



**TAFI Awards**

ONE TRACK, INFINITE STORIES

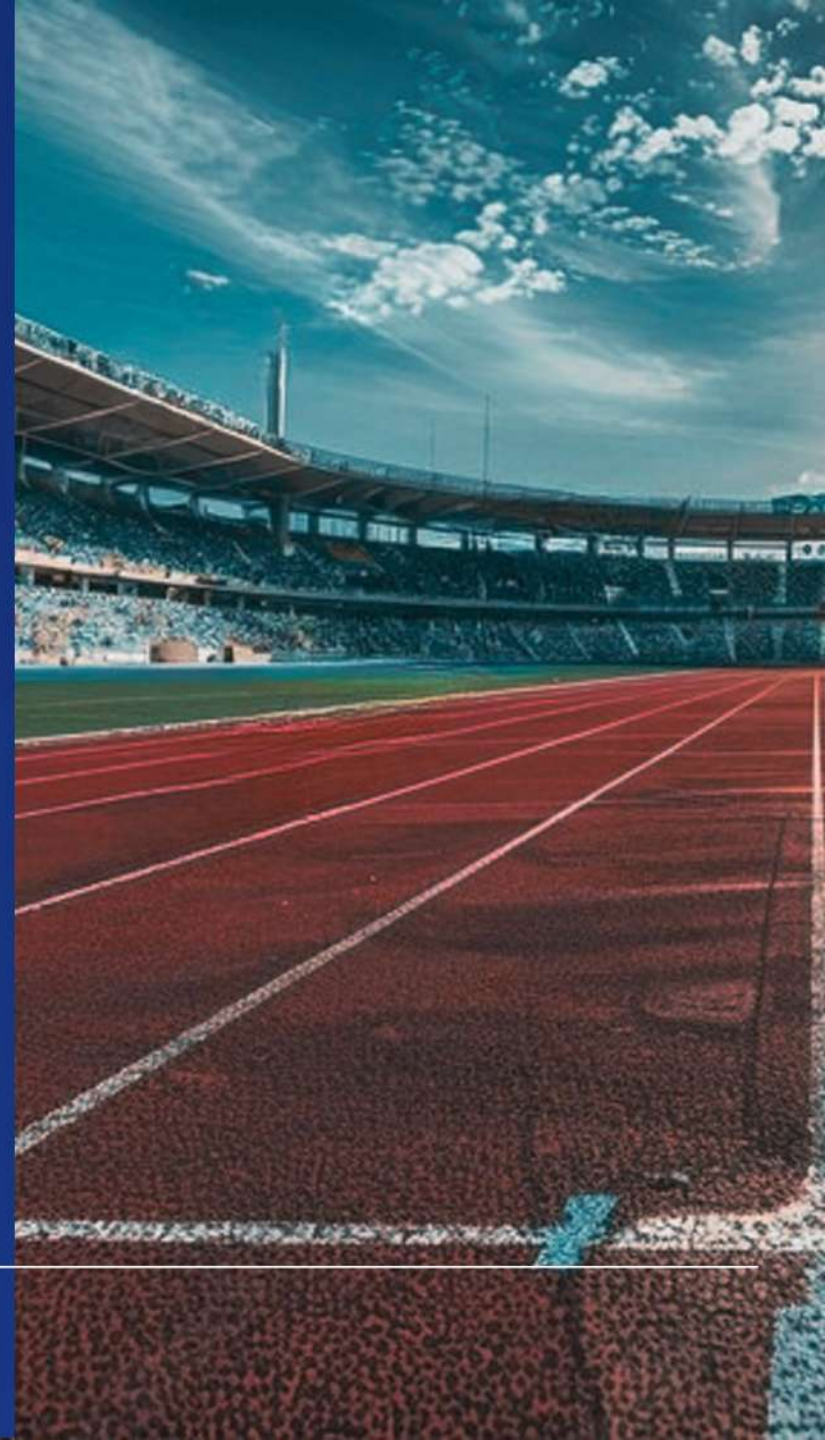
INVESTOR & PARTNERSHIP OPPORTUNITY

# TAFi Awards

**Celebrating the Power of Inclusion**

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July 2025   Track and Field Inclusion



# What is **TAFi** Awards?



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## ★ Purpose

To celebrate and honor the unsung heroes and diverse contributors to the Track and Field landscape.

