



sportworks



...making sport work for you

COMMERCIAL SERVICES

CORPORATE SOCIAL RESPONSIBILITY

Do you want to make a difference in your local community? Or do something of national significance? Do you want to leave a legacy for social good as well as be a profitable business? CSR can help you be a more responsible AND a more profitable business.

Did you know? Business in the Community research (conducted by Ipsos MORI) in 2008 showed that companies consistently participating in BITC's Corporate Responsibility Index outperformed the FTSE 350 by between 3.2% and 7.7% per year on total shareholder return (2002-2007).

OUR SERVICES

We provide consultancy, concept development and management of sports-related CSR projects, to enhance brand profile and equity and to deliver improved economic return.

- bespoke full service delivery, solutions and consultancy
- audit of current CSR offering
- event/project creation – development of ideas and programmes that match a company's CSR objectives **and** deliver real community/social benefit
- sponsorship activation using CSR as a tool
- liaison internally and with existing marketing and PR agencies to identify and leverage existing budgeted programmes where CSR can be maximised
- identify potential suitable partners (eg charities, not-for-profits, government programmes, funders)
- manage relationships with partners
- CSR policy and strategy writing
- event and project management – delivery of CSR events, staff/employee motivation days, community sporting programmes and initiatives, charitable fundraising events
- PR/media delivery, celebrity contact and liaison
- evaluation and monitoring of programmes.

WHY SPORTWORKS?

Experience

We have experience of working with brands, government and local authorities, sports organisation and federations, sports rights holders, third sector and marketing agencies – our work and expertise has extensively developed the understanding of how businesses, sport and third sector can interact as a force for good and how it can deliver both real social and commercial benefit. **We can help:**

Brands / corporates and sporting organisations who wish to:

- develop a CSR policy and programmes (eg social/community programmes and events, staff motivation)
- activate their current sponsorships, marketing strategies and internal programmes to maximise return
- leverage the opportunity of the 2012 Olympics
- make better use of existing PR, marketing,
- advertising programmes and initiatives that align with CSR
- demonstrate quantitative and qualitative results for both tangible and intangible outcomes.

Third sector organisations & charities

who are looking at the sports market as a way to deliver social projects, fundraise, raise profile or engage relevant audiences.

Our Skills

Our team of experts have direct experience of working with major brands and third sector organisations to deliver CSR objectives on both a local and national scale. With a strategic, detailed knowledge and insight of CSR within the sports and leisure industry, we are uniquely placed to provide an immediate solution of skills and knowledge to quickly deliver corporate social objectives. Sportworks provides the ability to add a CSR expert to your team without recruiting.

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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