



**TAFI Awards**

ONE TRACK, INFINITE STORIES

SPONSORSHIP & PARTNERSHIP OPPORTUNITY

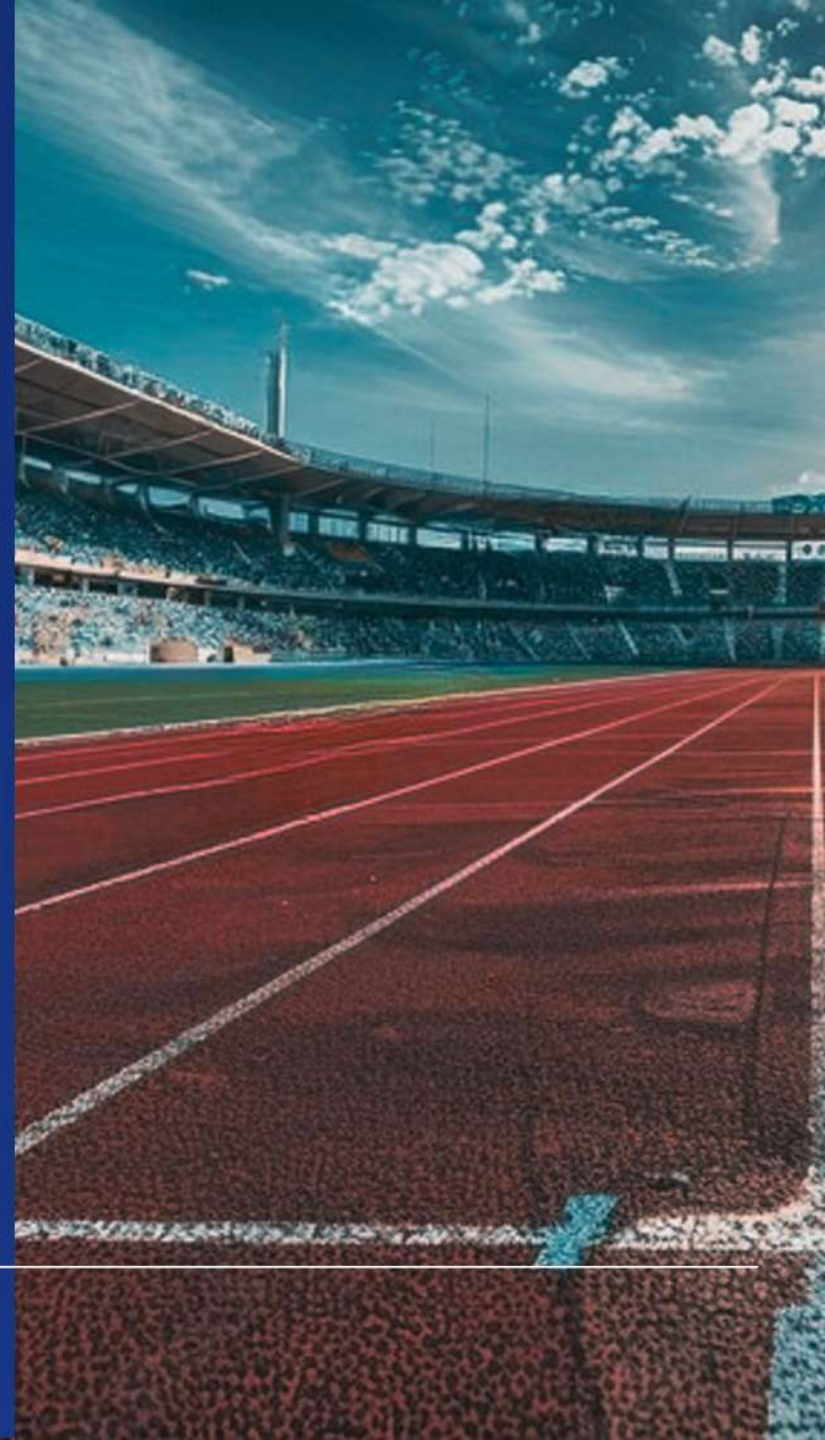
# TAFi Awards

**Celebrating the power of inclusion**

Align your brand with the movement helping to transform Track & Field

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July 2025   Track and Field Inclusion Awards



# Why Sponsor TAFi?



## ★ Everyone loves athletics:

Track and field is the second most popular sport in terms of participation- TAFi is the first ever awards celebrating its power of inclusion!

