



# **BRAND LIKE A CHAMPION**

BUILDING YOUR ATHLETE BRAND

---

PERFORMANCE PROGRAMS PACK

# STEP INTO THE SPOTLIGHT

---

**'Brand like a champion - Building your athlete brand'** is a one day intensive course designed specifically for emerging athletes in high-performance sports.

Participants will understand the crucial role of personal branding in their athletic careers and learn the strategies to build and execute their individual brand effectively and in balance.

The course will help athletes master the fundamentals of branding, guide them through creating a long term vision, show them how to identify their unique values and teach them how to engage with media.

With interactive content, athletes will be equipped with the skills to present their athletic identity with confidence and the tools to transform their potential into a powerful brand that stands out in the world of sports both on and off the field of play.







# FOR HIGH PERFORMANCE

Your high performance program never looked so on brand

---



LOCAL & REGIONAL SPORTING CLUB PERFORMANCE PROGRAMS



SECONDARY SCHOOL HIGH PERFORMANCE SPORTING PROGRAMS



STATE & TERRITORY INSTITUTES OF SPORT



NATIONAL HIGH PERFORMANCE PROGRAMS

# YOUR WIN WELL PARTNER

## A PHILOSOPHY FOR HOLISTIC ATHLETE DEVELOPMENT



At the heart of "Brand Like a Champion" lies a commitment to developing the whole athlete, recognising that true success extends beyond physical prowess. The course is grounded in principles of sustainability and well being and embodies the essence of Australia's Win Well 2032 High Performance Strategy. The course aims to make an enduring, positive impact on student athletes.

The course learning outcomes of the **'Brand Like a Champion'** course are underpinned by a philosophy that includes:

### **Balanced Development:**

We recognise that athletes are multifaceted individuals. A champion brand integrates athletic excellence with personal growth, mental resilience, and social responsibility. Developing a balanced approach fosters a strong identity that resonates with fans and communities alike.

### **Sustainable Success:**

Sustainable branding requires long-term vision. Athletes who develop a clear vision remain relevant and are better equipped to ensure a successful career both on and off the field of play.

### **Community Engagement:**

A champion brand thrives on connection. Athletes who engage with their communities and give back create a legacy that transcends their competitive years. This engagement not only enhances their brand but also enriches the lives of others, reinforcing a cycle of support and inspiration.

### **Authenticity and Values**

In a world saturated with superficiality, authenticity stands out. Athletes should embrace their unique stories and values, allowing their brand to reflect who they truly are. This genuine connection fosters loyalty and trust among fans, creating a lasting impact.

## OUR MATCH F.I.T ATHLETE BRAND METHODOLOGY

---

# ARE YOU MATCH F.I.T ?



### FOCUS

Define your unique strengths and values.



### INTEGRITY

Maintain authenticity and consistency in your messaging.



### TARGET

Identify and engage with your desired audience effectively.

# COURSE LEARNING OUTCOMES

**A**

## **UNDERSTAND THE ROLE OF BRANDING**

- A1 Explain what 'Branding' is and explain it's role in creating 'perception'
- A2 Explain how branding impacts buyer behaviour
- A3 Identify perceptions around brand marks, symbols and logos

**B**

## **UNDERSTAND THE FUNDAMENTALS OF ATHLETE BRANDING**

- B1 Explain the importance of personal branding for athletes and its impact on their sports career
- B2 Identify the components that contribute to a strong personal brand for athletes
- B3 Discuss how personal branding influences public perception and career opportunities for athletes
- B4 Examine case studies of successful personal branding in sports

**C**

## **DEVELOP A BRAND NARRATIVE**

- C1 Develop a unique brand identity by identifying and embodying personal, core, athlete and goal values and attributes
- C2 Define core values and attributes in the context of personal branding for athletes
- C3 Craft a compelling and authentic, individual brand narrative
- C4 Confidently present their brand narrative in a collaborative setting

**D**

## **DESIGN & EXECUTE A BRAND STRATEGY**

- D1 Understand the do's and don't's of social media in line with athlete brand
- D2 Understand digital wellbeing surrounding social media
- D3 Analyse the impact of branding decisions on an athlete
- Examine methods to build professional networks in sport, supporting career growth
- D4 Discuss strategies for working with the media and controlling the narrative
- D5 Analyze the impact of branding decisions on an athlete's reputation and career

**E**

## **ADOPT A PURPOSE-DRIVEN BRANDING APPROACH**

- E1 Apply the F.I.T. framework to align with their brand and their personal and athlete goals
- E2 Understand the importance of purpose-driven branding for long term success
- E3 Navigate commercial opportunities while maintaining authenticity and balance.



# COURSE AGENDA



**A**

## 9.00AM - 10.30AM: FUNDAMENTALS

- What is branding (Group Exercise)
- Branding in sport
- Athlete brands
- Why is branding important as an athlete
- Unpacking athlete brands (Individual exercise)

**B**

BREAK (20 MINS)

**B**

## 10.50AM - 12.00PM: BUILDING YOUR BRAND NARRATIVE

- Understanding values
- Mapping your values (Individual Exercise)
- Creating a brand narrative
- Presenting your athlete narrative (Group Exercise)

**C**

LUNCH (1 HOUR)

**C**

## 1.00PM - 2.00PM: EXECUTING YOUR ATHLETE BRAND

- Social Media (Individual exercise)
- Networking (Individual exercise)
- Working with the Media
- Using your brand narrative (Group exercise)

**D**

**A**

## 2.00PM - 3:00PM: FINDING SUCCESS - A BALANCED APPROACH

- Finding your F.I.T
- A purpose led approach
- Managing Commercial opportunities

**E**

3PM - 3.15PM: DAY IN REVIEW





# CHRISTOPHER WINN

## Brand Specialist

With 18 years experience in strategic marketing and branding spanning sport, tourism, manufacturing and FMCG, Christopher has developed a unique understanding of the role branding plays in our every day lives.

Christopher has played critical roles in delivering International sporting tournaments and establishing and building key relationships with commercial brands. Christopher has worked extensively both buying and selling media, and in Public Relations.

Christopher holds a BA. Business majoring in Marketing from the University of Newcastle, Australia. He is an Associate Member of the Australian Marketing Institute (AMAMI) and is a director at Skate Australia, Australia's peak body for skate sports.



When not at work, Christopher loves snowboarding, coaching youth football and hanging out with his wife & 3 daughters





# LET'S DO THIS

---

**WWW.ONBOARDPR.CO**  
**CHRISTOPHER@ONBOARDPR.CO**  
**0438660696**