



OAKLANDS
WOLVES

SPONSOR OPPORTUNITIES

2025/26 SEASON



ABOUT THE WOLVES



Located in Hertfordshire, Oaklands Wolves Basketball Club is delivered in conjunction with Oaklands College Sports Academy; one of the UK's leading academy programmes with over 600 student athletes across 9 high performance sports.

The Wolves offer opportunities for players from under-9 to senior, the UK's only academy programme to have its own professional women's franchise. The Wolves also comprises of two men's teams, junior National League, local league and an expansive community programme, Elevate Basketball.

The Oaklands Wolves Women compete in Super League Basketball Women (SLBW), the highest professional domestic league in the UK. They will take part in their first ever final in the SLBW Trophy Final in January 2025.

The Oaklands Wolves Men compete in National Basketball League (NBL) Division 3 with ambitions to return to NBL Division 1 under new Head Coach Liam Jefferson.

ABOUT THE WOLVES (CONT.)

Supporting these teams is a formidable Oaklands junior programme and the largest basketball academy in the UK with over 130 basketball student athletes. Together with the rapidly growing junior club and community structure, Oaklands has c. 400 young people engaging with the club on a weekly basis .

The Academy is made up of five boys and a girls team for players 16-19 years of age. Both the elite boys and girls academy teams compete in the Elite Athlete Basketball League (EABL) and WEABL, the top tier for academy teams in England. Oaklands college is also accredited by Basketball England as a Diploma in Sporting Excellence (DiSE) centre, enabling elite student-athletes to excel both on and off the court.

The Junior Club structure comprises of U12, U13, U14, U15, U16 and U18 boys teams, U12, U14, U16, and U18 girls teams as well as our development sessions and elevate programme for those U11's just starting in the game.

THE WOLVES IN NUMBERS

20 TEAMS

MAKE UP THE WOLF PACK

C.400 YOUNG PEOPLE

ENGAGE ON A WEEKLY BASIS

14,000

FOLLOWERS ACROSS 7 SOCIAL MEDIA
ACCOUNTS



IN-PERSON ENGAGEMENT

SENIOR TEAMS

Our Senior Women and Senior Men's team both compete in the SLBW and NBL D3 respectively. Our home games are Saturday evenings at Oaklands College.

ACADEMY & CLUB

Our Academy teams represent the Wolves on both Wednesday afternoons in Academy and College leagues, and on weekends in Junior National League, alongside our junior teams.

GAME DAY

A typical Wolves game day on a weekend will see 150-300 spectators supporting our teams. With refreshments, a merchandise shop and entertainment, it is fun for all the family. In addition, home games are all live-streamed.



SOCIAL MEDIA

Our teams have a significant impact across multiple social media channels with Instagram, X (formerly twitter) and YouTube being our main channels.

Across four Instagram account we have over 10,000 followers, @oaklandsball (4,808), @oaklands_men (3,257), @oaklands_slbw (2,569) and @oaklandswolvesacademy (2,735)

ENGAGEMENT

Across the Wolves socials we have exceptional engagement, with an average of 7% across all channels and over 1,500,000 views on Instagram alone.

SPONSOR OPPORTUNITIES

MAIN OVERALL SPONSOR £70K

There are a large number of opportunities for sponsors to engage with our social media accounts, through:

- Branding on front of playing kit (home and away)
- Logo on all official teamwear (warm-up tops, coaching gear, travel tracksuits)
- Website & social media exposure – regular mentions and tagged content across Oaklands Wolves platforms (~40k followers)
- Press coverage – inclusion in press releases, match reports, and game-day programmes
- Sponsor spotlight content piece per term (e.g., LinkedIn feature or video)
- On-site branding at the Wolves Den (courtside banners, backdrops, digital screens)
- Hospitality at home fixtures – reserved seating, meet the team, refreshments



PLAYING KIT SPONSORSHIP £10K

There are opportunities for businesses logos to be added to our teams playing uniforms, warm-up tops and off court wear for the teams.

- Logo placement on team playing kit (e.g., sleeve, back, shorts – depending on tier)
- Product launch or reveal opportunity when new kits are released
- Social media launch featuring your brand in kit reveal photos/videos
- Matchday programme features and mentions across game-day promotions
- Limited edition merch opportunities (co-branded shirts or warm-up wear)





SPONSOR OPPORTUNITIES

NUTRITION PARTNER £5K

- Brand featured in nutrition support content – social media posts, videos with players, diet plans
- Product integration at games and training (e.g. bars, shakes, supplements)
- Player ambassador opportunities for co-branded campaigns
- Collaborative content – “Day in the life” athlete videos, recipes, fuelling tips

LICENSING PARTNER £3K

- Right to use Oaklands Wolves SLBW branding in your marketing
- Joint product or campaign rights – e.g. co-branded merchandise, in-store POS, giveaways
- E-commerce or retail collaborations
- Mention in official partner directory on website and all collateral
- Cross-promotion on both channels – blogs, emails, newsletters

TRAVEL PARTNER £7K

- Branding on team travel assets minibus, vans (if applicable)
- Social media tags and ‘thanks to’ posts on game days, away fixtures
- Inclusion in travel-related content behind-the-scenes stories, travel vlogs, etc.
- Visibility at fixtures through matchday shout-outs and programmes
- Use of partnership in your own marketing “Official Travel Partner of Oaklands Wolves SLBW”

GAME DAY £500

Game day sponsorship can include:

- Advertising boards courtside.
- Promotional information shared on our ticketing platform and ticket desk.
- Introduction of ‘Best Seat in the House’- a green sofa positioned courtside for fans.
- A set number of game-day tickets for your business.



THE FUTURE



OAKLANDS
WOLVES



KITKiNG
UK'S NO.1 TEAMWEAR SPECIALIST



Reebok

It is an extremely exciting time to join the Wolfpack as the college and all of our teams have recently undergone a complete brand refresh with a new vibrant and modern brand reflecting the future of the Wolves.

Oaklands College have also recently signed a new sponsorship agreement with Nike, in collaboration with KitKing, to see Nike become the official supplier for all of our men's, academy and junior teams from the 2024/25 season onward. In addition the SLBW have recently signed a league wide sponsor agreement with Reebok to outfit our professional women's team.

Finally, both the club and college are undergoing consultations to explore the feasibility of a purpose built basketball facility to be built on campus in St Albans that would house all of our teams, one of which being an ambitious project that would see our senior men's side strive for promotion to the highest level of British Basketball to join our women's programme.

MEET OUR TEAM



ANDY MOORE

Vice Principal Safeguarding,
Behaviour, HE and Academies



THOMAS BAKER

Head of Academies
Former GB U18 Coach



MICHAEL BALL

Head of Basketball
Former GB U18 & U20 Coach



LEE HARRISON RYAN

Head of Performance
SLBW Coach
Former GB U18 Coach



LIAM JEFFERSON

Men's Head Coach
Current GB U16 Head Coach
Former GB U20 Coach



SHANICE BECKFORD-NORTON

Girls Academy Head Coach
Commonwealth Games
Silver Medalist



OAKLANDS
WOLVES

WORK WITH US & JOIN THE PACK

It is an extremely exciting time to join the Wolfpack, if you have an interest in working with us and supporting our work growing the Wolves, and our sport, we would love to hear from you.

Please contact Simon.Foden@oaklands.ac.uk to discuss.



@OAKLANDSBALL



@OAKLANDSBALL_SLBW



@OAKLANDSBALL_MEN



@OAKLANDSWOLVESACADEMY



@OAKLANDSBALL