



Press release re: SportsAid appoint Sport Collective

Media release dated: 13 November 2018

SportsAid appoint Sport Collective to develop commercial and fundraising programmes

The UK charity helps young athletes to overcome the financial obstacles they face in their bid to become Britain's next generation of Olympians, Paralympians and world champions. The cost of sport is one of their greatest challenges, and despite already representing Great Britain at age-group level in competitions all over the world, most receive no funding beyond what the charity provides. SportsAid has appointed sports rights and marketing agency Sport Collective to develop its commercial strategy and fundraising programmes and build upon its success to date.

Sport Collective will work closely with SportsAid to review all of its revenue raising activities from sponsorship through to corporate and public fundraising. The outcome will be to increase revenue and VIK and to grow the number of talented athletes SportsAid is able to fund. Sport Collective will also be involved with SportsAid's ground-breaking athlete-parent workshops to provide an insight into all aspects of sport business, giving them a clear understanding of the entire sport ecosystem to best equip them for a successful career in sport.

Tim Lawler, CEO of SportsAid said: "We are delighted to be working with Sport Collective. They have a proven track record and a wealth of experience we can benefit from, but perhaps more importantly, they have a passion for sport and an infectious enthusiasm. It is an exciting time for SportsAid."

Peter Daire, Director of Sport Collective said: "The vital role that SportsAid plays in developing next-gen athletes in a wide variety of sports is unparalleled and the success the programme has delivered is incredible. We are proud to be chosen by SportsAid to continue and grow its support for all talented young athletes and to enable them to fulfil their potential."

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Sport Collective

Founded by The FA's two former commercial heads, Sport Collective is a specialist sports rights and marketing agency working with major sports rights holders and brands to maximise commercial strategy and value. Sport Collective has vast experience of managing and executing global commercial programmes and business planning. Sport Collective's training workshops support the sport business leaders of tomorrow. For more detail visit www.sportcollective.com

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SportsAid

SportsAid is the only national charity (#1111612) of its kind – providing financial support, recognition and personal development opportunities to young British sportsmen and women aspiring to be the country's next Olympic, Paralympic, Commonwealth and world champions.

Her Royal Highness The Duchess of Cambridge became the Patron of SportsAid in 2013 and has met many young talented athletes helped by the charity, as well as Olympians and Paralympians who were previous beneficiaries, at fundraising events, training days and performance workshops.

Each year, SportsAid will support over 1,000 athletes – the vast majority aged 12 to 18 – by providing a financial award to help with training and competition costs. This is often the first recognition an athlete receives from outside their support network and acts as a real motivational boost.

These athletes are the UK's brightest sporting prospects. They are nominated to SportsAid by the national governing bodies of more than 60 sports. Most of them receive no funding, other than that from SportsAid, which means they rely heavily on their parents for support.

The typical value of a SportsAid award is £1,000. The awards are generated through a combination of commercial partnerships, trust and charitable funds, and fundraising activities. The latter includes challenge events such as the London Marathon and RideLondon.

SportsAid also manages the Talented Athlete Scholarship Scheme (TASS) and Backing The Best (BTB) programme on behalf of Sport England. TASS helps athletes (16-plus) balance their sporting and academic careers, while BTB supports the most financially challenged young sports stars.

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