



## Dates for the CEV Challenge Cup for **IBB Polonia London VC**

December will be a historical month for IBB Polonia London. On 6th December 2016 the first match will take place. It will be the away leg of the "round of 16" of the CEV Challenge Cup. The home leg will be on the 18th December 2016 in Belchatow, Poland. We will find out the opponent towards the end of November. It will either be

Pokka AE Karava from Cyprus or Fino Kaposvar from Hungary.

– We had to wait impatiently for these actual dates. We are delighted that our home game will be during a weekend. I am hoping that this information will be enthusiastically received by our fans, who will be support us in countless numbers

as usual in Belchatow. – said IBB Polonia London President, Bartek Luszcz.

*Thanks to the partnership between PGE Skra Belchatow and IBB Polonia London, the match will be played in the sports hall 'Hala Energia'. The aim is to promote global volleyball initiatives.*



# Newcastle

remains a joyless place for **IBB Polonia London Volleyball Club**

**Once again, Newcastle, the home venue for the second place team, turned out to be unlucky for the players of IBB Polonia London Volleyball Club. On Sunday 23rd October 2016 the first defeat of the season took place. Team Northumbria beat the team from London 3:1 (23:25, 25:13, 25:18, 25:23) and as a result took the lead in the Super 8 League table.**

- On Sunday we met a tough opponent. The first set was ours, and then we lost focus giving the advantage to our opponents. We will analyse our game and improve those aspects which let us

down. We lost the game, but we have an outstanding team who will do battle for the title. - informed the Head Coach of the London team, Piotr Graban.

- Today, the other team was better than us. We made too many errors and gave away the initiative and that is what hurts the most. We return without any points, but we will work hard for the next match. We have a short break and then we get back to taking the top of the table position. - commented Marius Ciorte, team captain IBB Polonia London.

- In the league, there are some tough teams, so factors such as lengthy journeys, and unusual sports halls contribute to results of matches. The result often is determined by the events of the day; I imagine every team can beat every other team in the league. The season has only just started, and I am sure that many emotions will come our way. The club and the fan club are already waiting

to welcome Team Northumbria to London! - said President of IBB Polonia London, Bartek Luszcz.

Last week, members of IBB Polonia London, as well as players from the junior football and volleyball sections of the club, met the Minister of Sport from Poland, Witold Banka, while he visited London. The meeting took place in the Embassy of Poland in London. The Minister was presented with a personalised souvenir match shirt. He took the opportunity to chat with players from The Club about sport in Great Britain.

In the coming weekend, the players and coaching staff have the chance for a break from volleyball. They return to play on the 5th November 2016 to the home venue of Brentford Fountain Leisure Centre at 3pm when they host Solent Volleyball Club in the next match of the Super 8 League. Free tickets are available online at <http://polonia.eventbrite.co.uk/>

# IBB Polonia London

## is victorious without losing a single set

**In the last series of matches, IBB Polonia London came up against the team of Solent Volleyball Club. The team coached by Piotr Graban, played at their home venue and defeated the visitors 3:0 (25:21, 25:22, 25:16). Once again they added another crucial three points to their league total without losing a single set.**

- I think the players of Solent gave one of the best performances of their season today and in doing so caused us a few problems. They defended and passed well, which allowed them to use their middles well who became quite effective. - commented Piotr Graban - The game showed the effects of our two weeks of hard work. We focused on technique and eliminating unforced errors. We developed out tactical work over the last few weeks which could have caused a number of errors during the match. I'm really pleased with my boys, because through working so well together, we achieved what we decided to achieve before the game began.

- We are delighted with a three points gain. - said captain of IBB Polonia London, Marius Ciortea - The opponents, despite playing really well, were not able to breach our defences. We were very focused and concentrated on a number of pre-match plans. Our team did quite well. We made fewer errors and we finished the sets with a safe margin of points.

Of course, the fans played their part at the home venue. They arrived before the game and made a huge noise supporting the players.

- I'm so pleased with the way our fans support us. We can always count on their presence in the sports hall. Thanks for the support and we invite you to the next match. - said Graban.

- The support of the fans really motivates us.



Monika Jakubowska

We play better when we know that they are behind us and cheering us on. We hope that at each coming game, their numbers increase! - added Ciortea.

The next game will be played on 12th November 2016 against Cardiff Celts from the First Division. This will be the second game that we have

played each other in the KO Cup. The next Super 8 league match will be on the 20th November 2016 at Brentford Fountain Leisure Centre at 3pm. The game will be against local rivals London Lynx.

