



# Sponsorship Opportunities

Exploring Partnerships that will take the  
Trampoline Gymnastics World Championships to new heights

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April 2023 Promotion

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# Introduction

The city of Birmingham will host the FIG Trampoline Gymnastics World Championships & The World Age Group Competitions in 2023 at Utilita Arena Birmingham.

The FIG Trampoline Gymnastics World Championships is the property of the International Gymnastics Federation (FIG) the governing body of Gymnastics worldwide. This multi stakeholder event has several key partners, The FIG, British Gymnastics, Birmingham City Council and UK Sport. A local organising committee, led by Birmingham City Council, has been established to deliver the event.

The Local Organising Committee is pleased to announce several sponsorship opportunities and we are looking to work with companies and organisations to support the development and delivery of the sponsorship strategy for the Championships.

Keen to innovate and develop positive relationships that are true to our ambitions and reflect the values of all our stakeholders, we endeavour to leave a lasting legacy for the sport, the city and its people and the wider West Midlands.



**FIG WORLD TRAMPOLINE  
CHAMPIONSHIPS 2023**

**9 - 19 November 2023**  
**Utilita Arena, Birmingham**

# Background

The Championships represent the pinnacle of elite gymnastics competition and will be the primary qualification event for the 2024 Paris Olympic Games (Individual Trampoline discipline).

This is an international event with circa 43 nations competing and will attract a significant broadcast audience. The international broadcast rights are negotiated by the FIG, the domestic broadcast rights have been secured by British Gymnastic with the BBC.

The event will take place over 14 days from 06 – 19 November 2023, with competition action beginning on the 9<sup>th</sup> November.

Hosting the World Championships provides a unique opportunity for Birmingham to showcase the city to a global audience and supports the major events legacy following the Birmingham 2022 Commonwealth Games.

As befits a major international sports event, there is an expectation to deliver high quality 'big event' branding, marketing and venue dressing to welcome and excite spectators, athletes, media and VIPs attending the event.

Core to the successful delivery of the event lies a pledge to not only do all possible to ensure the most sustainable solutions are found, but that a truly inclusive ethos is embedded to promote Equality, Diversity & Inclusion throughout planning and delivery, and positive social impact is maximised.



# Our Vision, Mission and Values

Taking the Trampoline Gymnastics World Championships to new heights.

## Mission

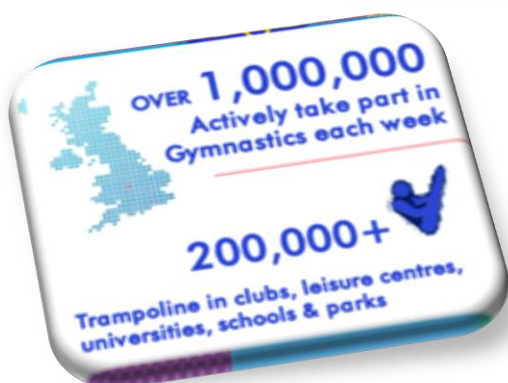
The FIG Trampoline Gymnastics World Championships will create moments that inspire and amaze, showcasing the athletes and Birmingham like never before. It will engage the diverse communities of Birmingham, bringing them together at an event that people want to be a part of.

## Goals

- **Inspirational performances** - These championships will provide the best ever platform for gymnasts to perform at their absolute peak, with British and local athletes leading the way.
- **Experiences that last forever** - A sport that provides breath taking moments will be complimented by a spectator experience equally as impressive and accessible to all. Everyone that attends, watches or takes part will be left with memories of pride, joy and positivity.
- **For the city & its communities** - Birmingham, its residents, communities and businesses are at the heart. Through hosting the championships, they will be more prosperous, active, healthy and happy, and proud to be a part of Birmingham.
- **Delivered responsibly** - In delivering the best ever World Championships, we will always strive to act in an ethical, transparent and responsible way, and expect our partners to do the same. Sustainability, equality & diversity, and delivering social impact will be central to this success.

