



**sportworks**



...making sport work for you

## COMMERCIAL SERVICES

**Sportworks Commercial Services provide specialist licensing & merchandising, sponsorship, and consultancy services, designed to promote, manage and protect your brand; source and secure revenue streams; and improve return on investment.**

This represents everything from a one-off service to a complete turnkey package, encompassing the design, manufacture, marketing and retail of products to select markets; brand development strategies; and commercial programmes that are fit for purpose.

### OUR SERVICES

#### Official Merchandise & Licensed Products

Sportworks can help you source, brand, distribute and market high-value, cost-effective items that enhance the sales potential of your sport or event.

Embodying the culture and spirit of the event along with the character of your brand, merchandise allows participants to commemorate and recall special moments in time. From pens, pins and polo shirts to caps, key-rings and the iconic names t-shirt, from the mass produced to the limited edition, we deliver. Even exclusive commemorative numismatic and philatelic lines are available.

We also offer logo design, brand guideline production, printing management and complete custom event branding. The service is backed by a meticulous implementation strategy geared to enhancing the overall value of your brand.

#### Sponsorship

We can provide everything from the initial strategy, negotiations and securing of sponsorship deals to supply arrangements and value in kind.

#### Consultancy

As consultants, we provide extensive expertise on specialist areas in order to meet your specific licensing, merchandising or sponsorship objectives. Our role can either encompass all Sportworks Commercial Services or just the ones that fit your particular requirements.

### WHY SPORTWORKS?

#### Experience

We have a vast amount of knowledge and experience working with major multi-sport events, including the FA, Grand National, Commonwealth Games and Asian Games. We have worked with numerous NOCs, NGBs, federations, associations, sports clubs and organising committees to identify and exploit commercial opportunities.

#### Versatility

We are qualified, equipped and committed to providing a perfectly tailored, professional solution, regardless of the size or challenge of your project. We assist, not only in leveraging the marketing potential of your event, but the protection of trademarks, overseeing of brand implementation, protection of consumers from counterfeit goods and management and training services.

#### Influence

Sportworks has a truly global reach, providing us with the sourcing power, contacts and distribution channels that deliver maximum revenue potential with problem-free logistics. Our extensive background enables us to advise and plan strategies for increasing the spend of spectators, athletes and officials.

#### Innovative Thinking

Sportworks blends tried and tested, field-proven programmes with unique concepts for unique events. We can help your brand become more accessible with e-commerce facilities, for example.

#### Partnership

Choosing Sportworks Commercial Services is like extending your existing team. We adopt your vision and values and work with you to improve the commercial performance of your sport or event by increasing awareness, sales, revenue and performance.

Sportworks provides the logistical, technical and management support, promotional expertise and personnel development that helps world-class sportspeople, fixtures and events to succeed. Our goal is to enrich the experience and deliver the results that those who invest in sport pursue

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