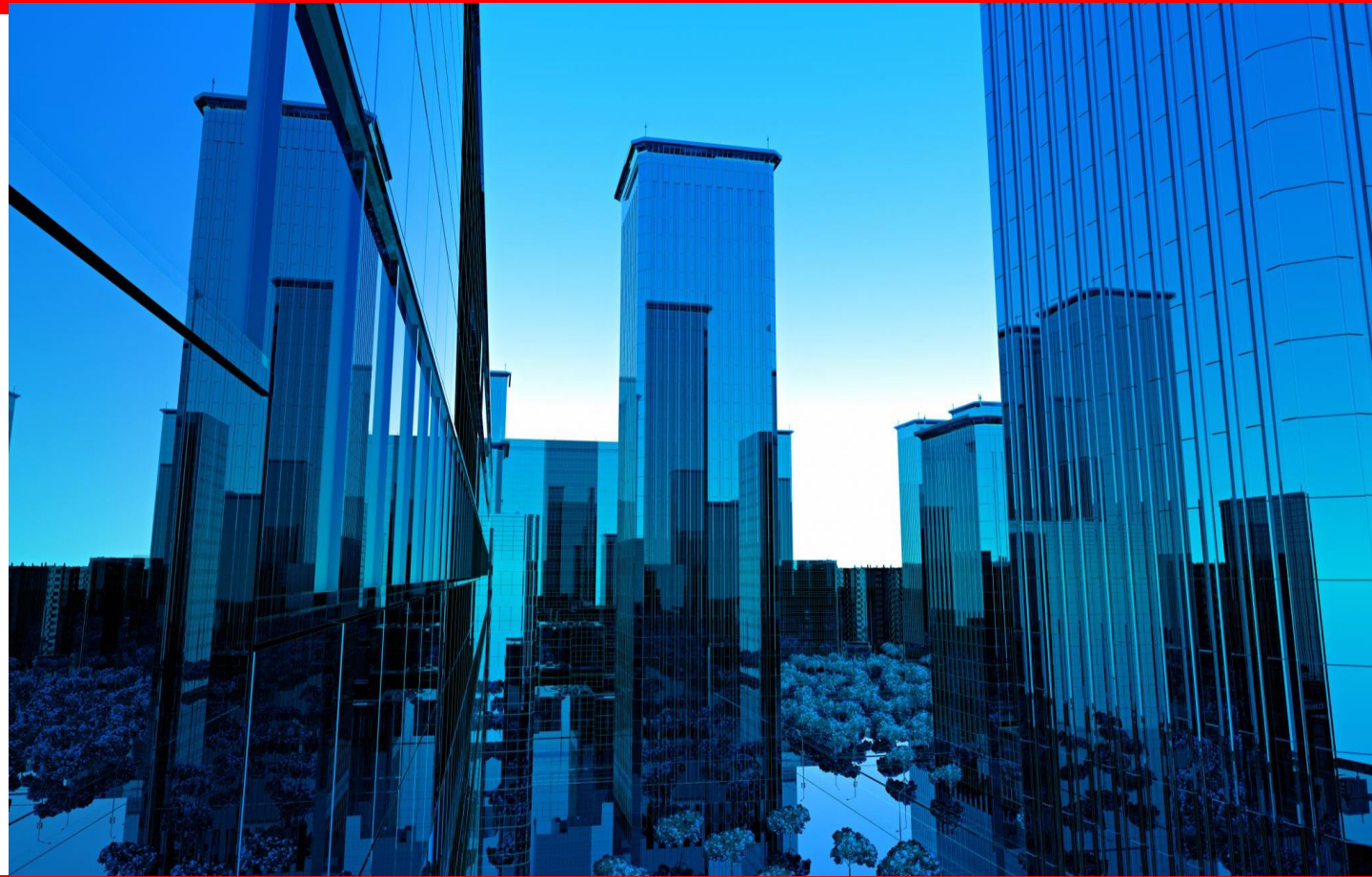


FREE OF CHARGE PARTNERSHIP PROPOSAL GB ATHLETES AND YOUR CORPORATE



**ENABLING YOUR CORPORATE TO WORK FREE OF
CHARGE WITH GB ATHLETES TO HELP GENERATE
A £1M FOR GOOD CAUSES.**





THE PROPOSAL

Using GB Athletes to multiply donations

LEGACY 300 ONE SPORTING WORLD: GENERAL CORPORATE GUIDE

- 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, through the delivery of Athlete Experience Days.
- If you are donating to 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.

