.



Events partner **benefits**

- Two complimentary tickets and opportunity to purchase discounted additional tickets.
- Branding at the Conference and/or the Sustainable Sport Awards.
- Branding and Presentation of one of the Awards.
- Exhibition Space and networking during pre and post event drinks.
- Branding on all pre and post event publicity materials.
- Use of **BASIS** branding (within **BASIS** guidelines).
- Branding on **BASIS** Awards website page.
- Publicity via **BASIS** social media platforms.
- Media photograph opportunities.
- Branding on screen during the event.
- Attendee lists pre-events.





Official BASIS Partner

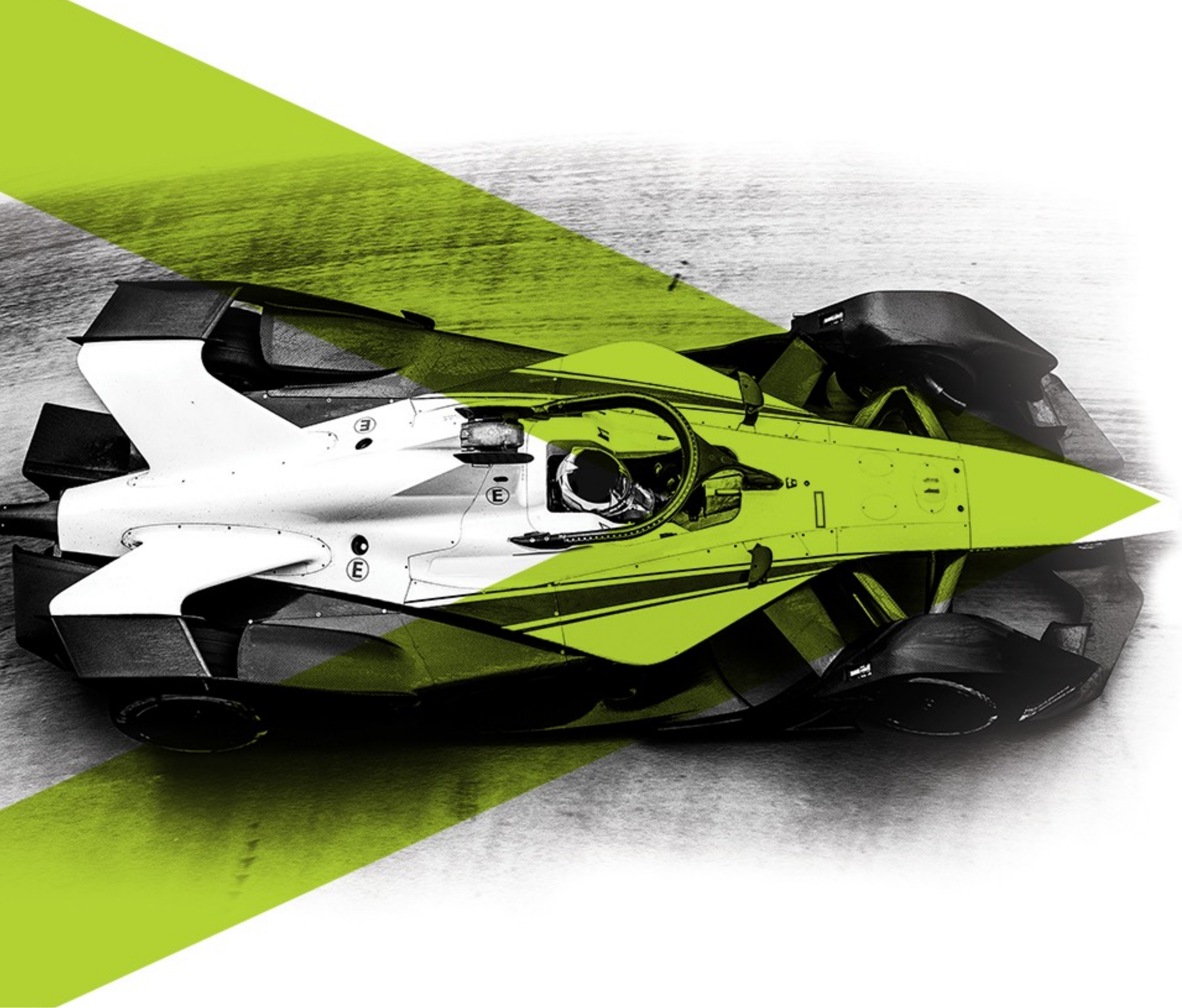
Perfect for those companies seeking to strategically position their organisation to educate, engage and influence the sustainability sports sector.