## ★ Gateway to up and coming global events:

2026 Commonwealth Games, (Glasgow)  
2026 European Championships, (Birmingham)  
2029 London World Championships (London, bid submitted)

## ★ Exclusives access to our audience:

600+ leaders (athletes, CEOs, policymakers)

## ★ Access to our core media reach:

500K+ guaranteed impressions through our partner network



**July 2025** Track and Field Inclusion Awards

"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."



# Targeted Audience Profile

Reaching Athletics' Global Movement



## ATHLETICS GLOBAL REACH - 4.5 BILLION

Cumulative audience for World Athletics Championships (Budapest 2023)

## TOP OLYMPICS 2024 MOMENTS - 76 MILLION

Peak viewership of the Top moments for in athletics at the Olympics (Paris 2024)



## TAFI AWARDS INVITED ATTENDEES

Corporate Leaders (35%) - UKA Decision Makers • Brand CSR Directors  
Game Changers (40%) - Olympians • Grassroots Coaches • EDI Architects  
Media Influencers (25%) - Sky Sports • The Voice • Content Creators



## ATHLETICS IN THE UK - #1 Olympic Sport in UK schools

87% AWARENESS of major athletics events (UK 18-35s)  
2% BAME REPRESENTATION among UK elite junior athletes



## SPONSOR REACH CHANNELS - TOTAL 7+ MILLION

British Athletics Database - 220K+ - Core Athletics Fans  
Sky Sports Broadcast - 5.2M viewers - Family Audiences  
The Voice Newspaper - 450K+ - Black British Community  
Athlete Networks - 1.2M+ - Gen Z/Millennials  
NLTV Digital Media - 280K+ - Global Athletics Enthusiasts

"THE POWER OF INCLUSION IS FOR EVERYONE" - SIR MO FARAH (2012 OLYMPIC CHAMPION)



# Your Brand's Exposure: Quantified Reach

Sponsors tap into TAFi's integrated media ecosystem:

## 220k+ Database

British Athletics  
Featured in their newsletter (220K+database) +  
media channel

## 450k+ Readers

The Voice Newspaper:  
Dedicated reader profile  
(450K readers)

## 100k+ DTC Reach

Athlete Ambassadors  
Co-branded content with Olympians

- ✓ **Sky Sports:** On-site coverage + potential broadcast features
- ✓ **NLTV Sports:** Sponsor ads across YouTube/Instagram (150K subscribers)
- ✓ **Sponsor Cross-Promotion:** Shared campaigns with other top brands
- ✓ **Bcoms:** Organisation that helps diversify the UK sports media.

Athletics has approximately **7 million people** participating in athletics at least twice a month, indicating a strong base of interest and potential viewership according to statista.



**Total Guaranteed Visibility:** over **1 Million +** impressions minimum

Premium Bonus: Top tier sponsors receive a feature utilising one of our media partners.



# Sponsorship Tiers

## TAFi Bronze Sponsor - £1,000+

- Logo placement on the event website and event banners
- Mention in the event media
- Social media shoutout before and after the event
- 2 complimentary tickets to the event

