

Weightlifting Wales

PARTNERSHIP
OPPORTUNITIES



WEIGHTLIFTING WALES
CODI PWYSAU CYMRU



Together, We Are Lifting a Nation

Weightlifting Wales and You...

Together, Lifting a Nation



PROUDLY INCLUSIVE

Offering something for everyone regardless of age, gender, race and ability

Bringing people together



PARTNERSHIP DRIVEN

New focus on creating partnerships with purpose, that make a positive difference across Wales



NATIONAL AND INTERNATIONAL

An organisation that contributes to domestic health & wellbeing and promotes elite Welsh talent on an international stage



AMBITIOUS

A commitment and strategy to grow the sport and inspire a nation



OFFERING:

NATIONAL AND INTERNATIONAL IMPACT

**Make a Positive Difference to Our Sport –
Lifting a Nation**

**A unique partnership across the whole of the
sport, delivering across performance & elite
talent, national team, major events, through to
grassroots and our major development
programmes**

**A major feature of the Olympic and
Commonwealth Games**

OFFERING:

REACH AND ENGAGEMENT

Regularly engage with over **300 coaches**, officials and competitors across the whole of Wales

High profile association with weightlifting and **200,000 regular lifters** including young & old, male & female and all abilities





OFFERING:

BRAND AWARENESS

Extensive presence across our programmes and at major weightlifting events in Wales, such as the Welsh Senior Championships

Exposure in media, including international, national and regional press and digital platforms

Content across our communication channels

OFFERING: BRAND EQUITY

Deliver against social purpose objectives,
including inclusion & diversity and physical &
mental wellbeing

Support the growth of the sport and encourage
future generations to play and be active!

Leave a positive legacy



WEIGHTLIFTING WALES: AN OVERVIEW

1

The national governing body for weightlifting and para powerlifting in Wales

2

Leading the development and delivery of the sport on both a national and local level to create a thriving, diverse and growing community

3

Inspiring people of all ages, backgrounds and abilities to improve their physical health and wellbeing through weightlifting and paralifting

4

The organisation has a network of licenced clubs & academies and a growing number of members

5

Run by dedicated and passionate experts, supported by major likeminded partners

6

A sport and an organisation on the rise – and now with gender parity

OUR VALUES

Inclusive

We are open to all and value everyone, treating them with respect, regardless of age or background.

Collaborative

We work as a team and with local and national partners to expand the reach of our sport and achieve shared goals

Ambition

We strive to push boundaries, grow our sport, and create opportunities for all to achieve their full potential

Excellence

We are committed to continual improvement and strive for the highest standards in everything we do

Transparent & Trustworthy

We act with honesty, integrity, and accountability, ensuring openness in all our decisions and actions.



OUR PURPOSE

To utilise our sport to build a healthier, more inclusive nation while supporting and inspiring future champions

OUR VISION

To be a highly valued and respected organisation, recognised for inclusivity, bringing people together to improve the nation's health and wellbeing, and raising Wales' profile on the international stage

OUR FOCUSES AND AIMS

Our work is guided by key principles that shape our approach

OUR STRATEGIC FOCUSES

Person-centred

Focused on building confidence and unlocking potential in individuals.

Long-term and strategic

Committed to sustainable growth and lasting impact.

Personal development

Investing in the growth of our staff and members.

Collaborative advancement

Working together to drive progress.

Sustainability

Ensuring financial, environmental, and social responsibility.



OUR FOCUSES AND AIMS

Our work is guided by key principles that shape our approach

WHAT SUCCESS LOOKS LIKE

Greater Visibility and Impact

Raising the profile of weightlifting, para powerlifting, and strength training to inspire lifelong participation and highlight their benefits.

Increased Participation

Engaging more young and older people from all backgrounds in weightlifting and strength training to enhance national fitness.

Competitive Excellence

Achieving success at national and international levels.

Personal development

Investing in the growth of our staff and members.

A Leader in Inclusive Sport

Building a reputation for community driven delivery, prioritising equality, diversity, and inclusion



OUR FOCUSES AND AIMS

Our work is guided by key principles that shape our approach

THE MAIN AREAS OF OUR WORK

Identify and Nurture Talent

Developing potential to create champions in weightlifting and para powerlifting.

Engage Underrepresented Communities

Expanding access through funded community programmes.

Support Grassroots Participation

Creating inclusive opportunities for all ages and abilities.

Deliver High-Quality Events

Supporting lifters on the pathway to international success.