**Free tickets are available online at [polonia.eventbrite.co.uk](http://polonia.eventbrite.co.uk).**



**Jacek Ambroży**  
founder and CEO  
of IBB Polish Building Wholesale

# INCREASING THE POPULARITY of volleyball in Great Britain

Sports sponsorship is an unconventional form of promoting a company. IBB Polish Building Wholesale is the Head Sponsor of the current English champions of volleyball IBB Polonia London. The President of the company, Jacek Ambroży reveals some of the secrets behind the relationship between the two organisations.

**How long have you been working with Polonia London, and how much longer do you think you will work together?**

We made our first contact three years ago, if my memory serves me correctly. Currently IBB is the Head Sponsor and we have recently signed a five year contract with the Club.

**How did it all start? What persuaded you to support the team?**

Everything started with a few of the fans, who are our customers; builders in actual fact. They approached me asking if I would be prepared to buy them some equipment to help. Seeing that they spoke with such excitement and passion, and I really like people like that, I decided that my support could really help them. That was the moment that my contact with volleyball began in this country. In the following year, the President of Polonia Volleyball Club approached me with a sponsorship proposal and I decided to take up the offer. One of the deciding factors was the enthusiasm of the people belonging to the club who were going above and beyond their responsibilities within the Club. I liked the idea of doing something aiming for success, of doing something with the same passion and intrinsic motivation without any form of reward. I was impressed with these emotions and wanted to help them to achieve these successes.

**Did you consider other ways of helping, other than becoming the Head Sponsor?**

I didn't think about any other ideas. From the very start I knew that if I was going to become involved at all, I wanted the honour of being Head Sponsor. I really like what the guys are doing and their general approach. The best sportspeople aim for the best results, and I see this in the players of Polonia London. I consider them as equals to engineers, teachers or lecturers, because I know how

hard they work and how much personal sacrifice is involved to reach their aims.

**Does IBB support other sports?**

We support a total of three ball sports. They are tennis, volleyball and football. We are strategic in this and are not currently considering other projects. In the future we would like to support individuals with special needs who are not quite so physically able.

**What benefits does the company get from these relationships?**

Thanks to this work, the company gets business benefits. Marketing in the form of press exposure or radio presence is slowly becoming less beneficial. It is much more cost effective, in my opinion, to become involved in supporting the work of others.

**In the last season, IBB Polonia London was extremely successful. The team won everything in Great Britain and now will compete in a European competition. It looks like IBB assessed the potential of the club accurately before it became involved.**

I enjoy supporting ambitious sportspeople. Achieving good results gives great satisfaction and personal enjoyment. It also is beneficial from a business point of view. This is exactly what we have experienced. Following our initial involvement, the team achieved some very good results, and as I said, is currently competing internationally. We are delighted that they have managed to do this. In this day and age, just wanting to play international competitions isn't enough. Financial backing is crucial and this is where IBB have helped.

**Does the company engage with sponsorship in a complex manner and does it get involved with the running of the Club?**

There is no sense in approaching this in any other way. We are constantly engaged with the club. In fact everything we have discussed here has been by mutual consent. As a sponsor, not only are we concerned with financial support, but we try to be involved in other ways. We have helped develop the marketing of the Club. We suggested a portfolio of merchandise for the fans, we also have a regular magazine for our customers called 'Builder' and there are updates about the Club in there. There are

also large sections of information on our website about the Club news. You will see that the Club appears everywhere.

**What is the relationship like between the Club and IBB? Do you treat them as students from a business perspective?**

We have a partnership. Members from the Club and IBB are constantly in contact. This has resulted from the initial aims of us forming our partnership and for us deciding on sponsorship. We try to take part and be present during matches, to talk with the players, coaches and members of the Club. As a company, we function well in the marketplace and often talk about the Club during meetings. From these discussions arose the idea of merchandising.

**Is the popularity of the Club increasing?**

We are constantly looking for ideas that will increase exposure. We would like to increase the level of interest of companies like Eurosport; volleyball in England is in its infancy. One of our aims is to increase the popularity of the sport in the UK. The potential is there to see in Poland where volleyball is loved by all. We see similarities in Britain where sport in general is also followed passionately by many. We need to increase volleyball's popularity here.

**So what can be done to encourage other sponsors to invest in volleyball?**

We have, together with the Club President, worked on a plan to find new sponsors. We understand the notion of 'the more the merrier'.

**What does the relationship with other Polonia sponsors look like?**

IBB is very happy to work with the other sponsors. We are eager to meet and discuss ideas together. In one of the issues of „Builder” magazine, we thanked all of the other sponsors (naming them individually) for supporting the Club. I have no objections to encouraging them, promoting them and enticing new sponsors in joining us. We are even open to resigning from the Head sponsor position, if a new company wishes to beat our current package. We know how much we help the Club and are aware that finding our successor may be difficult. Our philosophy is for the good of the Club and its development.