HOW CHARITIES HAVE RAISED DONATIONS THROUGH THESE EXPERIENCE DAYS:

- The GB Athletes have since 2012 raised £598K for good causes through the hosting of Athlete Experiences, good causes take places on GB Athlete Experience Days (**entry fees**) and risk free multiply them at auction.

WHY THIS WORKS AND WHY THERE IS A HEAVY DEMAND FOR FREE PLACES

- Since 2012, participants on our days have bought entry fees worth **£246,270** and have added **£606,865** in donations, the total of **£853,135K** is a 246% return on every £1 entry fee.

This Autumn we have been testing how this partnership would work in 2024/25

- Donating single places in four specific experiences; **Cycling, Rowing, Rafting, Hockey**
- The business rationale being that we can afford to do so, as either participants will buy extra places at auctions (if offered by charities) or will buy extra places direct from us.
- This has seen **£4,504** in donated entry fees now generate **£10,906** in donations.
- Whilst charities taking the donated places and selling extra places have raised **£19,726** in extra donations MOST want all places donated – especially the 'big' charities and they have declined the option of taking single places.
- **Many, especially the bigger charities want group donations.** These would generate greater returns for the good causes' and it is this that would be addressed by adoption of this proposal.

THE PROPOSAL TO YOUR CORPORATE IN THIS OLYMPIC YEAR

- Partnership with the GB Olympians to create a UK wide project that will enable as a **one off** to your chosen good causes which will multiply your donated sums. It also gives corporates the **one-off** opportunity to choose Legacy 300 to help hundreds of good causes in your name during 2024.
- The partnership is aimed to give good causes places on these days, create new sustainable fundraising events and stage events across the UK, rather than just London, all helping fund projects that communities across the UK can benefit from via this proposed partnership between the GB Olympians and Corporate.

THE TRIPLE FUNDRAISING IMPACT

Cost of donation refers to the entry fee per place on these Athlete Experiences).

1) THE INITIAL PHASE: MULTIPLYING AT AUCTION / DIRECT SELLING

- Items donated to good cause in the name of your Corporate.
- Will apply a minimum reserve price 50% above the cost of donation, **with all proceeds** retained by the good cause.
- We will attempt in all instances to encourage good causes to use the donated places to create via auction / direct selling their own sessions / championships mainly by selling multiple places at a fixed price (see point three).
- Since 2012, participants on our days have bought entry fees worth **£246,270** and have added **£606,865** in donations, the total of **£853,135K** is a 246% return on every £1 entry fee. (As of 17/11/2023)

Charities will also be given places to create exclusive events with their Corporate Partners, again with them charging a minimum 50% mark up above the cost of donation.

Places can also be used as a Beat the Medallist challenge listing, with minimum fundraising target 50% over the cost of donation.

All donations will be added to your initial total donation.

2) ADDITIONAL FUNDRAISING BY PARTICIPANTS: BEAT THE MEDALLIST ©

- Winning bidders will be invited to take the in-experience challenge against the host Gold Medallist.
- Participants are asking their network of colleagues, friends, and family to support them as any fundraising they do will give them time / points bonuses to help Beat the Medallist.
- Legacy 300 will have an updated record of such fundraising after each athlete hosted event.
- Since introduced in 2022, participants in this fundraising challenge have generated between £220 and £760 per person.
- If sold as a challenge listing this will be the basis of how participants fundraise for the good cause, this will come with a target that represents a 50% mark up on the cost of donation.
- This can also be incorporated into exclusive events sold to Corporate Partners.

