

Tender Opportunity

Sport Equipment Provider

October 2025



Official Sport Equipment Provider

BWL is inviting Expressions of Interest (EOIs) from companies who wish to become our Official Sport Equipment Provider.

This is a unique opportunity to align with national team athletes, national competitions, grassroots programmes, and the wider BWL community.

Three categories of engagement are available:

- **Official Partner**

Strategic alignment, co-branding, and long-term collaboration.

- **Official Sponsor**

Financial and/or equipment support in exchange for national exposure.

- **Official Supplier**

Provision of high-quality equipment and technical support.



What we're looking for:

High-Quality, Safe, and Competition-Standard Equipment

Suppliers who can deliver durable, reliable, and safe weightlifting and para powerlifting equipment that meets the highest standards of performance. Preference will be given to products that are officially approved by the IWF and/or WPPPO. Sport equipment should be suitable for grassroots through to elite international competition, ensuring a seamless pathway for athletes at every level.

Proven Experience in Sport

We value suppliers with a strong track record of supporting sport at national level, particularly those who understand the demands of high-performance environments. Demonstrated experience in working with governing bodies, clubs, or major competitions will be considered as an asset.

Innovation and Added Value

We are seeking partners who can bring fresh thinking and innovative solutions that benefit athletes, coaches, clubs, and the wider community. This may include advances in technology, accessibility, sustainability, or cost efficiency that enhance training environments, competition delivery, or athlete safety.

Commitment to Integrity, Inclusivity, and Sustainability

Our partners must share our values. We are looking for organisations that prioritise ethical practices, diversity, and environmental responsibility. This includes sustainable manufacturing processes, inclusive product design, and policies that ensure safe and fair access for all athletes regardless of background, ability, or experience.

Collaboration and Community Impact

Beyond equipment provision, we welcome suppliers who are committed to working in partnership with BWL to strengthen our sports. This may include supporting grassroots initiatives, providing training resources, or engaging in community outreach programmes that widen participation and inspire the next generation of lifters.

Reliability and Long-Term Partnership

We are looking for partners who see beyond short-term supply, and who want to build lasting relationships that support BWL's growth over the long term. This includes reliable delivery, strong customer service, and a willingness to adapt to the evolving needs of weightlifting and para powerlifting.

Value for Money and Scalability

Competitive pricing models that allow BWL to maximise impact while maintaining quality, with scalable solutions that can grow with the needs of our sports.

Digital and Technological Integration

Innovative use of technology, such as smart monitoring systems, performance tracking, or digital platforms that add value for athletes, coaches, and clubs.

What you'll gain:

- Recognition as an Official [Partner / Sponsor / Supplier] of British Weight Lifting (BWL)
- Use of the BWL Brand and official designation across your marketing collateral.
- Extensive branding and visibility across national competitions, livestreams (bwl.tv), digital platforms, and media coverage, reaching audiences of over 2.5 million annually.
- Activation opportunities with athletes: including Olympic and Paralympic medallists, rising talent, and para powerlifting role models for campaigns, appearances, and content creation.
- Access to education and thought-leadership platforms, such as coach education seminars, technical workshops, and conferences, showcasing your brand's expertise and commitment to sport.
- Direct engagement with the BWL community of 6,500 participants, 147 clubs, volunteers, and technical officials across the UK.
- Opportunities to co-create community impact projects, supporting grassroots clubs, schools, and inclusion initiatives.
- Hospitality, networking, and VIP access at flagship events and national championships, with opportunities to host clients and stakeholders.
- Content collaboration and storytelling opportunities, building powerful narratives around shared values like resilience, inclusion, and sustainability.
- Corporate Social Responsibility (CSR) and Environmental, Social, and Governance (ESG) alignment, demonstrating measurable contributions to health, wellbeing, diversity, and social inclusion.
- Market influence and credibility, showcasing your brand's support for a growing Olympic and Paralympic sport, backed by UK Sport and Sport England.
- Insight and data-sharing opportunities, including access to participation trends, competition reach, and audience engagement metrics.
- International exposure, through BWL's active role in global federations (IWF, WPPO, EWF, CWF), and representation at international events.
- Longevity of partnership recognition, ensuring your brand is visible throughout the build-up to major milestones including the Glasgow 2026 Commonwealth Games and Los Angeles 2028 Olympic & Paralympic Games.
- Access to additional BWL Commercial Inventory and partner assets including digital, event, and media opportunities to further support and amplify our shared objectives.
- The chance to support the growth of weightlifting and para powerlifting in the UK.

