

## BASES Sponsorship packages

### Introduction

BASES, the British Association of Sport and Exercise Sciences, is the professional body for sport and exercise sciences in the UK. Our mission is to drive excellence in sport and exercise sciences through the promotion of evidence-based practice and the development and enhancement of professional and ethical standards. Our vision is to deliver excellence in the sport and exercise sciences, and our mission is to lead the advancement of knowledge and evidence-based practice within the UK's sport and exercise sciences for the benefit of human performance, health and education.

BASES is a company limited by guarantee, incorporated in 2005. We have operated as a learned society since 1984 when the organisation was established as the British Association of Sport Sciences.

We currently have over 2,600 members, over 40,000 followers across the BASES social media channels Instagram, LinkedIn, X and Facebook, and we regularly receive over 25,000 visits per month to the BASES website.

We are proud to work in partnership with a variety of organisations who share our values and our objective to promote evidence-based practice in sport and exercise science. These include the Science Council, The UK Sports Institute, The Premier League, UK Anti-Doping and many more. BASES maintains several Memorandum of Understanding and Memorandum of Collaboration with national and international organisations. We are currently working with the Privy Council Office regarding a Royal Charter for BASES. BASES has been advised by the Privy Council Office that, His Majesty The King approved an Order allowing the grant of a Charter of Incorporation to the British Association of Sport and Exercise Sciences. The terms of the Charter will not come into legal effect until the Great Seal is affixed to the vellum copy by the Crown Office at the House of Lords.

We currently offer a number of individual advertising and promotional opportunities (see below). We are now offering a few sponsorship packages for those companies and organisations who want to partner more broadly with BASES and our members.

### Advertising Opportunities

#### **The Sport and Exercise Scientist (TSES)**

TSES is our #1 member benefit, received by all BASES members each quarter. It is an excellent advertising vehicle to reach students, graduates, and professionals with an interest in sport and exercise sciences.

#### **BASES Events**

BASES organises world-leading conferences, workshops, webinars, and events, providing learning and networking forums for the sport and exercise science community. BASES offers the opportunity to partner with these events.

#### **Job Vacancies**

Find your perfect candidate by advertising a job vacancy, internship or studentship with BASES. Your advert will be added to the BASES website and promoted via BASES social media channels and the monthly newsletter.

#### **BASES Career Guide**

Target the next generation of sport and exercise science students by placing an advert in the BASES Career Guide, a highly popular resource for undergraduate and postgraduate students interested in studying in the field of sport and exercise sciences.

#### **BASES Endorsed CPD Events**



Have your event BASES Endorsed and be recognised as meeting the criteria to award continued professional development credits (CPD) to delegates as well as utilising BASES' communication channels to promote your event to a broad targeted audience.

### **BASES Course Finder**

An online resource on the BASES website designed to assist students in finding undergraduate and postgraduate courses in sport and exercise science. Ensure prospective students are aware of the degree programmes you offer by listing them on our Course Finder

For further information on all sponsorship and advertising opportunities, please contact Emma Forsyth, MarComms Manager at [eforsyth@bases.org.uk](mailto:eforsyth@bases.org.uk) or on 0113 812 6164.



## Gold Sponsorship

- The right to use a 'BASES official partner' logo and publicise the partnership with BASES on printed collateral, websites, e-newsletter, products, packaging and advertising.
- Revolving website banner on the BASES website live for a total of four weeks per annum.
- News item announcing partnership promoted via social media.
- Dedicated page on the BASES website.
- BASES Annual Conference platinum supporter package\*.
- Heads of Department Forum sponsor for the annual in-person event\*\*.
- Outside back cover advert in The Sport and Exercise Scientist (four per annum).
- Full page A4 advert in the next edition of the BASES Career guide.
- One annual BASES membership included plus reduced membership rates for employees.
- Opportunity to host a webinar/event for BASES members.
- Two mentions annually in the BASES monthly newsletter.
- Social media mentions per annum (four mentions on the BASES X and Facebook pages; two mentions on the BASES Instagram and LinkedIn page).
- One free Gold job advertisement and 25% off any further job adverts.
- Opportunity to provide a Member Benefit to the BASES membership offer which includes further promotional benefits.

\*Conference platinum supporter package includes 4m x 2m exhibition stand in premium location; two delegate places and top table seats at the Gala dinner; call to action button on the conference app; conference scrolling banner; app alert to all delegates during the conference; social media post via BASES Twitter, Facebook, LinkedIn and Instagram accounts; 'Platinum supporter' profile on the conference website and on the conference app including logo, 250-word overview and weblink ([www.basesconference.co.uk](http://www.basesconference.co.uk)); your logo displayed on the conference app and digital Abstract booklet front cover and included on all conference emails and PowerPoint holding slides; printed logo on delegate badge; access to 'Attendee Search' on Conference App which provides attendee contact details.

