

# 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

## LAUNCHING FEBRUARY 2021:

- One Sporting World is an expansion of the existing Legacy 300 project which has seen GB Olympians raise £502K in donations for good causes.

## AIM OF ONE SPORTING WORLD:

- Our aim is to link corporates with athletes to deliver VIP experience days to raise money for their chosen good cause.
- We are aiming to raise £400k on a global level in charity donations by the end of 2021.
- In the future, we are looking to create these events in our founder members home countries.

## SEEKING SUPPORT FROM YOUR EXISTING CSR BUDGETS:

- We are creating an annual corporate membership club to engage with athletes to generate funds for each member's chosen good cause.
- From your CSR budget we would seek in total **£450 p.a** by the end of **January 2021**.
- We will simply help you give more to your chosen good cause, using the money you are already giving them.
- This will not cost any extra money for either your business or the good cause.
- Once you pledge as a member, we will not ask you to do any more work.
- We will sort out the events and donations.

## WHAT YOUR £450 MEMBERSHIP WILL GIVE YOU:

### Full listing on the One Sporting World website.

- Each country will have a listing of its corporate members.
- The website includes your own page to highlight your CSR / Charity work.

### Spaces on UK events to fundraise for your chosen cause.

- These spaces will be auctioned off either within the company, or given to your good cause for them to auction out themselves.
- This generates on average £600+ for your cause.
- Another alternative is for your company to buy up the spaces for the event to do a group corporate event.
- Price brochures for these events are available on request.
- No matter which option you choose, we will do the work for you.

### A £100 discount on the event hosted for your good cause.

- if you choose to do a group event, you will get a £100 discount off the price, whereas if you chose to auction off the spaces, you will get a £100 donation to give to your cause.
- You can use this discount on unlimited events within your first 12 months memberships.



# CASE STUDY: DTRE: 28<sup>TH</sup> 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 £6400 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](http://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 £1340 + Sales Tax

Rafting with an Olympian 8 people      CSR £1340 + 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:

## PLEDGE NOW : PAY LATER

- 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 2021, we will need to receive the membership fee, and the information you'd like us to use for the corporate page on our website.
- We launch One Sporting World in February 2021 where you will be a founder member

## FOR FURTHER INFORMATION CONTACT:

David on +44 7866 316 228  
or [david@legacy300.com](mailto:david@legacy300.com)

Kaja on +44 7795 989 695  
Or [kaja@onesportingworld.com](mailto:kaja@onesportingworld.com)

Ellie on +44 7969 796 710  
Or [ellie@onesportingworld.com](mailto:ellie@onesportingworld.com)