

ONE SPORTING WORLD



**AN ATHLETE LED PURPOSE MOVEMENT
ENABLING CORPORATES TO MAKE AN IMPACT
THROUGH SPORT.**



ONE SPORTING WORLD HELPING MAKE AN IMPACT THROUGH SPORT

ATHLETE PURPOSE IN A HURTING WORLD:

- One Sporting World (OSW) is a global CSR initiative from the UK's [Legacy 300 project](#) which at no cost or workload to corporates links athletes to support your choice of charity.
- OSW athletes are committed to delivering unique Athlete Experience Days. Since 2012, charities have leveraged individual entry fees to these experience days at no cost to them, raising £505K in donations.
- If you are donating a good cause, OSW aims to enhance your corporate's CSR / Fundraising budget using experience days to encourage donations to your chosen charity. There is no direct cost to your company and no workload.
- In its crudest business term – this is a risk free bet for corporates using Olympic athletes to enhance the money you raise for your corporates chosen charity. At worst, the charity still receives 100% of the sum you have already raised for them.
- As the world returns to normality, charities are now in a better position to utilise this project, especially as the Tokyo Games will make these experience days a great selling point.

THIS IS HOW IT HAS WORKED SINCE 2012:

The figure of £10,000 is just illustrative: Please insert your own estimate of donation you are likely to make to your chosen good cause.

- If you are aiming to give £10,000 to your charity in 2021 or 2022
- We will work directly with the charity and allocate £10,000 worth of entry fees on experience days for them to sell prior to the planned date of your donation.
- As since 2012, charity pass on the entry fees they sell, and retain the donations made on these sales. (Its how we have raised £505K and the participants entry fees keep the project funded .)
- You still give the charity £10,000, they keep the donations and add to that to your overall total given to them.
- If the charity fail to sell any, no cost to them or you.

If your business or yourself donate £450+ per year to your chosen good cause then One Sporting World is created for you.

Throughout the partnership with the world's athletes, we would be continually on hand to help multiply the amounts you have already raised for your chosen good cause.

GETTING ATHLETES TO HIGHLIGHT YOUR CSR WORK:

Membership of One Sporting World enables corporate CSR departments to work with these sportspeople to support your chosen good causes at no cost to your company.

With your supplied design input, images and text [your very own website page](#) will give you a platform to highlight your existing CSR and purpose initiatives aided in that task by the athletes you engage with across the globe.





CASE STUDY:

DTRE: 28TH MARCH 2019

TRACK CYCLING & Q AND A WITH MEDALLIST

FUNDRAISING:

- DTRE took the opportunity to raise funds for their chosen good cause Quest RDA by donating 16 track cycling places which raised £3200 in donations for the charity at a fundraising event in 2018.
- These places were donated from their CSR budget, and if had not sold at auction it would not cost the corporate or charity any money.

THE EXPERIENCE:

- The winners assembled on a day hosted by GB Cycling gold medallist Elinor Barker.
- Having been met by event staff and Elinor, the riders went to get the cycling equipment required and then take part in a 75 minute track experience
- The session evolved according to skill levels and culminating in an individual pursuit, with the winning times receiving medals from Elinor.
- All participants received signed photos of them with the athletes.
- The group then took part in a Q and A with Elinor.

GLOBAL LOCATIONS:

- **97 indoor velodromes / 380 outdoor velodromes**

ALLOCATED CSR RESOURCES:

- POA depending on group size and duration of track hire.

FURTHER CORPORATE EXAMPLES:

- Corporate donations of experience days generating extra funds for their chosen good causes at auction www.legacy300.com/corporates.
- In all instances we will do the work on the donations and the events there is no extra cost to your company.

STAGING YOUR OWN EXCLUSIVE EXPERIENCE DAYS:

- There are a vast range of sporting experiences that can be delivered on demand and utilised to enhance your CSR resources.



Rowing with an Olympian 3-6 people CSR £1200 + Sales Tax

Rafting with an Olympian 8 people CSR £1200 + Sales Tax

Track Cycling / Gold Medallist 12 people CSR £3000 + Sales Tax

- Each good cause would receive all donations above that figure at any auction.

FULL GLOBAL BROCHURE IS AVAILABLE:



ONE SPORTING WORLD:

- Your business can pledge now to be a part of this movement, and we will start working with your chosen good cause to see how we can best raise funds through UK experience days, as we have done since 2012.
- By the end of January 2022, we will need to receive the information you'd like us to use for your corporate page on our website.

FOR FURTHER INFORMATION CONTACT:

David on +44 7866 316 228
or david@legacy300.com