Promote Health & Fitness

Encouraging lifelong well-being for all ages and backgrounds.

Promote Equality and Fitness

Ensuring a welcoming and diverse environment.

Uphold Strong Governance

Maintaining robust leadership, integrity, and best practices.



TAKE YOUR PLACE IN OUR PARTNERSHIP ECO-SYSTEM



We work with other major organisations to deliver best in class facilities and services to our members and lifting community

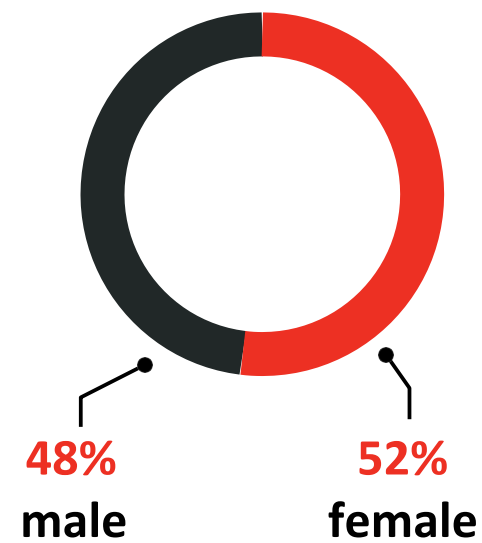
Sport Wales ■ Disability Sport Wales ■ British Weightlifting ■
Welsh Sports Association ■ Team Wales
International/Commonwealth/European Weightlifting
Federations ■ Bangor University ■ Coleg Sir Gar ■ Actif North
Wales ■ West Wales Sports Regional partnerships



OUR GROWING COMMUNITY – LIFTING A NATION

300 active members...
and growing

MIXED
GENDER



BROAD AGE
RANGE



From 10 to
over 60

Programmes and
activities to suit every
single age, gender, race
and ability



A large network of
qualified coaches
and officials

Growing reach
(Activity over the last 90 days)