Fundraising can be done through normal donation platforms but also the opportunity will be afforded to participants to utilise the [GB Athlete Crowdfunding Platform](#). The attraction being the ability to refund participants their entry fee as well as to fund future entry fees / places for the supported good cause to auction off.

All donations will be added to the initial total.

(CONTINUES OVERLEAF)



THE TRIPLE FUNDRAISING IMPACT (continued)

3) ESTABLISHING ANNUAL FUNDRAISING EVENTS FOR THE CHARITY SECTOR

- As stated, we will be aiming to establish sporting tournaments for the chosen charities out of these initial free places.
- Once established, the charity will have an event they can populate each year with supporters.
- The aim is also to encourage participants in the initial year to generate free places from the Beat the Medallist challenge for the good cause to sell for year two.
- There will ALSO be a fair degree of reverting back to the normal procedure since 2012 of buying places once sold and banking donations.

This is designed to create a sustainable fundraising strand that will enable the good cause to provide continual support the projects your initial donation has helped to fund.

The subsequent donations CAN be attributed to your initial donation.

THE UK WIDE IMPACT

Activating the funding will enable to meet regional demands for events around the UK, this can be especially achieved if working directly with the GB Athletes and supporting the widest possible range of good causes.

As an example; places would be distributed to deliver some of the following:

	Scotland	Wales
Cycling	Glasgow	Newport
Hockey	Edinburgh / Glasgow	Cardiff / Swansea
Rowing	Edinburgh / Glasgow	Cardiff/ Monmouth
Rafting	Glasgow	Cardiff
	Northern Ireland	North West
Cycling	Belfast	Manchester
Hockey	Belfast	Manchester / Liverpool
Rowing	Larne	Manchester / Liverpool
	Midlands	West Country
Cycling	Derby	Newport
Hockey	Birmingham / Nottingham	Bristol / Bath
Rowing	Birmingham / Nottingham	Bristol
Rafting	Nottingham	Cardiff





PROJECTED INCOME GENERATION / COSTS

To illustrate how each donated item will multiply when sold, the following is based on how some of these items will likely be sold by the good causes in 2024.

The ADDITIONAL FUNDRAISING is the Beat the Medallist fundraising, based on 22/23 figures and is of course the uncontrollable variable.

The current ratio on auction returns in Autumn 2023 is 132%.

INDIVIDUALS AUCTION ITEM	COST OF DONATION	MINIMUM RETURN 50%	ADDITIONAL FUNDRAISING
VIP Cycling x 2	£600	£900	£200
Rowing x 3	£270	£405	£300
Hockey Team	£600	£900	£1000
Rafting x 2	£250	£375	£100

How this translates into championships and regional events:
(Number of Participants per session in brackets)

EVENT AND NUMBERS	TOTAL COST	MINIMUM RETURN 50%	ADDITIONAL FUNDRAISING
Cycling (32)	£9600	£14,400	£3200
Rowing (18)	£1620	£2430	£1800
Hockey Team (4)	£2400	£3600	£4000
Rafting (24)	£3000	£4500	£1200

The above also applies to Corporate Exclusive events.

Funding also gives the Project flexibility to provide good causes other sports events and Team Building sessions on demand.

These would be provided with a minimum 50% mark up.

THROUGHOUT THE PARTNERSHIP THE GB ATHLETES PLEDGE

There will be no rise in cost per place.

There will be no hidden charges to good causes on the delivery items listed in each separate experience. Each entry fee received also pays for event delivery and the delivery of the partnership aims.



PARTNERSHIP PUBLICITY /DELIVERY

Corporate to decide on the scope of this Partnership.

- a) Scheme to be limited to all the good causes chosen by the Corporate.

