



SPONSORSHIP PACK



YOUR CLUB

YOUR FAMILY

YOUR COMMUNITY

About Us



Ruth Fettes founded the Cobras from a lifelong love of basketball and a clear vision: to offer a secure, nurturing and inclusive space where young people of all skill levels could discover and enjoy the game.

Ruth moved to Bracknell at 13 and began playing basketball while a student at Garth Hill College. She became an avid supporter of the local pro side, the Bracknell Tigers. Each of her three children later followed that passion for the sport and went on to serve the club as players, officials and coaches. The name Cobras was chosen spontaneously on the way to one of their matches.

Career highlights include being appointed Director of Operations & Development for pro team, Guildford Heat in 2007. Ruth is currently South Regional Chair for Basketball England, having also held voluntary roles for the Wessex Local League. She was recognised at Basketball England South Region Awards 2024 for 'Services to Basketball'.



The Cobras Difference

We are a community, not for profit Club

Costs: annual court hire in excess of 2,500 hours.

Inclusion: we offer a Hardship Fund to remove financial barriers for low-income families.

Community reach: 500+ weekly attendees from U8s to U18s, Cobras Academy at Garth Hill College, SEN group, Senior NL Men & Women, Adult walking basketball & after-school clubs.

Delivery scale: 40+ training sessions per week across 10+ local venues in Binfield, Bracknell, Crowthorne & Slough.

Ofsted registered: accept childcare vouchers for holiday camps & offer Holiday Activities and Food (HAF) programme places.

Professional Team: 12 x Level 2 Coaches (or above), 5 x Level 1 assistants.

Sustainability & opportunities: our players are supported to qualify as referees, table officials & coaches, creating leadership pathways & supplementary income.



Testimonials

'The club is really welcoming and inviting, their main focus is 100% the kid's and their passion for basketball. My child's confidence has grown, her shyness has disappeared, she is active weekly and getting involved in every game she possibly can.'



'Whole club atmosphere and family feel has helped my son mature and improve in a positive way by underlining the value of hard work and rewards/improvement. All the coaches and volunteers are amazing and much appreciated.'



*'I would like to thank you, for your amazing coaching with the SEN GROUP. Every single child who attends, has the best time. This is the first SEN Group activity that ***** looks forward to every week. He asks every day when basketball is on next!! He has really developed with his physical strengths and also made a great friendship group. I also know, that us parents have a great time watching each week. Thank you for providing your time, kindness and patience to a very special group!'*



'Seeing my son passionate and interested in something has helped my son's mental health because he benefits a lot from physical exercise and focusing on something positive. Basketball has given him the opportunity to succeed in something.'



Our Vision

For you to live your best basketball life.

Our Mission

To be a secure, nurturing, welcoming environment for young people of all skill levels to enjoy the game of basketball.

Our Pillars

Equal opportunity for anyone wishing to play.
A player pathway through to adulthood.
A positive contributor to the community.



Our Values

COMMITMENT

Always giving your best effort for the team & yourself.

OPPORTUNITY

Seizing every chance to learn, improve & grow.

BELIEF

Trusting in yourself, your teammates & the team's vision.

RESILIENCE

Staying strong & bouncing back from challenges.

ACHIEVEMENT

Striving for success, celebrating progress & victories.

SPORTSMANSHIP

Playing fair, respecting the game & honouring opponents.



Timeline

2010

Cobras Basketball Club is formed and launches Central Venue League. Coaching contract with Wellington College established.

2011

First National League team for U14 Boys is entered & make it to the regional playoffs.

2013

U14 Boys NL team promoted to Premier league.

2015

U16 Boys NL team promoted to Premier League.

2017

U18 Boys NL promoted to Premier League.

2018

Jack Fettes plays for Surrey Scorchers professional team

2020

Cobras CBL Academy established at Bracknell & Wokingham College

2022

NL Men Div3 team is launched.
CBL Academy team reach playoff finals 2022/23

2023

Myers Amoo-Gottfried is selected to represent U18 Men for England. NL Women Div2 team launched. CVL adds 3rd venue in Bracknell area. U16 Boys win South Conference League.

2024

Cobras Basketball Academy launches at Garth Hill College Sixth Form.
Slough launches to become 4th Cobras run CVL venue.
Louis Bello is selected to represent England U18 Men.
U16 Boys win South Conference League

2025

U14 Girls win NL South Conference League.
U14 Boys win undefeated NL South Conference League.
U16 Boys win NL South Conference League.
Caleb Alozie & Arianna Awusa selected to play U14 England for Home Nations Tournaments.

Donation Packages

Level 1: £500

Recognition on our social media platforms & logo on website

Level 2: £2,000

Recognition on our social media platforms & logo on website

Social media promotional reel created by professional videographer

Level 3: £5,000

Recognition on our social media platforms & logo on website

Social media promotional reel created by professional videographer

1x courtside board

Official partner of Cobras direct marketing announcement to our membership database

Level 4: over £5,000

Bespoke tailored package

Sponsorship Opportunities

Courtside board at home games (per venue) £350

Logo warm up shirts for a team £500

Logo on Team playing kit (senior teams or CVL) £1,000

Sponsor a Coach - logo on uniform £300

Supporters

Offer preferable rates to Cobras Members for a social media mention & logo on website

Social Media Presence

Facebook: 1.3k followers

Instagram: 1.9k followers



Basketball did you know?

Basketball is unique in the impact it makes in the UK's most-deprived communities; mainly in improving life outcomes by addressing some of the social challenges faced by disadvantaged young people in the UK*

Basketball became an Olympic sport in 1936



In 2023/24, Basketball England recorded its highest-ever membership, with 39,046 licensed members & over 48,000 total members (including supporters). The National Basketball League (NBL) featured a record 928 teams

'Basketball' has 91,400 average monthly searches on Google

Basketball is England's second-fastest growing team sport, behind football, with strong uptake in primary and secondary schools.

Sport England's Active Lives Children & Young People Survey shows basketball consistently ranks in the top 5 team sports played in schools & community settings.

Sources: Statista, GOV.UK Youth Participation Survey, Sport England Active Lives, Basketball England Annual Report 2023/24

Contact Us

We would love to discuss ways to work together. All contributions can really make a difference to young people passionate about basketball.

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