A pilot combined Annual and Student Conference is being planned for May/June 2026.

\*\*Heads of Department Forum sponsor includes stand at the event; opportunity to have a five-minute presentation slot; company logo on event webpage, agenda, relevant news items and advert featured in The Sport and Exercise Scientist Spring issue; company logo to be at the start of every presenter slide; company mentioned in Welcome address; social media post via BASES Twitter, Facebook, LinkedIn and Instagram accounts; opportunity to send any links / promo (max 100 words) to us to include in the email when we contact delegates with the login details.

The annual total is £12,600, excluding VAT.

For a commitment of two years, the annual Gold supporter fee would be reduced by 10% per year.



## Silver Sponsorship

- The right to use a 'BASES official partner' logo and publicise the partnership with BASES on printed collateral, websites, e-newsletter, products, packaging and advertising.
- Revolving website banner on the BASES website live for a total of three weeks per annum
- News item announcing partnership promoted via social media.
- Dedicated page on the BASES website.
- BASES Annual Conference Gold + supporter package ^.
- Heads of Department Forum sponsor for the annual in-person event^^.
- Half page advert in The Sport and Exercise Scientist (four per annum).
- Half page A4 advert in the next edition of the BASES Career guide.
- One annual BASES membership included plus reduced membership rates for employees.
- Opportunity to host a webinar/event for BASES members.
- Two mentions annually in the BASES monthly newsletter.
- Social media mentions per annum (two mentions on the BASES X, LinkedIn and Facebook pages; one mentions on the BASES Instagram page).
- One free Gold job advertisement and 25% off any further job adverts.
- Opportunity to provide a Member Benefit to the BASES membership offer which includes further promotional benefits.

^Conference Gold + supporter package includes 3m x 2m exhibition stand; two delegate places and top table seats at the Gala dinner; 45 minute breakfast symposia on Day 2; call to action button on the conference app; conference scrolling banner; app alert to all delegates during the conference; social media post via BASES Twitter, Facebook, LinkedIn and Instagram accounts; 'Gold supporter' profile on the conference website and on the conference app including logo, 150-word overview and weblink ([www.basesconference.co.uk](http://www.basesconference.co.uk)); your logo displayed as 'Gold+ Supporter' on the digital conference app and digital Abstract booklet front cover and included on all conference emails and PowerPoint holding slides; access to 'Attendee Search' on Conference App which provides attendee contact details.

A pilot combined Annual and Student Conference is being planned for May/June 2026

^^ Heads of Department Forum sponsor includes stand at the event; opportunity to have a five-minute presentation slot; company logo on event webpage, agenda, relevant news items and advert featured in The Sport and Exercise Scientist Spring issue; company logo to be at the start of every presenter slide; company mentioned in Welcome address; social media post via BASES Twitter, Facebook, LinkedIn and Instagram accounts; opportunity to send any links / promo (max 100 words) to us to include in the email when we contact delegates with the login details.

The annual total is £9,000, excluding VAT.

For a commitment of two years, the annual Silver supporter fee would be reduced by 10% per year

## Bronze Sponsorship

- The right to use a 'BASES official partner' logo and publicise the partnership with BASES on printed collateral, websites, e-newsletter, products, packaging and advertising.
- Revolving website banner on the BASES website live for a total of two weeks per annum.
- News item announcing partnership promoted via social media.
- Dedicated page on the BASES website.
- BASES Annual Conference exhibitor package<sup>v</sup>.
- Quarter page advert in The Sport and Exercise Scientist (four per annum).
- Quarter page advert in the next edition of the BASES Career guide.
- One annual BASES membership included plus reduced membership rates for employees.
- Opportunity to host a webinar/event for BASES members.
- Two mentions annually in the BASES monthly newsletter.
- Social media mentions per annum (one mention on the BASES X, Facebook, Instagram and LinkedIn page).
- One free job advertisement and 25% off any further job adverts.
- Opportunity to provide a Member Benefit to the BASES membership offer which includes further promotional benefits.

<sup>v</sup>Conference exhibitor package includes 3m x 2m exhibition stand in premium location; two delegate places; call to action button on the conference app; company name on the conference website ([www.basesconference.co.uk](http://www.basesconference.co.uk)); exhibitor overview and on the conference app including logo, 75 word overview and weblink; access to 'Attendee Search' on Conference App which provides attendee contact details.

A pilot combined Annual and Student Conference is being planned for May/June 2026

The annual total is £5,000, excluding VAT.

For a commitment of two years, the annual Bronze supporter fee would be reduced by 10% per year.