Whilst good causes still receive funding but are requested to utilise the equivalent sum in experience days to multiply the amount, we have detailed how this is risk free for Charity / Corporate in the accompanying email.

Or

- b) Choose to work with Legacy 300 supporting the widest possible range of good causes in the UK, primarily through the regular monthly auctions held by good causes up and down the land. This comes with a guaranteed 50% return on your donation, the minimum reserve price for each donated entry fee.

This report details the safeguards to be put in place to ensure maximum project integrity for the corporate and ensure your donation is protected. It also has vastly increased PR opportunities for your initial donation, again detailed in further pages.

OPTION A: To charities chosen by the Corporate.

- Provide a statement explaining the one-off partnership and the process.
- Using Legacy 300 as the contact to then distribute, engage and deliver the project I will run initial video meetings to help with onboarding issues.
- Then distribute to them the experience days text and access to images for inclusion in their auction / challenge / corporate offerings.
- All they have to do in the main is cut and paste and should take no longer than 30 minutes admin.

OPTION B: As above plus the following

- Press statement to your media database explaining the above.
- Legacy 300 will work with Corporate to provide their favourite charities with enough experience day places to create a Sports Championship in their name.
- Legacy 300 to work with Industry influencers via webinars etc to promote the opportunity.
- Legacy 300 to inform their database and continue the current work of approaching identified auction events from an agreed launch date.

Legacy 300 implementation resources:

- The points made above will make the task easier, combined with the funding giving Legacy 300 the capability to meet the demands of the good causes.
- It will be hard work, but if needed I have members of my freelance event team who can help with the distribution and implementation at the charity end.
- That same events team and athletes from across the UK will be on hand to deliver the experiences.
- All costs are met by the portion of the entry fees sold by the good causes.
- There will be no further costs to corporate or charity through the delivery of the advertised experiences.



EXTENSIVE DONOR PUBLICITY FOR YOUR CORPORATE

AUCTION:

- Each auction listing will carry your prescribed donation information.
- Every successful auction result promoted on social media by good causes tagging your prescribed social media account, detailing the total donations made.
- Each participant will be pictured with the host Athlete at their experience day, tagging charity and your prescribed social media account.
- Running totals will be produced by Legacy 300 again linked to your prescribed social media account.

CHAMPIONSHIPS CREATED BY AUCTION:

- Title sponsorship for each event across the UK funded by your donation.
- Each auction listing will carry your prescribed donation information.
- Each event will carry your supplied branding.

CHALLENGE LISTING

- Each listing will carry your prescribed donation information.
- Each participant will be pictured with the host Athlete at their experience day, tagging charity and your prescribed social media account.
- Running totals will be produced by Legacy 300 again linked to your prescribed social media account.

This is not an exhaustive list: Legacy 300 and the athletes will be open to suggestions to help promote your support.

AUDITING / SAFEGUARDING

We have detailed in the email how this work with a donation to one good cause.

However, If choosing to work with Legacy 300 to support the widest possible range of good causes we would wish to operate the following audit process to ensure that you are in control of the aims of this proposal at minimal workload to yourself. It also comes with a minimum guaranteed 50% return on your donation.

This mirrors the practice employed since 2012 with charities when places are sold.

- Once sold by a good cause, they will be instructed to send to Legacy 300 and Corporate an email detailing the items sold and the amount raised.
- End of each month, Legacy 300 will collate a spreadsheet detailing these items sold, the amounts raised and to draw down the entry fees on items sold.
- This will be done by Invoice following the instructions from the corporate.
- Our commitment is to ensure that good causes in the UK receive, leverage and benefit from an equivalent sum of experience day places.

As since 2012, these experiences might not always sell everytime.

To incorporate the selling season of Autumn 2024, we would propose a cut-off point of 31st December 2024 and if amounts not utilised, this sum should be added to the totals for the beneficiaries of 2025.





**ONE SPORTING
WORLD:**

**TO DISCUSS OR FOR FURTHER
INFORMATION CONTACT:**

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