## TAFi Ally Silver Sponsor - £5,000+

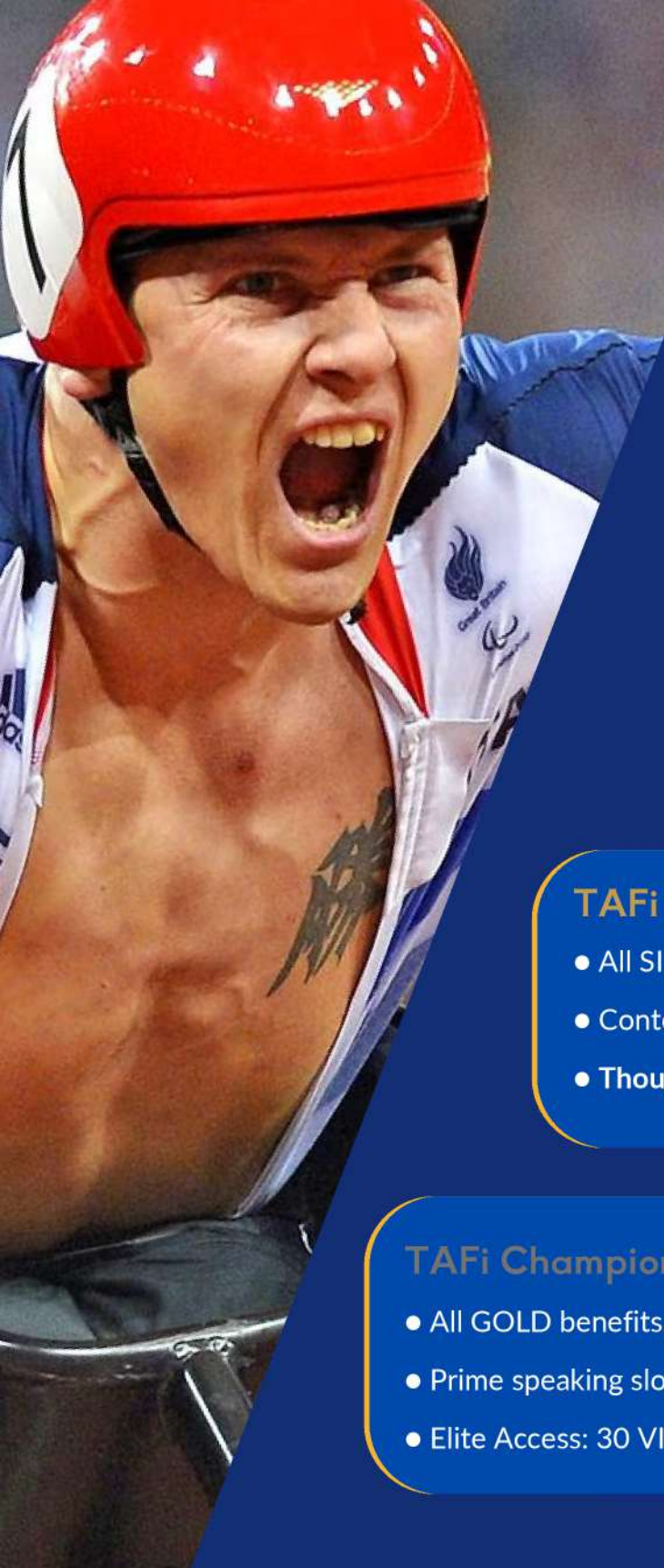
- Logo placement on event banners and printed materials
- Additional social media shoutouts
- Verbal acknowledgment during the event
- 4 complimentary tickets to the event
- **Visibility:** Logo on website
- Featured in post-event report (shared with British Athletics)

## TAFi Advocate Gold Sponsor - £10,000+

- All SILVER benefits, plus:
- Large logo placement on the main stage backdrop
- Video advertisement during the event
- Content Amplification: Sponsor spotlight (TAFi + NLTV channels)
- Full-page ad in the event program
- VIP Access: 10 tickets
- **Thought Leadership:** Quoted in The Voice Newspaper features

## TAFi Champion Platinum Sponsor - £20,000

- All GOLD benefits, plus:
- Event co-branding "The TAFi Awards presented by [Your Brand]"
- Award Presentation: Present live on stage
- Prime speaking slot at the event
- Media Blitz: Dedicated British Athletics feature + Sky Sports interview
- Free stall space at the event
- Elite Access: 30 VIP seats next to Olympians + VIP experience:
- Own an Award: Name & present the "Lifetime Achievement Award"





# Join the Movement

The inaugural TAFi Awards in November 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 with VIP Guests, maximum exposure, and the chance to help shape the future of this prestigious event.

## Contact:

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## Current 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.

## Invited guest include:

Olympic and World Champions such as: Sir Mo Farah, Dame Jessica Ennis, Dina Asher-Smith, Shelly-Ann Fraser-Pryce, Usain Bolt, Dwain Chambers, Linford Christie Obe, Jeanette Kwakye, Richard Whithead OBE, Dina Asher-Smith, Kadeena Cox, Sophie Hann OBE, Radzi Chinyanganya, Jack Butner (CEO British Athletics), Ana Vilhete (UK-based serial entrepreneur), Darren Lewis (SJA President), and many more.



**TAFI AWARDS LIMITED**

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