Commercial Value & Partnership Benefits:

Market Credibility & Recognition

Recognition as an Official [Partner / Sponsor / Supplier] of British Weight Lifting (BWL). An Olympic & Paralympic sport backed by UK Sport and Sport England. This designation reinforces your reputation as a trusted supporter of elite performance, inclusion, and grassroots growth.

Brand Visibility with High-Impact Reach

Use of the BWL brand and official designation across your marketing, campaigns, and product packaging, amplifying your brand's credibility and consumer trust.

Mass Audience Engagement

Extensive visibility through branding across national competitions, bwl.tv livestreams, digital channels, and media coverage, connecting your brand with over 104.1 million* engaged sports fans annually.

Athlete Led Activation & Storytelling

Access to authentic campaigns with Olympic, Paralympic and Commonwealth medallists, rising stars, and para powerlifting ambassadors, driving engagement through appearances, endorsements, and digital-first content creation.

Thought Leadership & Knowledge Platforms

Showcase your brand's expertise by contributing to education programmes, coaching seminars, technical workshops, and conferences, positioning your organisation as a driver of innovation and excellence in sport.

Direct Community Engagement

Engage with BWL's growing network of 6,500 active participants, 147 clubs, volunteers, and technical officials. Offering tailored activation opportunities and grassroots impact at a national scale. For the 2024-2025 period, BWL event participation increased 10.13% from the previous year.

Purpose-Driven Impact

Co-create community programmes with measurable impact: supporting grassroots clubs, schools, inclusion initiatives, and disability sport.

Premium Hospitality & Networking

VIP access to flagship events and national championships, ideal for hosting key clients, rewarding staff, and networking with decision-makers across sport, health, and business.

Content & Campaign Integration

Collaborate on compelling brand storytelling around values such as resilience, inclusion, and sustainability. Generating authentic narratives that resonate across multiple channels.

Data-Driven Insights

Access exclusive insight and data-sharing opportunities, including participation trends, competition reach, and audience engagement analytics, to shape and optimise your marketing return on investment

**Over the last 12 months, BWL gained 104.1M cumulative weighted video views across earned and owned social media channels.*

International Reach & Recognition

Expand your brand influence through BWL's network and engagement in global federations (IWF, WPPF, EWF, CWF), with visibility at international events and competitions.

Strategic Long-Term Value

Secure sustained visibility and engagement as part of the build-up to major global milestones: Glasgow 2026 Commonwealth Games and Los Angeles 2028 Olympic & Paralympic Games.

Customisable Commercial Inventory

Access a range of additional commercial assets tailored to your objectives, from bespoke digital activations to event naming rights and product integration opportunities.

Interested?

Deadline for EOIs: 06 November 2025

Submit to: ceo@britishweightlifting.org

About Us:

British Weight Lifting (BWL) is the UK's recognised Governing Body for weightlifting and para powerlifting, dedicated to inspiring a nation of lifters by promoting strength as both a lifestyle and a pathway to sporting success. We support clubs, gyms, athletes, and coaches across the UK, delivering world-class competitions, high-quality education, and inclusive development pathways.

Financially, BWL secured £5.6m from UK Sport for the Los Angeles 2028 cycle and £1m from Sport England, delivering a surplus of £58k and growing reserves to £359k. With a social media reach of 2.5 million and strong digital growth, the organisation continues to raise the profile of strength sports.

In 2024-25, BWL celebrated four medals at the Paris Olympic and Paralympic Games, secured 34 further international podiums, and achieved record competition entries with over 6,500 participants (10% increase). Membership grew to 3,775 and affiliated clubs increased by nearly 9%, while 138 new coaching scholarships were awarded, expanding opportunities for young people and underrepresented groups. Innovation and inclusion were also at the heart of progress, with the launch of the UK's first adaptive lifting competition, expanded Masters events, and strengthened safeguarding and diversity programmes.

Looking ahead, BWL is focused on building sustainable athlete and coach pipelines, diversifying income, and preparing for Glasgow 2026 and Los Angeles 2028, entering the next cycle with medal-winning credibility, financial stability, and a thriving, diverse community.

BWL Membership & Competition Growth (2023-24 vs 2024-25)