25,407
accounts
reached



3,244
profile visits/
searches



3,518
engagements



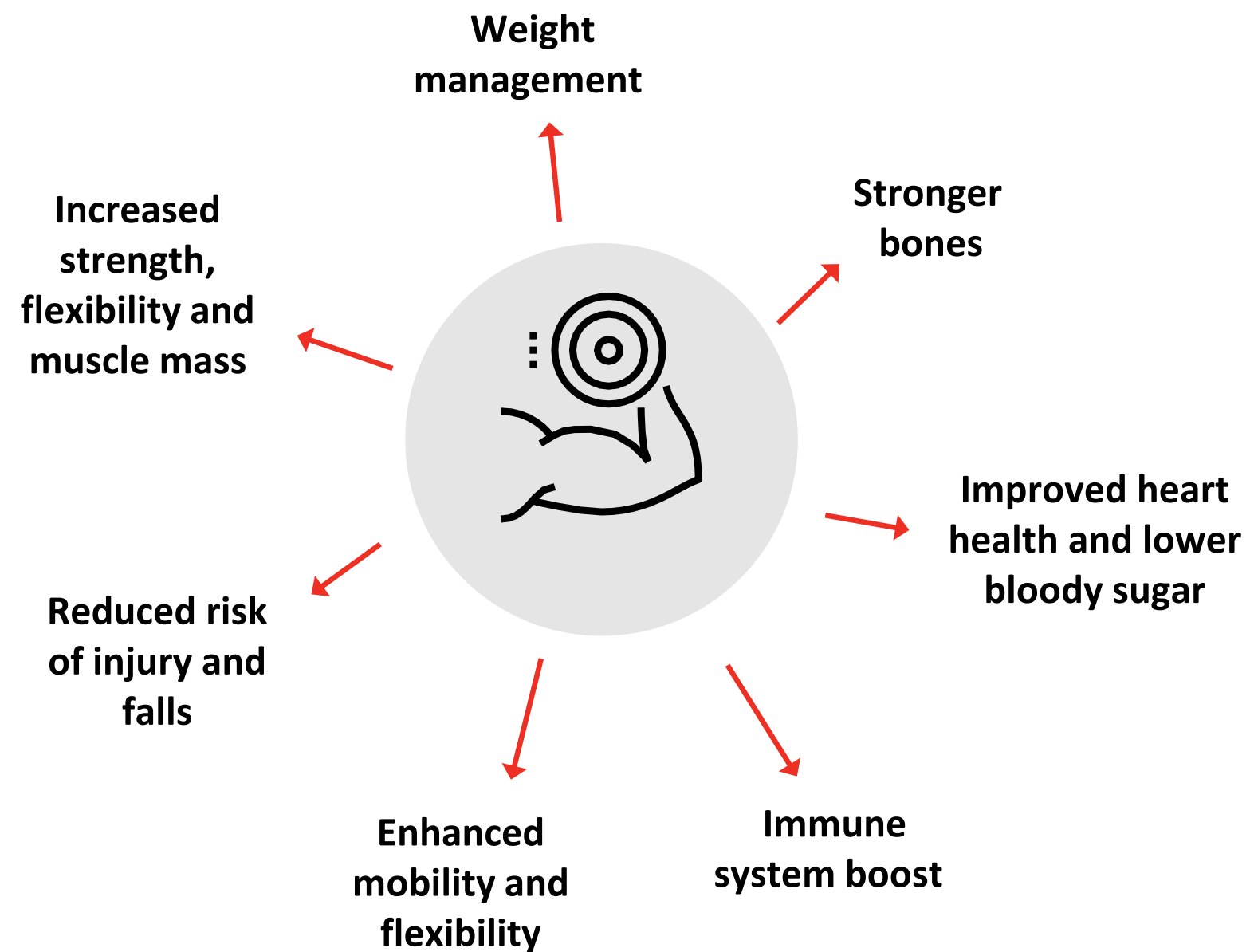
324,499
profile views

An organisation that has successfully created a even gender balance amongst participants