## ★ Vision

To be the leading global platform recognising inclusivity and excellence in Track and Field.

## ★ Impact

Shining a light on all stakeholders, from athletes to coaches, officials, physios, media, and administrators, promoting Track and Field as the most inclusive sport.



July 2025

Track and Field Inclusion

*"Track and Field has a low barrier to entry — anyone can be part of it. Beyond athletes, countless vital roles power the sport. Everyone belongs. Everyone contributes. Everyone matters."*



# The Market Opportunity

**£43.1bn**

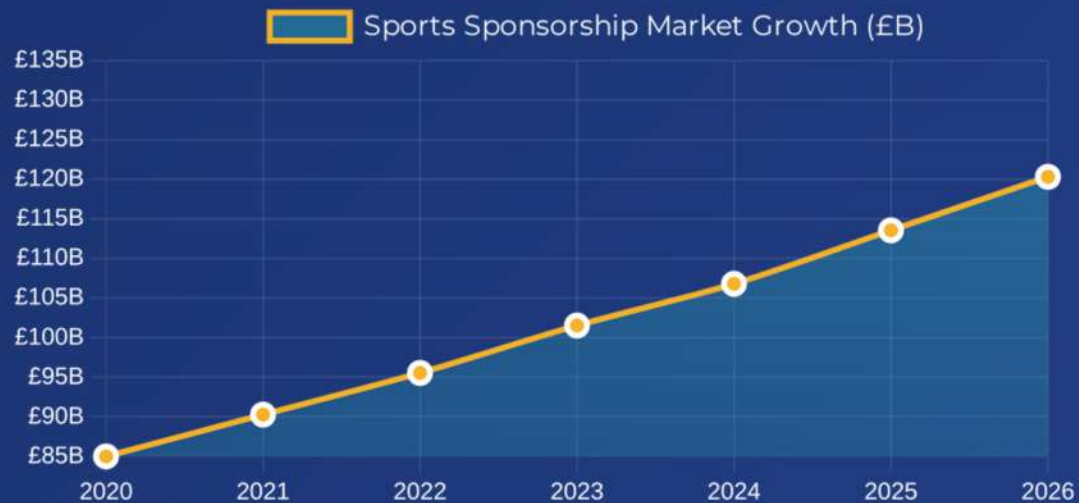
UK Sponsorship Market  
Estimated to reach £43.1bn and growing at  
6.5% annually \*

**£371.9bn**

Global Sports Market  
has a compound annual growth rate  
(CAGR) of 6.3%\*

**£636.6bn+**

Sports Tourism Industry\*  
Track & Field events are major contributors



- ✓ No major awards celebrating inclusivity in Track & Field.
- ✓ 8 of top 10 most-watched BBC Olympic moments in 2024 were Track & Field events
- ✓ London hosts the world's most popular marathon

- according to the Advertising Association (AA) & Warc Expenditure Report
- research by Research and Markets & Global Banking and Finance

# Target Audience



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## Primary Audience

Track and Field fraternity and general public passionate about the sport.

- Athletes across all levels
- Coaches and officials
- Governing bodies
- Fans and supporters



## Partnership Audience

Corporations seeking CSR alignment, brand prestige, and exposure.

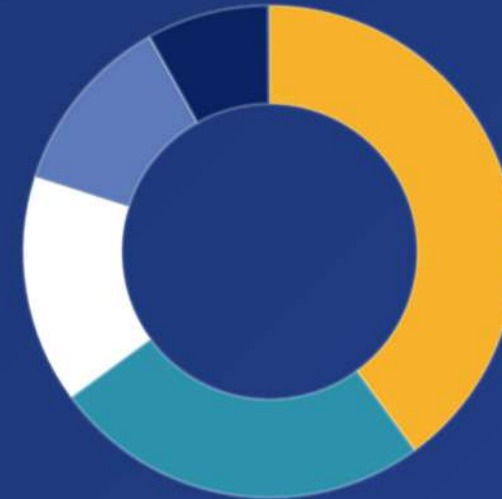
- Brands with D&I initiatives
- Sports equipment companies
- Media organisations



## Investor Audience

Financial backers interested in high-growth sports ventures with social impact.

