



SEASON 2

SPONSORSHIP OPPORTUNITIES

BECOME A PARTNER OF BPQL



Welcome

Thank you for taking the time to explore our sponsorship pack.

I'm Tony Harbutt, founder of the Birmingham Premier Quiz League. I created BPQL because Birmingham had plenty of great pub quizzes, but nowhere for people to enjoy regular, individual quizzing in a friendly, welcoming environment.

From the start, our goal has been simple: make everyone feel at home. Whether someone has years of experience, has appeared on TV, or is trying their first quiz, they get the same warm welcome. That's been the real success of Season One.

We've seen seasoned quizzers sitting alongside complete beginners, friendships forming, confidence growing, and a room full of people every week who simply enjoy being together over a good quiz. Winning matters, of course, but BPQL is just as much about community, challenge, and belonging.

Season Two is about building on that foundation. With your support, we can reach more players, enhance the experience, and continue creating something Birmingham can be proud of.

I'd love you to be part of that journey.

A stylized, handwritten signature in black ink that reads 'Tony'.

Tony Harbutt
Founder,
Birmingham Premier Quiz League

What is the BPQL?

The Birmingham Premier Quiz League (BPQL) is the city's leading individual quiz league, attracting a growing community of engaged, intelligent and socially active participants.

Every Sunday evening at The Jewellers Arms, players take part in an eight-week season, competing for the BPQL Championship and enjoying a high-quality quiz experience in a friendly, inclusive environment.

BPQL brings together a uniquely diverse audience; from experienced national-level quizzers to first-time players; all united by a shared passion for knowledge, challenge and community. The atmosphere is welcoming, relaxed and social, making BPQL a standout weekly event that people return to again and again.

For sponsors, BPQL offers access to a loyal, attentive audience, strong community values and a growing local footprint. Whether supporting the league, a season, or a headline event, partners benefit from meaningful visibility and association with a positive, community-driven Birmingham initiative.



"BPQL has filled a much-needed gap in the Birmingham quiz landscape. The opportunity to take part in regular quizzes of a high standard against like-minded, keen quizzers has been a really enjoyable and rewarding experience. I would recommend it to anyone who likes a good quiz, whether you're just in it for a bit of fun or have your eyes on being the next Mastermind."

John Robinson - BPQL Series 1 Champion
Mastermind Champion

BIRMINGHAM PREMIER QUIZ LEAGUE AT A GLANCE

- High-Engagement Quiz League Eight-week individual competition attracting committed, returning players.
- Two Seasons Per Year Spring and Autumn leagues, providing consistent, repeatable sponsor exposure.
- Diverse, Loyal Community Players range from seasoned quizzers to newcomers, all highly engaged.
- The Jewellers Arms, Birmingham A popular, central venue that's become home to the BPQL community.
- Inclusive, Welcoming Culture A positive environment that reflects well on partner brands.
- Growing Local & Social Presence Season One exceeded expectations therefore Season Two offers even greater reach.



Why Sponsor BPQL?

Every successful community needs people who believe in what it's trying to achieve.

Sponsoring the Birmingham Premier Quiz League means far more than placing a logo on a poster. It's a chance to support a growing local organisation that brings people together through a shared love of quizzing; while raising the profile of your business in a positive, community-driven setting.

Since launching in 2026, BPQL has built a loyal, enthusiastic following. Players return week after week, our events continue to grow, and our online community expands every season. As BPQL develops, so does the visibility and reach for the partners who support us.

Whether you're a local independent or a larger organisation, your involvement will be recognised across our events, social media, and promotional activity throughout the season.

We don't view sponsors as advertisers.

We view them as partners helping us build something special for Birmingham's quiz community.



Sponsorship Opportunities

Whether you're a local independent business or a larger organisation, we'd love to have you on board.



	BENEFIT/FEATURES
HEADLINE SPONSOR £500.00	• “BPQL Season sponsored by ...” branding • Largest logo on all league promotional material • Regular mentions throughout the season; featured sponsor on Facebook page • Recognition at every league night • Premium logo placement at Finals Night • Opportunity to display promotional material at league events; association with all BPQL events throughout the season • Association with all BPQL events; part of a friendly, inclusive and fast-growing community
SUPPORTING SPONSOR £250	• Logo on league promotional material • Social media mentions throughout the season • Recognition during league nights • Logo displayed at Finals Night • Listed on sponsor board • Association with BPQL community via materials & mentions
COMMUNITY SPONSOR £100	• Logo displayed on sponsor board • Thank-you post on Facebook • Recognition during league nights • Recognition at Finals Night • Listed as an official BPQL sponsor • Listed as official supporter of BPQL community
PRIZE SPONSOR VARIABLE	• Mention when prize is awarded • Recognition when prize is presented • Presence when prize is awarded OPTIONS AVAILABLE INCLUDE Weekly Winner Prize, Highest Score Prize, Finals Night Trophy, Spot Prizes, Team Quiz Events

A Partnership, Not Just a Logo

Every business that supports BPQL becomes part of the league's story. We're proud to support local businesses wherever we can, and we'll always look for opportunities to promote the people who support us. We hope you'll join us as we continue to grow.



Building for the future

BPQL has achieved a great deal in a short time, but we're only just getting started.

Our goal is to become Birmingham's home of competitive quizzing, offering a year-round mix of events for players of all abilities.

With sponsor support, we can expand the league, introduce new formats and create more opportunities for people to get involved. Every sponsorship strengthens today's events and helps us invest in tomorrow's ideas.

Starting BPQL has been one of the most enjoyable things I've done. Seeing the league grow, welcoming new faces each week and hearing players already excited for the next season shows how much Birmingham needed something like this.

Season One was just the start. With support from local businesses, I'm confident we can keep growing while maintaining the friendly, welcoming atmosphere that defines BPQL.

If you'd like to support the league or simply chat about getting involved, I'd love to hear from you. Thank you for considering joining our journey and I hope to welcome you to a BPQL night soon.

Tony

CONTACT US:

 Email: birminghampremierquizleague@gmail.com

 Phone: 07859 848456

 Facebook: Birmingham Premier Quiz League