**TRAMPOLINE GYMNASTICS**

INDIVIDUAL TRAMPOLINE  
SYNCHRONISED TRAMPOLINE  
TUMBLING  
DOUBLE MINI-TRAMPOLINE



**FIG WORLD TRAMPOLINE  
CHAMPIONSHIPS 2023**

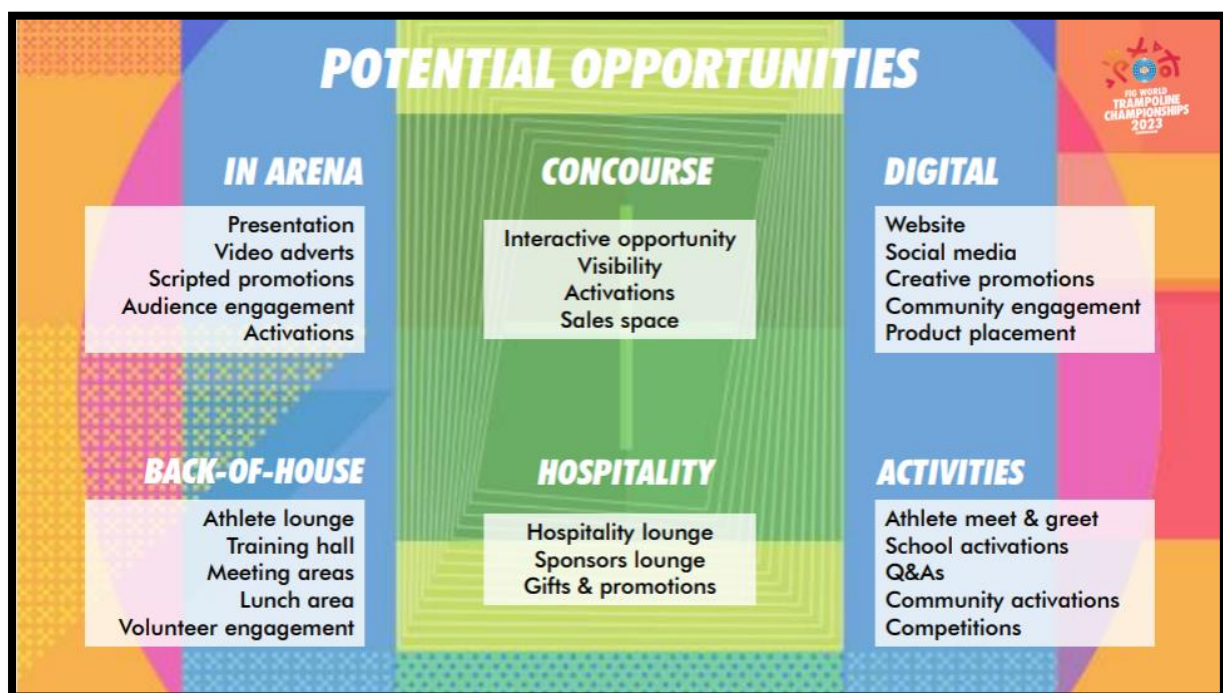
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# The Brief

Birmingham City Council and its partners have a variety of sponsorship opportunities available from cash sponsorship, value in kind and budget relieving provision of products or services through to sponsorship for activation. A few examples are outlined as follows:

- Sustainable drinking water provision for athletes, delegates and workforce
- Vehicles – 6 cars and a minibus
- Volunteer and workforce uniforms
- Medical equipment & consumables
- Energy drinks
- Gifts & promotions for athletes & delegates
- Volunteer engagement
- Opening/closing ceremony

If you would like to be involved in any way, please do not hesitate to get in touch to discuss the full range of possibilities and opportunities available. We're very keen to welcome sponsors and suppliers and further maximise our engagement and reach of the global audience of millions of excited gymnastics fans.



# Submission

The Local Organising Committee is keen to explore all options for the development of mutually beneficial and productive relationships and opportunities. Please either get in touch to discuss the potential opportunities or send a written submission with your proposed outline to the Championship Director: [dominic.elsom@birmingham.gov.uk](mailto:dominic.elsom@birmingham.gov.uk) by no later than Friday 9 June.

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