

Press release re: UK Sport appoint Sport Collective

Media release dated: 8 June 2016

UK Sport appoint Sport Collective to support partnership programme

Sports rights and marketing agency Sport Collective has announced an extension to its representation agreement with the nation's high performance sports agency, UK Sport.

UK Sport is responsible for investing Government and National Lottery funds into Britain's most promising sports and athletes to achieve medal success on the World, Olympic and Paralympic stage.

Sport Collective will provide support for UK Sport's search for select partners who can provide value to the World Class Programme, in particular UK Sport's new talent identification campaign. It will seek to identify the future stars of British sport to follow in the footsteps of the likes of Helen Glover and Lizzy Yarnold.

Sean McAuliffe, Director of Sport Collective said: "UK Sport's latest talent identification campaign is a fantastic platform for brands to engage with and demonstrate their support of tomorrow's sporting champions. It's an exciting time to be working with UK Sport and we look forward to taking this unique opportunity to market."

Alex Simon, Head of Commercial at UK Sport, said: "We are delighted to be renewing our agreement with Sport Collective who are working closely with us to support our search for partners to complement our far-reaching new talent identification campaign to uncover the next generation of British sporting champions."

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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 with extensive knowledge of the sponsorship, licensing and media industries. For more detail www.sportcollective.com

UK Sport

UK Sport is the nation's high-performance sports agency. Its mission is to work in partnership to lead sport in the UK to world class success. Primarily this means working with our partner sporting organisations to deliver medals at the Olympic and Paralympic Games. UK Sport's strategic direction helped British sports and athletes deliver 65 Olympic and 120 Paralympic medals at London 2012 and 4 Olympic and 6 Paralympic medals at Sochi 2014. UK Sport also has responsibility for activities best delivered at a UK level, such as: bidding for and staging major sporting events in this country; increasing sporting activity and influence overseas; and promoting sporting conduct, ethics and diversity in society. UK Sport is funded by a mix of Government Exchequer and Lottery income. More @ www.uk sport.gov.uk