



#WEAREROCKETS

2025/26

PARTNERSHIP & SPONSORSHIP 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 17 adult and junior teams**. This includes our Women's First Team that competes in the Women's National Basketball League (WNBL) and our Men's First Team who compete in NBL 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



17 TEAMS



**12 COMMUNITY
PROJECTS**



**65
VOLUNTEERS**



**4 INTERNATIONAL
PARTNERSHIPS**



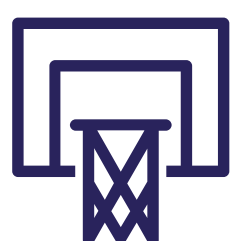
1,350 WEEKLY
PARTICIPANTS



16,697 SOCIAL MEDIA
FOLLOWERS



2,855,938 SOCIAL MEDIA VIEWS
(MARCH 2024 - MARCH 2025)



6,430 MATCH ATTENDEES
ACROSS 2024/25



**2023/24 NATIONAL BASKETBALL LEAGUE
DIVISION ONE TROPHY QUARTERFINALISTS**

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

**2023 NATIONAL BASKETBALL LEAGUE
DIVISION TWO PLAY-OFF WINNERS**

**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

5 JUNIOR PLAYERS SELECTED TO NATIONAL TEAMS

OUR TEAMS

Elite performance: Our Men's First Team compete in National Basketball League Division One with our Women's First Team competing in Women's National Basketball League.

Juniors: We operate boys' and girls' teams from Under 9s to Under 18s – competing in local, regional & national competition.

Academies: We run the only elite basketball academy in the West Midlands, competing in the Elite Academy Basketball League (EABL) and are the region's DiSE (Diploma in Sporting Excellence) provider. Our Academy partnerships with three education establishments provide students with basketball education and high-level competition alongside their academic studies.





OUR PLAYERS



AMINA MAHAMUD

**Under 14 Girls Head Coach/
Community Basketball Coach**

"To be a role model for girls in the programme is to empower them to believe in themselves the way that I believe in them, to break barriers and stigmas, and to embrace their strengths as athletes and as individuals. For me, a win is when they try and I see them enjoying themselves because that's where success starts from: a love for the sport around people just like them."



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!"



**AYLI-AIDA DJOHORE-
BADIANE**

Under 16 Girls

"I am very thankful to all of the coaches and people here at Rockets who have supported me. To have the opportunity to train with the women's team has been amazing! Having my brother and sister playing at the club is really good as we can watch each other's games and support each other."



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 over 55 hours of weekly sessions to over 800 pupils at schools across Birmingham.

Recreational programme: Our 12 city-wide sessions for players aged four through to adult cater for 200 people every week.

International: Our international programmes and annual summer camp engage over 160 young people each year from across the UK and beyond.



GAME NIGHTS

Our award-winning **National Basketball League game nights** showcase the only professional basketball team in the West Midlands!

Rockets match nights are an electrifying experience, packed with fast-paced basketball action, passionate fans, and an incredible atmosphere. From thrilling plays on the court to high-energy entertainment, music, and crowd engagement, every game night is a must-see event.

Whether you're a lifelong basketball fan or new to the sport, Rockets match nights bring the community together for an unforgettable evening of sport and excitement!





IN THE MEDIA



Driving sports news across greater West Midlands and beyond...



Rockets renew partnership with Spanish basketball club for a seventh year

City of Birmingham Rockets | M6 Sport Team | September 19, 2024

CITY of Birmingham Rocket has renewed its partnership with Spanish basketball club HLA Alicante. The partnership was first forged in 2018 and has strengthened the...



The Business of Sport

CHAMBER LINK

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 Henaghen 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."



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."

Solihull Observer

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



Aaron Sutcliffe
21st 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

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



“Rockets invest a huge amount of their time into Birmingham to develop young people in schools and the local community through basketball. This vision aligns with McArthurGlens values of community, and we are delighted to partner and the team on their important journey.”

McArthur Glen West Midlands



“We are very proud to be a partner of City of Birmingham Rockets Basketball Club! The team can often be seen in the MK Healthhub Gym, while we have also worked closely with the team to in the Reformer Pilates Studio to record a promotional video for our unique, high intensity sessions!”

MK Health



PARTNER BENEFITS



**LOCAL AND NATIONAL
BRAND EXPOSURE**



**EXTENSIVE DIGITAL/
ONLINE REACH**



**COMMUNITY
IMPACT**



**CORPORATE SOCIAL
RESPONSIBILITY (CSR)**



**GAME NIGHT
PUBLICITY
OPPORTUNITIES**

WE HAVE A RANGE OF PARTNER OPPORTUNITIES TO SUIT YOUR BRAND'S BUDGET AND OBJECTIVES.



#WEAREROCKETS

THANK YOU

Phone: 0121 460 5879

Email: enquiries@cobrockets.co.uk

www.cobrockets.co.uk

    @cobrockets

  City of Birmingham Rockets
Basketball Club