



**INNS'  
BRUCK**

# GB Bobsleigh Sponsorship



[John\\_bobsleigh\\_stanbridge@outlook.com](mailto:John_bobsleigh_stanbridge@outlook.com)

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# INTRODUCTION

UK sport funding was sadly lost for Great Britain Bobsleigh nearly 3 years ago, putting in doubt our aim to qualify for the Olympics and contest for a medal.

This setback has not halted us, and we believe this is the beginning of a new journey, we are reaching out to companies to sponsor the GB Team in our bid to reach the World Championships in 2023 and Olympics 2026.

After a successful development season our team showed what we are capable off, battling among the very best and securing 2 top 20 place results on our debut European Cup season in 2020/2021 for Great Britain

We need further support and investment to ensure we can succeed and battle once again next season.





# Cpl John Stanbridge

## RAF - Pilot

I have been competing in military bobsleigh for the past 4 seasons, I have competed internationally for New Zealand brakeman on loan to New Zealand. Gaining selection for the GB development squad for the 20-2021 season as a pilot.

### Pilot

- No 1 RAF British Pilot last 2 seasons
- 2<sup>nd</sup> Overall at RAF Championships 2019,2020
- Selected for GB development squad June 2020
- 32<sup>nd</sup> Overall in 2020/2021 European Cup Season
- Placed 16<sup>th</sup> , 19<sup>th</sup> , 30<sup>th</sup> and 32<sup>nd</sup> in Debut GB Pilot season

### Brakeman

- Inter Service Champions 2018
  - 9<sup>th</sup> place Overall on the North American Cup NZ 2019/2020 season
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# Cpl John Baines OLY RAF - Brakeman

A Former youth track sprinter turned Bobsleigh athlete, began competing for the military in 2005 and reached GB selection in 2008. A well established 2 man and 4 man brakeman competing at various World cup events and the 2014 Sochi Winter Olympics. The last major competition he featured as part of GBR 2 on the North American cup 2018/2019 circuit .

## Brakeman

- 4x British Champion
- European Cup Gold 4-man
- 4<sup>th</sup> Place World Cup Lake Placid
- North America Cup 2<sup>nd</sup> Overall x6 Podium Finishes.
- Sochi 2014 2 man and 4 man Olympic Brakeman



# The Brakeman team

Alex Cortes-Tankard



Great Britain Brakeman 2020

Top Ranked GB Development  
Brakeman 2020/2021

16<sup>th</sup> Place Season Best

RAF Bobsleigh Brakeman  
since 2019

Jason Joseph



Great Britain Brakeman  
2020

British Army Parachute  
regiment Brakeman since  
2014

Alex Cartagena



RAF Bobsleigh Brakeman  
2020

RAF Powerlifting Champion  
Deadlift U82.5kg Class 2019

# Our Ambitions

We have high ambitions and goals ahead of us, with your sponsorship you could be part of our journey.



## European Cup 21/22 Season



Sponsorship will allow us to secure a World Class sled and compete in the European Cup

Aim

Race Top 10 finish

Introduction and build a 4-man team.

## World Cup Qualification 21/22 Season



Securing a Top 10 result will qualify us for a World Cup spot

Aim Top 15  
Overall  
European Cup

## World Cup 21/22 Season



Sponsorship will allow us to compete amongst the very best at the World Cup in pursuit of a World Championship spot

Aim  
Top 20 finish

## World Championships 2022/2023 season

Competing in a World Championships is the ultimate step before competing at the games

Aim  
Top 10

## Olympic Games 2026



Our ultimate goal is to qualify and compete at the Olympic Games to contest for a medal.



# Sponsorship


## Requirements

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# An Elite level Team

## Requires Elite level Equipment



### The Sled £50,000 -£100,000

The most vital piece of equipment that can provide the competitive edge for any team taking seconds away from the clock, Sled technology has improved since our sled was manufactured in 2011, a world calibre 2-man sled can be rented for £8000 or purchased new at £50000. A World Class 4-man sled can cost up to £100,000.



### Runners £5000- £10,000

The Runners are what contact the ice, they provide the pilot with different levels of friction depending on the specification, a high quality set can improve speed and handling characteristics. In the same way a premium tyre can increase a cars performance.