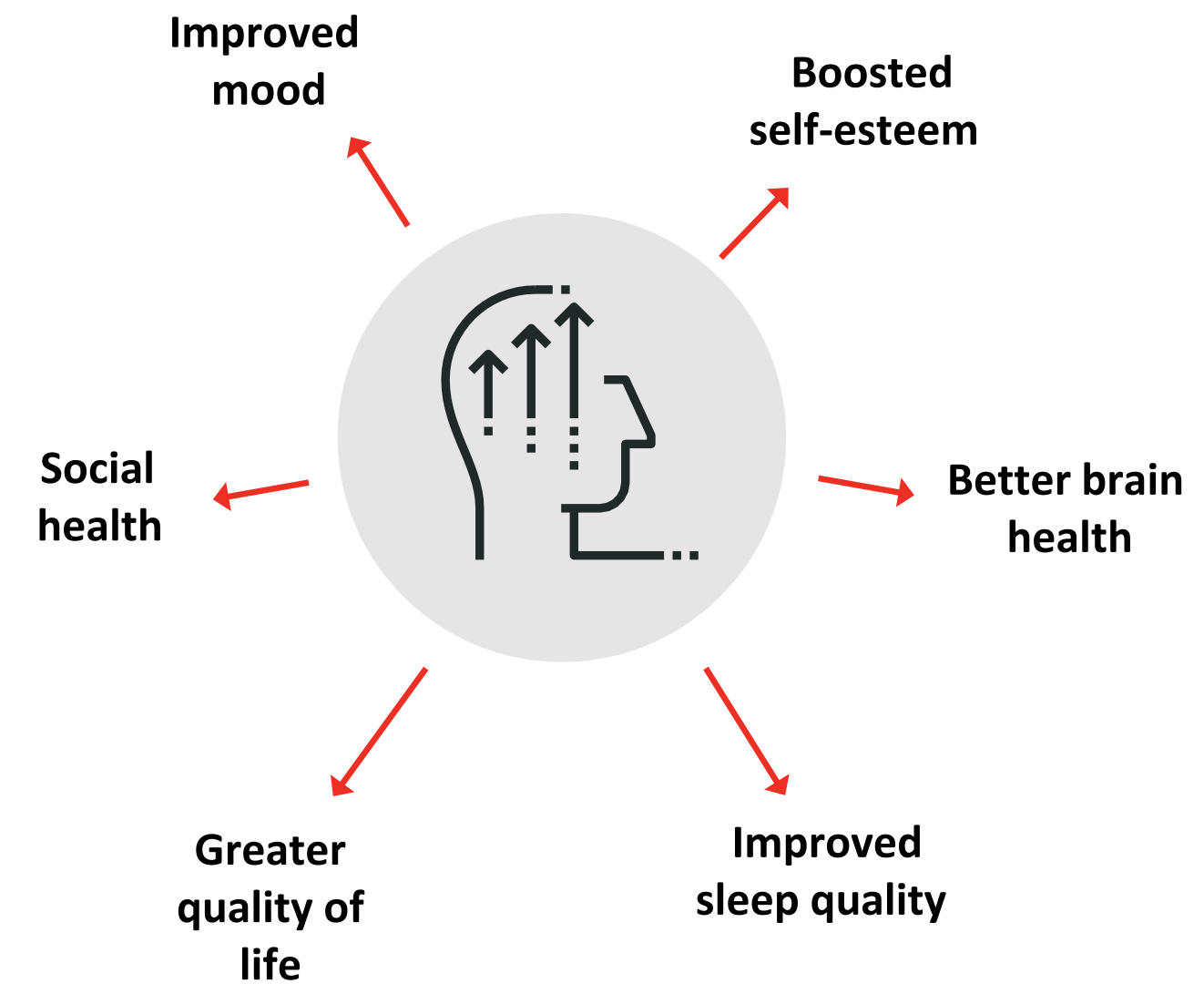
WEIGHTLIFTING – AT THE HEART OF A NATION’S HEALTH & FITNESS

There is clear evidence that lifting weights is critical to improving everyone’s health & wellbeing....and we are the organisation that can deliver that across the whole of Wales

PHYSICAL BENEFITS



MENTAL BENEFITS



DOVETAILING WITH WELSH GOVERNMENT'S STRATEGY

A HEALTHIER WALES

In line with Public Health Wales (PHW) Strategy, we are working towards a Wales where people live longer, healthier lives and where all people in Wales have fair and equal access to the things that lead to good health and well-being.

WEIGHTLIFTING WALES IS COMMITTED TO SUPPORTING PHW'S PRIORITIES:

Influencing the wider determinants of health

Promoting mental and social well-being

Promoting healthy behaviours

Supporting the development of a sustainable health and care system focused on prevention and early intervention

Delivering excellent public health services to protect the public and maximise population health outcomes

Tackling the public health effects of climate change

OUR COMMITMENT TO DEVELOPMENT, INCLUSIVITY & DIVERSITY

Our ambition is to continue to embed **a thriving, diverse and growing lifting community** that is inclusive for everyone regardless of their background

We have made massive strides in **improving diversity within weightlifting** through our campaigns

Welsh academies and clubs

Holyhead and Anglesey Weightlifting Fitness Centre

Coleg Sir Gar (Llanelli)

Evolve Weightlifting Academy (Crosshands)

Strength Academy Wales (Haverfordwest)

Bangor University

New Wave (Llandudno)

Number 1 CIC (Flintshire)

Cardiff Met Weightlifting

Our Development Programmes

RAISE THE BAR

A free 6 week programme for 11 to 16 year olds to take part in Weightlifting and strength training at participating academies in Wales.



DEVELOPMENT PATHWAY

Working closely with partners to drive talent in Wales, and building stronger links with the lifting community



STRONGER TOGETHER PROJECT

An initiative aiming to increase participation among young women and girls in safe, inclusive environments



PARA WEIGHTLIFTING

Inspiring people of all ages and abilities to lift weights



There is an opportunity to work with us to develop new initiatives based on shared goals.

A FULL EVENTS PROGRAMME

Weightlifting Wales hosts major events throughout the whole of Wales

WELSH SENIOR CHAMPIONSHIP

The Welsh Seniors will bring together the best lifters from across the nation as they set to compete for the honour and the Welsh Nation title. The event takes place annually in Bangor in November.

WELSH MASTERS OPEN

The premier championship for masters-aged lifters in Wales. The event showcases talent across various age groups, with previous competitions featuring strong performances and close competition across a number of weight categories. The event also takes place annually in November.

HOME NATIONS OPEN (AUTUMN, WINTER & SUMMER)

A Tier 2 national weightlifting & para powerlifting competition. Open to any member of Weightlifting Wales or British Weightlifting, taking place three times a year.

WELSH AGE GROUP CHAMPIONSHIPS

The Welsh Age Group Championships features the best youth and junior lifters across Wales, battling it out to be crowned Champions in their age category, as follows:

Under 12's - boys and girls

Under 15's - boys and girls

Under 17's - boys and girls

Under 20's - men and women

Under 23's - men and women



THE SPONSORSHIP PROPOSITION

OFFICIAL PARTNER OF WEIGHTLIFTING WALES



AN OPPORTUNITY FOR INVOLVEMENT ACROSS THE WHOLE SPORT

ANSWERING YOUR OBJECTIVES

Our packages are built with your objectives in mind. Designed to deliver return on investment, return on objectives or both.