- VCs and angel investors
- Impact investors
- Sports-focused PE firms



- Track & Field Community
- Sports Enthusiasts
- Corporate Partners
- Media & Press
- Investors

## “Why This Matters Now

The sports industry is experiencing unprecedented growth in diversity initiatives, with a **7.8% CAGR** in sponsorship markets. Track and Field's universal appeal makes it the perfect vehicle for inclusive recognition.



# Key **Selling Points** & Differentiators



## **Inclusivity Focus**

The only awards celebrating the breadth of contributions in Track and Field, from athletes to coaches, officials, physios, media, and administrators.



## **Credibility**

Backed by industry experts with decades of experience in sports journalism, event management, and athletics administration.



## **Contemporary Approach**

Modern flourish with special performances by contemporary pop artists, musical performances, and popular standup comedians.



## **Transparent Voting Process**

Community and expert panel involvement ensuring legitimacy, with nominees voted on by the track and field fraternity and general public.

## **Award Categories Include:**

Lloyd Cowan Bursary Award

International Star of the Year

Unsung Hero Award

Club of the Year

Lifetime Achievement

Breakthrough Young Star

Coach of the Year

Writers' Award

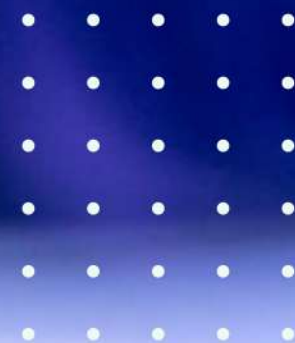
TAFi Star of the Year

Trailblazer Award

Para-Athlete of the Year

# Brand Investment Packages

**01** TAFi wants to work  
with you!





# Value Proposition for Partners



## Brand Exposure

- ✓ Logo placement on TAFi website, event banners, and printed collateral
- ✓ Prominent visibility on official event step-and-repeat backdrop
- ✓ Brand featured in sponsor spotlight posts on social media
- ✓ Verbal recognition during the awards ceremony



## Marketing Benefits

- ✓ Access to a passionate and diverse audience
- ✓ Purpose-driven marketing alignment Rights to use
- ✓ TAFi Partner logo for promotional use Custom
- ✓ content collaboration opportunities



## Engagement Opportunities

- ✓ VIP access to the Awards Ceremony Networking with
- ✓ high-profile athletes and industry leaders Invitation to
- ✓ exclusive TAFi Partner events Premium gifting
- ✓ opportunities



## CSR Alignment

- ✓ Association with a movement promoting diversity and inclusion
- ✓ Recognition in the "TAFi Impact Report" circulated to media
- ✓ Opportunity to sponsor a TAFi legacy project

### Available Partnership Tiers:

TAFi Champion (£50,000+)

TAFi Advocate (£15,000-£30,000)

TAFi Ally (£10,000-£15,000)

# Value Proposition for Investors



## ROI Potential

- Tap into the £5.57B UK sponsorship market
- Multiple revenue streams: sponsorships, ticket sales, media rights



## Scalability

- Potential for future regional/franchise events
- Digital content and media opportunities



## Social Impact

- Investment in a venture with clear positive social mission
- Supporting diversity and inclusion in sports



## Experienced Team

- Lorna Dwyer: 17 years at UK Athletics, EDI Lead
- Karen Forbes: 15 years at UK Athletics, Event Manager





# Business Model: Revenue Streams



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**TAFi Ally**  
£10,000-£15,000

**TAFi Advocate**  
£15,000-£30,000

**TAFi Champion**  
£50,000+



## Sponsorships

Tiered packages with escalating benefits. Primary revenue source.



## Ticket Sales

500-1000 capacity at a premium East London venue.



## Media Rights

Broadcast and digital platform coverage opportunities.



## Merchandise

Premium gifting and branded merchandise opportunities.

# The TAFi Awards Team



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**Lorna Dwyer**



Currently Senior Athlete Support Co-ordinator (Olympics) & Equality Diversity & Inclusion Lead at UK Athletics. Lorna celebrates 17 years at UK Athletics this year.

She has operational experience in supporting British Athletics World Class Programme athletes into and beyond their most successful European, World & Olympic Games.