### Travel & Subsistence £35,000

The team needs to travel across Europe to reach events, necessary costs such as vehicle hire, accommodation, fuel ,food and race fees all take up a valuable mark on resources. The more we spend here the less we have to put towards the equipment that can make the competitive difference on ice.





# An Elite level Team

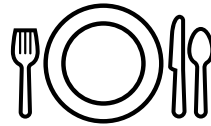
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Requires Elite level resources



## Travel

The movement of athletes and equipment is essential to reach competitions.



## Subsistence

The need to sustain peak condition is important as an athlete, without maintenance, team performance can be affected.



## Maintenance & Equipment

Keeping our equipment performing at its best will ensure that we can remained focused on the race and competition.



# Sponsorship

## Packages

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# Sponsor Packages

We need a minimum of £65,000 by October 2021 to place the team on track for the European cup and battle for a World Cup spot for the 2021/2022 season.

## Development

- Social Media Posts
- Team Photos
- Logo on team van
- Product Endorsement
- Brand Engagement

POA

## Premium

- Development Package plus
- Logo on team kit and Prime placement logo on team van
- Feature on team website
- Corporate bobsleigh taster day at GB training Facility

POA

## Elite

- Premium Package plus
- Logo on Race Sled
- Team meet & greet
- Invitation to experience a European Cup race for 4 people.

POA

## Olympic

- Elite Package plus
- Team Attendance at Corporate events
- Priority logo placement
- Exclusive Invitation to Inter-Services ice Championships including bobsleigh ride experience for 4 people.

POA

## \*Resource Support

- Equipment/ Tools
- Helmets
- Nutrition/Supplements
- Clothing

Opportunities exist to advertise and promote your brand in affiliation with our team.

All sponsorship packages are negotiable to suit your needs and to maximise potential business growth.





# Audience Coverage



Within our current community and followership there is potential to reach a wide and varied audience as we develop to World Cup competition level.

Affiliation with military athletes performing at an elite level may give potential access to clients within the unique Defence sector. We expect our followership to increase with upcoming coverage in military articles and features within Lincolnshire county news platforms.

The collage displays various social media profiles and content:

- YouTube:** A search bar and navigation menu are visible at the top left.
- Instagram:**
  - IBSF Bobsleigh & Skeleton:** 15.4K subscribers. Profile picture is circled in red.
  - ibsfsliding:** 1,423 posts, 7,033 followers, 1,034 following.
  - wobif:** 207 posts, 1,548 followers, 836 following. Profile picture is circled in red.
  - johnstanners318:** 137 posts, 1,407 followers, 498 following. Profile picture is circled in red.
  - gainz.like.baines:** 165 posts, 3,735 followers, 633 following.
  - britishbobsleighandskeleton:** 458 posts, 2,635 followers, 327 following.
  - royalairforceuk:** 1,274 posts, 272k followers, 243 following.
  - bbcadiolincs:** 531 posts, 3,170 followers, 406 following.
  - rafnews:** 92 posts, 1,842 followers, 61 following.
- LinkedIn:**
  - John Stanbridge:** GB Bobsleigh Pilot | Aircraft Technician at Royal Air Force (RAF). 500+ connections.
  - John Baines OLY:** British Bobsleigh athlete / Olympian. en.m.wikipedia.org/wiki/John\_Baines\_(bobsledder).
- Facebook:**
  - British Army:** Posts showing soldiers in action.
  - British Bobsleigh & Skeleton Association:** Profile picture and name visible.
- Other Content:**
  - A video thumbnail for **Corporal John Baines** with the text "LOOK NORTH".
  - A photo of **Corporal John Stanbridge** in a blue uniform, with text "CORPORAL JOHN STANBRIDGE RAF & GB DEVELOPMENT BOBSLEIGH".
  - A banner for the **INTERNATIONAL BOBSLEIGH & SKELETON FEDERATION**.

# Thank you

If you are interested in sponsoring,  
please get in touch

[John\\_bobsleigh\\_stanbridge@outlook.com](mailto:John_bobsleigh_stanbridge@outlook.com)

