



#WEAREROCKETS

2023/24

**PARTNERSHIP
OPPORTUNITIES**



ABOUT US

City of Birmingham Rockets Basketball Club formed in 2003 with a mission to **provide a pathway for young people** from Birmingham and surrounding areas to play basketball.

We engage **more than 1,350 young people** every week through a series of high performance, community outreach and schools' programmes.

From our home at Nechells Wellbeing Centre, **we operate 14 adult and junior teams**. This includes Men's and Women's first teams who compete in National Basketball League Division One.





BASKETBALL IN THE UK

2nd

Basketball is the second most popular team sport in the UK in terms of participation.

1m

More than one million British people regularly play basketball. Among those aged 18-34, 14 per cent play every week.



ROCKETS IN NUMBERS



14 TEAMS



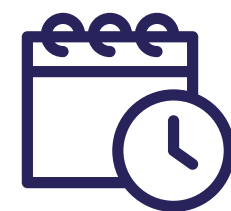
**10 COMMUNITY
PROJECTS**



**55
VOLUNTEERS**



**4 INTERNATIONAL
PARTNERSHIPS**



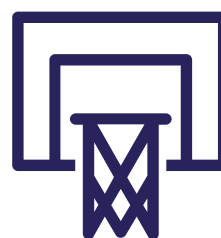
1,350 WEEKLY
PARTICIPANTS



9,416 SOCIAL MEDIA
FOLLOWERS



765,870 SOCIAL MEDIA REACH
(MARCH 2022 - MARCH 2023)



6,430 MATCH ATTENDEES
ACROSS 2022/23



**2022/23 NATIONAL BASKETBALL LEAGUE
DIVISION TWO NORTH CHAMPIONS**

**2022/23 NATIONAL WOMEN'S BASKETBALL LEAGUE
DIVISION TWO POOL 2 CHAMPIONS**

6 TEAMS REACHING NATIONAL PLAY OFFS 2022/23

2 TEAMS REACHING NATIONAL CUP SEMI FINALS 2022/23

4 JUNIOR PLAYERS SELECTED TO NATIONAL TEAMS

OUR TEAMS

Elite performance: Our Men's and Women's first teams compete in National Basketball League Division One.

Juniors: We operate boys' and girls' teams from U9s to U18s – all competing in national competition.

Academies: Our Academy partnerships with three education establishments provide students with basketball education and high-level competition alongside their academic studies.





OUR PLAYERS



ELLIE PIERPOINT

**Women's First Team/
Community Coach**

"Coaching at the community session with the girls has been really rewarding, seeing them progress and watching their confidence grow has been amazing. It feels great to give something back and to be a role model to the younger generation of girls."



JORDAN DAWES

Men's First Team

"Bringing Division One basketball back to Birmingham will give the kids at the club and in the city something to look up and aspire to. It's an exciting time for basketball in the city and we are all looking forward to another positive year!"



TIA MAY

U16 Girls/England U15:

"I am very thankful to all of the coaches and people here at Rockets who have supported me. To have the chance to play for England is amazing and something I'm really proud of!"



HAKEEM OLAJUWON

**Director/Ambassador/
NBA Hall of Famer:**

"The people who play basketball here in Birmingham are very close, it brings together people from different backgrounds and cultures. I share in the dreams of the kids."



COMMUNITY

Schools programme: Our coaches deliver weekly sessions to over 750 pupils at 30 schools across Birmingham.

Recreational programme: Our 10 city-wide sessions for players aged four through to adult and cater for 200 people every week.

International: Our international programmes and annual summer camp engage over 120 young people each year from across the UK and beyond.



GAME NIGHTS

Our award-winning National Basketball League **game nights** were recognised by Basketball England at the end of the 2022 season.

“City of Birmingham Rockets were runaway winners of the North Conference’s Best Game Day Experience award.

Collecting the most votes and the most first-place selections, the West Midlands side clearly made both fans and travelling teams feel welcome, converting that hospitality into a well-earned accolade.





IN THE MEDIA

Birmingham living

SLAM DUNK CHAMPS

BIRMINGHAM ROCKETS ARE SET TO LIFT OFF ON AN EXCITING NEW BASKETBALL SEASON. WE LOOK AT THE CLUB WITH LOFTY AMBITIONS, BUT THAT ALWAYS PUTS COMMUNITY FIRST

There is an important message for Birmingham Rockets. The city basketball club is going to enter the next season with a new spirit, full of excitement, competition and ambition. The Rockets have been part of the city's sporting fabric since 2001 and will now, the club has moved to the City of Birmingham, be at the heart of the city's sporting life. The club has a long history of success and many more who have taken part in a range of community programmes to schools, youth clubs and organisations.

Guiding the Rockets is all the time in Rob Palmer, the founder and managing director. And who started very much as a small club after the closure of the previous Birmingham basketball club, the Rockets, has now grown into an organisation with 14 teams across a range of categories in the National Basketball League and a women's team. While the Rockets play in the top professional league, the club also has a strong focus on the professional, highly skilled British Basketball League.

"That's very much the aspiration," said Rob. "We also see our own future programme to become one of the best in the country and to have even more involvement with the schools and our own facilities. We feel we are in a good place after years of the City of Birmingham Rockets in Birmingham."

