



BRITISH
DODGEBALL

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BRITISH
DODGEBALL
*Delivery
Partner*

DELIVERY PARTNER GUIDE

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British Dodgeball is looking to develop valuable partnerships with sports coaching companies, local authorities and SSP's - any organisations which work with children and young people in school settings.

Dodgeball is an immensely popular sport in the U.K. and we are still playing catch-up with respect to the standardisation of the sport in addition to ensuring high-quality provision within schools. We are seeking to create deep, mutually-beneficial partnerships with organisations which understand the value of dodgeball beyond a wet weather activity or informal game. Such organisations will be able to tender for exclusive rights to be named as our delivery partner in a certain county or region.

Being named as a Delivery Partner carries no annual financial commitments; it is not a sales pitch dressed up. Neither is it free marketing with no expectations once a partner is confirmed. An agreement will be put in place via SLA and both organisations must honour their commitments in order to benefit the sport of dodgeball and both organisations. So, what does being a British Dodgeball Delivery Partner entail?

DELIVERY PARTNERSHIP IN A NUTSHELL

RECEIVE FREE MEMBERSHIP ENABLING DISCOUNTED ACCESS TO COACH EDUCATION FOR STAFF MEMBERS

-> ENSURE YOUR COACHES DELIVER HIGH QUALITY DODGEBALL SESSIONS

LEAD COACHES RECEIVE TRAINING TO DELIVER BRITISH DODGEBALL WORKSHOPS AND SCHOOL EVENTS

-> UPSKILL YOUR LEAD COACHES

GET PAID TO DELIVER SCHOOL EVENTS & OPPORTUNITY TO SELL WORKSHOPS TO LOCAL SCHOOLS

-> ADDITIONAL EXCLUSIVE INCOME STREAMS

PROMOTION ON OUR WEBSITE, USE OF LOGO & OPPORTUNITY TO SELF-PROMOTE AT SCHOOL EVENTS

-> ADDITIONAL MARKETING & ENDORSEMENT

RECEIVE DISCOUNTED EQUIPMENT AND INTRODUCTIONS TO OUR EQUIPMENT & KIT PROVIDERS

-> SUPPORT YOUR ORGANISATION'S ADMINISTRATION

DELIVERY PARTNERSHIP AGREED VIA S.L.A. FOLLOWING INFORMAL INTERVIEW & REVIEWED REGULARLY

-> ENSURING COMMITMENT & SECURITY FOR BOTH PARTIES



WHY SPECIALISE IN DODGEBALL?

5 KEY STATS:

- Dodgeball is the second most-participated team sport in schools.¹
- 613,000 (8.7% of all the UK's 5-16 year olds) young people play once per week.¹
- Approximately 1 in every 16 UK FE & HE students has played dodgeball at least once in the last year.¹
- Dodgeball is the most in-demand sport in primary schools, with 1/3rd of all primary school children wanting to play more dodgeball above any other sport.²
- 10% of all county School Games competitions were dodgeball competitions.³

WORKSHOPS: AN IMPACTFUL TRAINING OFFER

Dodgeball is highly popular with young people due to being accessible and fun. This provides an opportunity for coaching organisations which has not yet been taken advantage of. Specialising in this mainstream sport provides opportunities to deliver training such as the Dodgeball Leaders Awards to young people or the Introduction to Dodgeball staff CPD workshop. Whilst you'd be in charge of setting your own prices, British Dodgeball offers these workshops at £280 + tutor travel expenses for a 2-3 hour session. This provides not only an additional income stream, but the ability to offer this training could be key to developing new relationships with schools in your locality.

SCHOOL CHAMPIONSHIPS: AN EFFECTIVE PROMOTIONAL TOOL



We host a growing number of school championship events in partnership with colleges & sixth forms. This year, we are hosting 60 school events around England. We could not run these events without college partners to provide a venue and sports leaders who support staff members with coordination and officiating on the day. College leaders are trained 9am-10:30am in the morning, and then they support the competition as it runs from 10:30am until ~3pm. Winning schools progress to regional and national finals.

As part of our agreement, we provide a payment for delivery partners to set-up, train leaders and coordinate a number of these events in their area. The number of events depends on demand in each area. We provide a joint-funded promotional banner with your own logo on in addition to the British Dodgeball logo. Additionally, you can promote your services to these schools throughout the day, and promote your company to college leaders, many of whom who are currently undertaking sports courses and may be prospective future apprentices or employees.