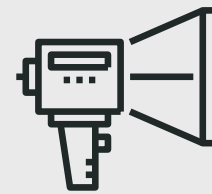
Whatever your needs, we can build a solution to address them.



ENGAGE WITH A
PASSIONATE AND
LOYAL AUDIENCE



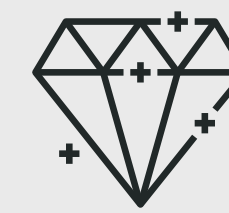
DELIVER SOCIAL
PURPOSE
CAMPAIGNS



PROMOTE YOUR
BUSINESS TO OUR
COMMUNITY



MAJOR
INVOLVEMENT IN A
GROWING SPORT



STAFF AND CLIENT
ENTERTAINMENT
BENEFITS

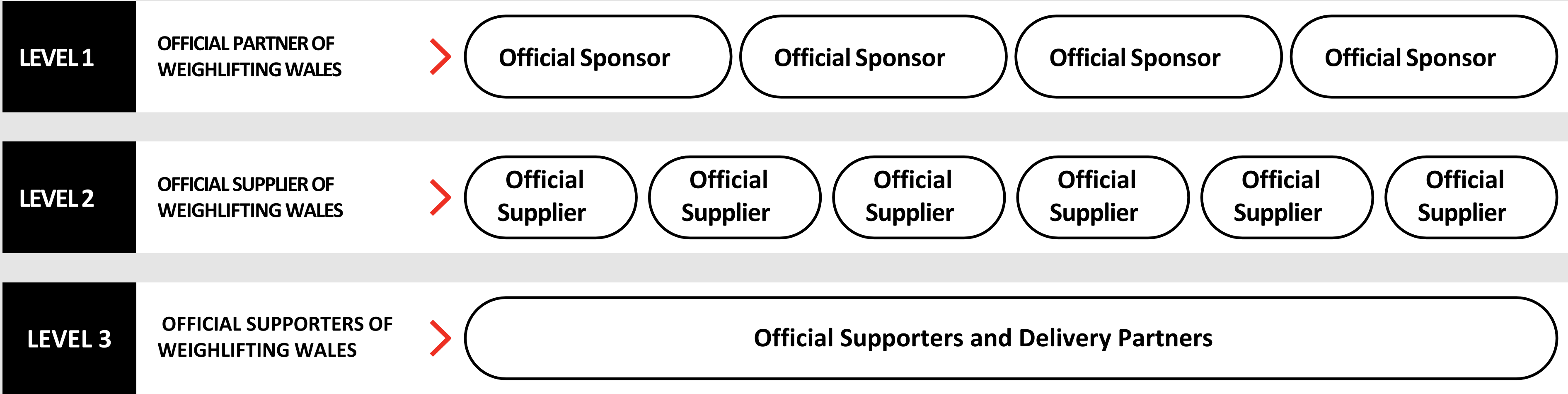


CREATE A POSITIVE
LEGACY & HELP GROW
WEIGHTLIFTING IN
WALES

BE PART OF A SPORT THAT GENUINELY MAKES A POSITIVE DIFFERENCE TO THE NATION'S HEALTH

OUR SPONSORSHIP PROGRAMME

A unique partnership opportunity, allowing for rights across all our assets, events and programmes



POTENTIAL SPONSORSHIP BENEFITS

The final package of benefits will be based on your objectives but could include the following:

RIGHTS OF ASSOCIATION: OFFICIAL PARTNER OF WEIGHTLIFTING WALES

Category Exclusivity

Lock-Up Logo/Identity

On-Site &
Digital Sales Rights

On-Site Branding
at all Events

Branding in all Promotions

Branding & Content on the
Weightlifting Wales Website

Access to Imagery & Content

Co-Created Content

Vip Attendance at Events

Streaming & Social Media Content

Access to Athletes

Platform for Jointly Created
Activations

Staff and client benefits...such as introduction to weightlifting sessions in clubs around wales and volunteering at events

NEXT STEPS

1

Tell us your business challenges

2

We will build a tailored proposal to suit your needs

3

We establish a long and successful partnership





**JOIN US....
TOGETHER,
WE ARE
LIFTING A
NATION**

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