GOLD MEDAL ACE

The club's success in the club and the City is greatly highlighted by Mike Evans who scored the winner for England in the final of the 2011 gold medal match. Mike went on to be named as the best player in the world in the final. The club is a great example of the community and bringing in and supporting it.



CHAMBER LINK

The Business of Sport

Basketball club signs Armed Forces Covenant

A Birmingham basketball club has become the 1,000th organisation in the West Midlands to pledge support to the armed forces community through the Armed Forces Covenant.

City of Birmingham Rockets Basketball Club were welcomed by the West Midlands Reserve Forces & Cadets Association (WM RFCA) for the milestone signing.

Introduced by the Ministry of Defence in 2014, the Covenant is a pledge by businesses that those who serve or who have served in the armed forces, and their families, are treated fairly.

Founded in 2003 by the chief executive Robert Palmer, the Rockets engage more than 1,500 young people each week through basketball.

As well as 16 men's, women's and youth teams competing nationally, the Nechells-based club run a number of community initiatives and an educational academy programme which provides elite level basketball in partnership with academic delivery.

The covenant signing took place at the WM RFCA's Harborne headquarters, with the Rockets represented by first team players and serving military personnel Jordan Dawes and Samuel Toluwase.

Robert Palmer and chairman Kirk Dawes signed the covenant alongside SMR Commander Steve Henshagen of the Royal Navy.

Mr Palmer said: "This is an extremely special moment for our organisation. We utilise our consistent core values of integrity, respect and commitment, which we believe align closely with those of the Armed Forces, to create a positive, equitable and disciplined environment."

Colonel Richard Maybery, chief executive of West Midlands RFCA, who are patrons of Greater Birmingham Chambers of Commerce, said: "The Rockets and the Armed Forces have much in common, not least their values and standards, the developmental opportunities they open up to young (and not so young) people, and their desire to engage with and reflect the community."

"They are a great example of what an Armed Forces friendly and supportive organisation should be and we look forward to continuing to build on our relationship with them."



BBC MIDLANDS TODAY

Solihull Observer

BASKETBALL - Solihull Sixth Form College student chases professional dream in Los Angeles



Faaris Mughal will play for Prep School in Los Angeles later this year.

Aaron Sutcliffe
21 May 2022

SOLIHULL Sixth Form College student Faaris Mughal has earned an exciting opportunity to play basketball in Los Angeles in the United States.

Mughal is captain of the Basketball Academy at Solihull Sixth Form College where he studies BTEC Business and hopes a move to Los Angeles to play for Prep School next season will be a stepping stone on his way to becoming a professional basketball player.

He combines his studies with playing for the Basketball Academy which is run in association with the City of Birmingham Rockets Basketball Club.

And Mughal has enjoyed a stellar season as the team's leading scorer and star player.



BBC MIDLANDS TODAY

Robert Palmer
Chief Executive, City of Birmingham Rockets

CHAMBER LINK

Rockets launch season tickets

The City of Birmingham Rockets basketball club have revealed season ticket prices for the forthcoming season.

The Rockets, who play at Nechells Wellbeing Centre, are preparing for the 2022-23 campaign under new men's first team head coach Nuno Rodrigues and new women's first team head coach Ryan Emery.

Fixture details are currently being finalised, with the men set for 11 home league fixtures - as well as a home draw in the NBL Cup - and the women eight.

Adults season tickets are £80 for adults and £40 for concessions.

At present the 2022-23 season tickets offer 20 games across the campaign - working out at just £4 per game for adults and £2 for concessions.

The Rockets received the Best Game Day Experience award for National Basketball League (NBL) Division Two last term.

The men's first team also attracted several sell-out crowds.

Rockets chief executive Rob Palmer said: "Rockets game nights were special occasions last season with a great atmosphere in the venue and represented an excellent family night out."

"Our fanbase continues to grow and it is important to us to have the support of the people of Birmingham as we move forward to the 2022/23 campaign."

"We are working hard to build something that our city can be proud of and encourage everyone to come and support Rockets on our journey."

"We believe our season ticket offer is fantastic value and guarantees your admission for the season of play for both our men's and women's home fixtures, which we are sure will be in high demand."





WORKING WITH US



“City of Birmingham Rockets are reaching the young people of the city and helping them realise their potential through engaging with basketball. As a university that likes to unlock potential, we are proud to be supporting them.”

Aston University



“We became part of the Rockets’ journey at an exciting time with the club heading for promotion to NBL Division One. It’s great to partner with a club that puts so much into the local community.”

Haines Watts
(Birmingham & Worcester)



“Working with the Rockets has been great for brand exposure. The digital content and online coverage of our brand has been great with photos and imagery from game day of players and the wider public enjoying our product. We hope the foundations have been laid for a solid long-term partnership as we both continue to grow together!”

Immune Pure Power



BENEFITS



**LOCAL AND NATIONAL
BRAND EXPOSURE**



**EXTENSIVE DIGITAL/
ONLINE REACH**



**COMMUNITY
IMPACT**



**CORPORATE SOCIAL
RESPONSIBILITY (CSR)**



**GAME NIGHT
PUBLICITY
OPPORTUNITIES**



#WEAREROCKETS

THANK YOU

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