1. Sport England Active Lives Survey (Children and Young People) (Mar 19)
2. Ofsted Obesity, Healthy Eating and Physical Activity research article (Jul 18)
3. Youth Sports Trust School Games Data (Sep 18)



OUR COMMITMENT TO OUR DELIVERY PARTNERS

BRITISH DODGEBALL WILL...

1. Provide Free Coach Membership & Discounted Training:

- Provide one year of free Coach Membership to an organisation's sports coaches, which includes 25% discounted access to Level 1 & Level 2 training. This helps to ensure your coaches meet the minimum deployment requirements for an independent dodgeball coach.

2. Provide Free Training:

- Train and certify your lead coaches to be able to deliver a range of British Dodgeball workshops which your organisations can then promote and deliver to schools for a fee.
- Train your staff members to be able to deliver British Dodgeball school championship events.

3. Promote Your Organisation:

- Promote your organisation on our website and social media channels.
- Provide your organisation with the chance to directly interact with up to 12 local schools at British Dodgeball school championship events.
- Provide your with usage of the British Dodgeball Delivery Partner logo to use for endorsement purposes.
- Provide you with a banner with both your and the British Dodgeball logo on it to use for promotional purposes.

4. Provide Additional Income Streams:

- Pay your organisation for the staff time needed to deliver British Dodgeball school championship events.
- Provide your organisation with the chance to deliver workshops in your area for a fee when orders are placed with us.

5. Provide Free & Discounted Equipment & Kit:

- Provide your organisation with free equipment required to deliver British Dodgeball school championship events.
- Provide your organisation with access to discounted cloth dodgeballs.
- Signpost your organisation to our equipment and kit partners.



OUR DELIVERY PARTNERS' COMMITMENT TO US

DELIVERY PARTNERS WILL...

1. Be Committed to Offering Outstanding Dodgeball Delivery:

- o Ensure new staff members train to deliver dodgeball and receive a year of free Coach Membership.
- o Ensure the correct equipment and rules are used to deliver dodgeball, using British Dodgeball resources, e.g. lesson plans, where appropriate.
- o Promote the sport of dodgeball beyond a wet weather activity or informal game; integrate dodgeball into a school's curriculum and identity where possible.

2. Deliver British Dodgeball School Championship Events in their Area:

- o Supply lead coaches to deliver School Championship events which are booked in & agreed in the first term of each academic year.
- o Provide high quality training to young leaders during the day and deliver an impactful event which maintains both organisations' good reputations. Report winners to British Dodgeball for qualification purposes.

3. Promote Workshops and Further Training:

- o Actively seek business delivering workshops and training to schools.
- o Display the joint promotional banner at each Schools Championship event and other appropriate places.
- o Display the British Dodgeball Delivery Partner logo on your website and other relevant places.
- o Promote British Dodgeball Level 1 & Level 2 Coaching Courses as the next step after completing a workshop.

4. Deliver Workshops in their Area:

- o Promptly respond to our queries with respect to delivering a workshop in your area.
- o Deliver high quality training to young people and teachers.

5. Share Participation Data:

- o Share data regarding the individuals you have engaged in different types of dodgeball activity for use in funding applications and reporting.



DELIVERY PARTNER – APPLICATION PROCESS

1. Apply to become a British Dodgeball Delivery Partner for your area by emailing hello@britishdodgeball.com to register your interest. Please include the following information:
 - a. Your company address
 - b. A brief history of your operation and team (or link to About Us webpage which outlines this)
 - c. Your area of operations and size of organisation (number of schools, number of staff members etc.)
 - d. Your involvement with dodgeball so far (delivery, formal/informal training etc.)
 - e. How you would look to use this partnership to grow your organisation and dodgeball participation in your area/region.
2. We'll let you know the status of your application within 2 weeks. Please note that we'll keep unsuccessful applicants' details on record for future partnership offers.
3. Applicants who are successful at the initial application stage are invited to have an informal meeting via phone call or video call. This is an opportunity for us to meet you, discuss your potential delivery capabilities as a partner, your target area(s), get any outstanding information and for you to ask any questions you might have.
4. Successful applicants will receive a tailored SLA to sign and return. This will include area information and the scope of school events taking place in the area at the time.
5. The partnership will begin; staff members will receive delivery training and any necessary delivery equipment will be posted out along with joint-funded marketing materials.
6. After the initial 6 months, we will have a review meeting.
7. After the initial 12 months and every 12 months thereafter, we will have a review meeting.

If you have any questions about the nature of this partnership, please email hello@britishdodgeball.com and we'd be happy to answer these.