Official **BASIS** partner benefits

- > 3 year partnership (1+2 years).
- > Headline Partner Status at Annual Conference and Annual Awards, including:
 - prominent branding
 - exhibition space
 - up to 6 complimentary tickets
 - branding of one or more of the Sustainable Sport Awards
 - presentation of one or more of the Sustainable Awards.
- > Opportunities to be involved with content/discussions at Annual Conference.
- > Facilitated Introductions and Networking Opportunities at the Annual Events and Quarterly members venue visits/tours.
- > Opportunity to be involved in special working committees across critical areas such research, innovation, strategic alliances and lobbying.
- > Priority access offerings for all **BASIS** member events (e.g., workshops, tours and symposiums).

- > Facilitated introductions to **BASIS** sports members and partners.
- > Opportunity to promote and share sustainability practices, goods, and services through **BASIS** exclusive webinar, information hub, communications, and social media channels.
- > Exclusive networking opportunities.
- > Use of **BASIS** branding (within **BASIS** guidelines).
- > Access to **BASIS** leadership and Board of Directors and potential place on **BASIS** Board.
- > Priority access to **BASIS** publications, resources, webinar archives and thought leadership.
- > Professional development opportunities (e.g, Conference, workshops, symposiums, training, advice, webinars).





What our partners say

“I.T.P. sponsored the **BASIS** Conference in 2023 and were hugely impressed by the professional nature of the conference organisation and the range of interesting panel discussions related to sustainability that it provided. Exhibiting at the event also provided the opportunity to network with like-minded prospective clients and we are looking forward to further opportunities to collaborate with **BASIS** in the near future.”

Jim Bradley, Director,
Influencing Behaviour



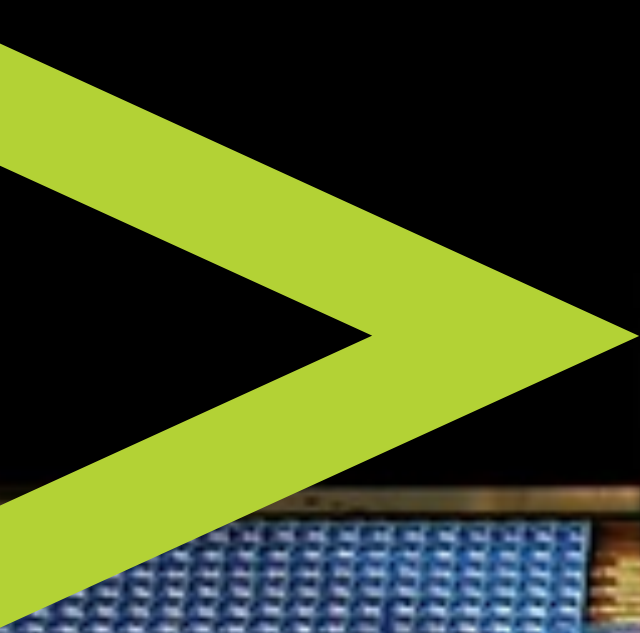
“**BASIS** has a real activist mentality, the outstanding members, speakers and organisers all have a clear drive to really make a difference. They walk the walk and provide real value with training and webinars covering a huge array of sustainability topics, both directly and indirectly linked to sport. **BASIS** is a brilliant organisation, we are proud to have sponsored the last 2 events and hope to be involved for many years to come.”

“After sponsoring our first Awards in 2022 it was clear that the members portfolio was backed up by strong support and engagement from **BASIS**. This meant we were able to develop genuine relationships and opportunities for new projects.”

Bethan Pugh,
Director, YourPact



Sam Walker,
Technical Director, BioPak



The sustainability hub for sport in the UK: a not-for-profit community committed to achieving positive impacts at every level.

Want to **get involved** with **BASIS**?

Join hundreds of organisations from across the sector, including major sports associations, clubs and venues.

BASIS partnership enables you to deliver sustainability best practices and make a positive impact for sport at every level.

[Join the network](#)

[Access resources](#)

[Improve your performance](#)

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British Association for Sustainable Sport