**Karen Forbes**



An experienced Event Manager with a passion for track and field athletics and a love of sport in general. Holding a wealth of logistical experience within British Athletics working on the UK's track and field world class televised events.

Karen has skills in project management, in particular, athlete logistics. A decade of Major Events experience.

**Michael Facey**



Founder & CEO Digital Design & Data Analytics. Founder & CEO of Help Mental Health CIC | Digital Data Expert with over 10 years of experience in journalism, video production, and digital design.

A stellar background in events across the sports and entertainment sectors, and passionate about helping brands connect authentically with their audiences.

**Joel Campbell**



With over two decades in and around the business of front line sports, lifestyle and entertainment journalism, Joel Campbell has harnessed experience that allows him to move seamlessly from the business of solely reporting on global sport to influencing sport and the delivery of sport at every level.

TAFi is the next step in his journey to bring about positive social cohesion.



# Traction & Achievements

## December 2024

### Soft Launch Event

Successfully held at JN Bank UK, South London, introducing the TAFi concept to key stakeholders.

## February 2025

### UK Athletics Endorsement

Secured official endorsement from UK Athletics (UKA), the national governing body for the sport.

## March 2025

### Media Partnership

The Voice Newspaper announced as official media partner, providing national coverage.

## October 2025

### Inaugural Awards Ceremony

Set to take place at a premium East London venue with capacity for 500-1000 attendees.

## Strategic Partnerships



### The Voice Newspaper

Official Media Partner, Britain's most successful Black newspaper with 40 years of community service.



### UK Athletics (UKA)

National governing body for athletics in the United Kingdom, providing official oversight.



### The Youth Charter

Non-profit supporting young people through sports, arts, culture, and digital activities.



### Dem Drones

Technology partner helping to integrate drone technology with sports coverage and events.

## Hosts & Talent (TBC)



Radzi Chinyanganya



Jeanette Kwakye



Jessica Creighton



Munya Chawawa



Remel London



Stevo The Madman

*High-profile guestlist includes Olympic and World Champions such as Sir Mo Farah, Dame Jessica Ennis, Dina Asher-Smith, Shelly-Ann Fraser-Pryce, Usain Bolt and many more international track and field stars.*



# Investment & Partnership Opportunities



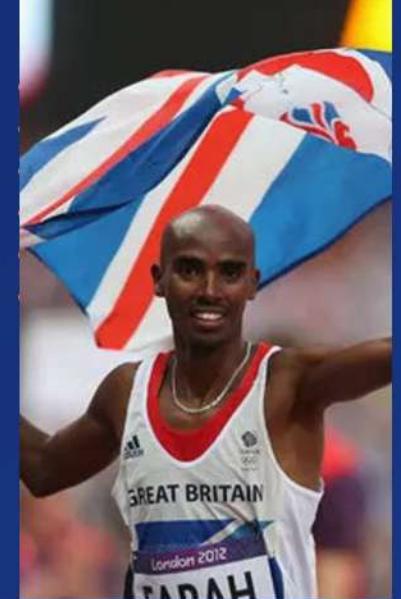
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## £ Financial Investment

We're seeking financial backing to bring the inaugural TAFI Awards to life and establish it as the premier celebration of inclusivity in Track and Field.

- ✓ Initial funding target: **£150,000**
- ✓ Equity opportunities available

**Invest Now**



## Why Join Now?

The inaugural TAFI Awards in October 2025 represents a ground-floor opportunity to be part of a movement that celebrates the true spirit of Track and Field.

Early partners and investors will secure premium positioning, maximum exposure, and the chance to help shape the future of this prestigious event.

## Next Steps

**Schedule a Meeting**

**Request more info**

## 🤝 Strategic Partnerships

Join our existing partners in creating a powerful platform for celebrating diversity and inclusion in Track and Field.

- ✓ Media partnerships (**joining The Voice Newspaper**)
- ✓ Venue sponsorships in East London
- ✓ Technology partners for digital engagement

**Become a Founding Partner**

**Join the Movement**

**Contact: [Info@TafiAwards.com](mailto:Info@TafiAwards.com) | [www.TafiAwards.com](http://www.TafiAwards.com)**