

A black and white photograph of two hands, one from a darker-skinned person and one from a lighter-skinned person, firmly grasping a bright green baton. The background is a soft, out-of-focus light grey.

BASIS

“Sport has the power to change the world”

Nelson Mandela

BASIS Partnerships
Powering Sustainable Sport

Partnering with BASIS

BASIS is the sustainability hub for the UK sports sector. We exist to educate, engage and empower sport in the UK to become world-leading in sustainability – from grassroots to the global stage.

We work at the intersection of **sport, sustainability and innovation** – helping our members reduce environmental impact, build resilience, and inspire change through the power and reach of sport.

Our partners are essential to our mission. They bring expertise, technology and creativity that help sport move faster towards a low-carbon, inclusive and regenerative future.

Partnership with BASIS connects you directly to our powerful network, positioning your organisation as a trusted ally in sport's sustainability journey.



Our Network

Our membership spans every level of the sporting landscape, including Premier League and EFL football clubs, first-class cricket counties, national governing bodies, community organisations, broadcasters and iconic venues such as Lord's, Ascot, the Principality Stadium and the All England Lawn Tennis Club.

See our full member list [here](#)

The success of our membership programme has led to Sport England engaging us as their National Specialist Partner for sustainability, leading all sustainability engagement with their 137 system partners. This means the network of sport organisations BASIS works with far exceeds 200, with a wider database of 4000 individuals and organisations working in sport.





Our Partnership Philosophy

BASIS is evolving across every pillar of our work, and we are seeking partnerships that are built on purpose, integrity and impact.

Through our partnerships, we build relationships with shared values, where commercial partners contribute tangible solutions to the challenges our members face – in energy, transport, materials, measurement, infrastructure and inclusion



Our Partnership Philosophy

Every partnership is designed to be:

- **Authentic** – rooted in action and aligned with BASIS's 12 Principles of Sustainable Sport.
- **Mutually beneficial** – delivering measurable value to both the partner and the sporting community.
- **Ethical and transparent** – guided by a light-touch Ethics Review to safeguard BASIS's independence and reputation.
- **Impact-driven** – focused on practical outcomes that accelerate sustainability in sport.



Partnership Tiers

Our tiered framework offers flexibility, visibility and impact at every level – from emerging innovators to established leaders.

Bronze

12 Principles Partner

An entry-level partnership for organisations wishing to align with BASIS and gain visibility in the sustainable sport community.

[Find out more](#)

Silver

Event Partner

For established organisations seeking greater engagement and thought leadership opportunities.

[Find out more](#)

Gold

Lead Partner

For organisations ready to collaborate deeply with BASIS and deliver measurable impact to members.

[Find out more](#)

Bronze - 12 Principles Partner

Investment: £1,500 plus VAT per year

An entry-level partnership for organisations wishing to align with BASIS and gain visibility in the sustainable sport community.

Benefits include:

- Recognition on the BASIS website and partner directory.
- Use of BASIS branding (within guidelines).
- Access to BASIS communications and insight updates.
- Invitation to BASIS events and preferential rates for BASIS offerings





Silver - Event Partner

Investment: £4,000 - £9,000 plus VAT per year

For established organisations seeking greater engagement and thought leadership opportunities.

Benefits include: all Bronze benefits plus...

- > Sponsorship of **one or both** of BASIS' flagship events (Conference & Awards) which includes:
 - > Two complimentary tickets
 - > Exhibition space
 - > Branding in advance of, and across, the event(s)
 - > 2 x dedicated communications activations - e.g. case studies promoted throughout the BASIS network

Gold - Lead Partner

Investment: £12,000 plus VAT per year

For organisations ready to collaborate deeply with BASIS and deliver measurable impact to members.

Benefits include: all Silver benefits plus...

- A bespoke co-branded initiative, resource or pilot project supporting member needs (with account management)
- Dedicated partner spotlight in BASIS communications
- Opportunity to deliver a joint impact report to our network in mutually agreed format (written, workshop, webinar, etc)
- Annual review with BASIS leadership to assess impact and plan next steps





Our Events

BASIS's flagship events provide the beating heart of our network and the best opportunities for connection and visibility:

The BASIS Conference – our annual forum bringing together sustainability leaders from across sport to share knowledge, ideas and action.

The BASIS Awards – celebrating innovation, leadership and progress in sport sustainability

All partners benefit from visibility across these events. Gold and Silver partners enjoy a guaranteed presence and branding opportunities, while Bronze partners can access preferential rates for attendance and exhibition.

Ethical Partnership Process

Integrity underpins everything we do.

All prospective partners undergo a simple **Ethics Review**, ensuring alignment with BASIS's 12 Principles of Sustainable Sport and verifying a credible commitment to environmental and social responsibility.

This light-touch process is managed confidentially by BASIS's Ethics Committee and ensures that every partnership strengthens our collective mission and reputation.



Working Together

A partnership with BASIS is a shared commitment to shaping a sustainable future for sport.

Our team will work with you to define objectives, measure outcomes and celebrate impact. Together, we can accelerate change – helping sport thrive in a world that depends on sustainability.

The logo for BASIS, featuring the word "BASIS" in a bold, white, sans-serif font. The letter "A" is replaced by a green triangle pointing upwards.

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[Website](#)



[LinkedIn](#)