



THE CSR WAY TO FREE ATHLETE PERSONAL APPEARANCES

Dear Events Team

WHO WE ARE:

Since 2012 the GB Olympians have hosted experience days, good causes have **multiplied entry fees/places at auction**, passing on the entry fees from winning bidders and banking £570K in donations all detailed on www.legacy300.com and our social media (see links below). This was pre dated by a popular athlete photo staging experience which is making a comeback for Paris 2024.

PARTY FOR THE PARIS PODIUM

- Create a photo staging experience to generate greater ROI for event sponsors / clients.
- Enabling your sponsors board to be the centre of the pre event reception
- A fun interactive medal ceremony with guests presented medals by GB Athletes aiming for Paris 2024
- Athletes then pose for photos with the guests, images which will make great social media posts for guests.
- Your event photographer may also wish to print on site which will be signed by the athletes.



BASIC PACKAGE COSTS £1400 HOWEVER THE CSR WAY THIS CAN BE DONE FOR FREE

GB Athletes to work with your chosen good causes using places on experience days to multiply your planned donations from the event or clients general support for your chosen good causes.

- Donations generate a refund of £1 off for every £2.50 donated.
- As an example: Two athletes and medals would be £1400 in cost but a donation of £3500 to your good cause through the GB Athletes Crowdfunding Platform would make this free of charge)

Why this works and why good causes are seeking free places (Figures as of 09/10/2023)

- Participants on our days have bought entry fees worth £242,354 and have added £584,365 in donations, the total of £826,719 is a 239% return on every £1 entry fee.
- Since the 2023 Crowdfunder launched in June; has seen £3,179 in donated entry fees now generate £7,295 in donations.

THERE IS ALSO THE FOLLOWING BENEFITS FOR YOUR EVENT AND CLIENT

- Every £3K donated, will generate a day with an athlete to be awarded as you see fit.
- Great PR in working with and supporting GB Athletes to add to the CSR benefits of multiplying original planned donation to good causes can be announced at the event.
- Post PR can be in the form of regular features on donations generated and Athlete events delivered through your social media channels.

To discuss: Contact David on 07866 316 228 or david@legacy300.com