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PLATFORM SPORTS  
COACHING  
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# SPONSORSHIP PROPOSAL

Platform Sports Coaching is committed to improving the lives of young people through Sport & Physical Activity; see how you could join us in creating a Platform for children to succeed and make a positive difference!

# NICK FORD

Founder of Platform Sports Coaching

Platform Sports Coaching was founded in 2016 with the aim of helping as many young people as possible to have opportunities to Learn, Develop & Play sport socially and competitively. Last year, we are proud that over 4000 children benefited from our activities, coaching or club provision. We pride ourselves on delivering an outstanding product and maintain excellent relationships with key stakeholders, especially our customers, without whom our exponential growth as a business would not have been possible.



# WHY SPONSOR US?

- Be part of a company that makes a positive impact to young people's lives.
- Be seen as a brand with purpose by supporting young people and promoting healthy lifestyles.
- Gain brand exposure in prestigious Surrey locations such as Cobham, Esher & Claygate.
- Access our email database and clients who are from the surrounding areas such as Surbiton, Esher, Cobham, Walton-On-Thames & Richmond with many of them being an owner or CEO of a business.
- Sponsoring an item of clothing for coaches would directly engage with over 750 people per week.
- Sponsoring our academy programme tops would engage with a minimum of 2,500 people per season throughout Surrey, mainly the areas above as well as the Epsom & Ewell area.



# ABOUT US

Platform Sports Coaching is one of the largest providers of sports education and coaching programmes in Surrey and the surrounding areas. We deliver exciting and challenging sporting activities to children in schools and the wider community. We work with schools, local authorities, academy trusts and sports clubs to deliver a wide range of services and help provide a platform to success through sport.



## Strategy

It is our ambition to extend the Platform offering across new, targeted sectors in education as well as to diversify our outreach in geographical terms to become the leading co-curricular provider in the UK.



## Goals

To maintain, grow and deliver Platform Active across new sites regionally and domestically in the next 18 months. This will allow us to accelerate social mobility through sport.



## Success

We are proud to be SME National Finalists in 2022 in the Business Hero category for our work to support young people in the community during the pandemic.

# OUR TEAM

Our fantastic team of professionals deliver our Platform programmes with the highest quality; we have a wide range of staff from Sports coaches, Activity Leaders & Site Managers. Here is a brief introduction to our Senior Leadership team:

## MAX FOURACRE

### Head of Operations

Max is an extremely well-respected and experienced coach, having worked within the public sports sector and has been working in the industry since he graduated from university in 2012. Max has managed successful football programmes for Chelsea FC in America and the APAC region that saw him work with American Super Clubs, International Schools and corporate partnerships across the globe ensuring they all aligned to the club's values and brand. Max's expertise in business development, strategic planning and quality assurance continues to drive Platform Sports forward as a force for good. Max draws upon his knowledge within elite sports to ensure Platform Sports continues to provide a first class product to the community.

## DUNCAN MURPHY

### Strategic Consultant

Duncan is an experienced educationalist whose successful track-record of leadership in the sector enables him to advise Platform clients with first-hand empathy and knowledge. After reading English at university, Duncan began his teaching career at Cranleigh School and progressed via Parkside, St Andrew's and Milbourne Lodge to become Head of Claremont Fan Court Preparatory School and subsequently Head and Chief Executive of Kingswood House School. His reputation as someone who successfully delivered change-management has led to him advising a diverse range of businesses and schools on their potential for strategic growth; he has combined his executive career with advisory roles and is keen to support our growth with social mobility at the core of his passion to help young people from a range of backgrounds and cultures.



# PACKAGES

We have a range of assets available from full naming rights, to sponsoring our Academy teams, or even sponsoring our school and club development programmes. Our intention is to offer a fully bespoke partnership. We will work collaboratively to identify and recommend opportunities to generate the best value for our partners' objectives.



## SILVER

- Company logo on a Platform Sports Coaching item of clothing and on our website ideal for smaller budgets.

## GOLD

- Company logo on the Platform Sports Coaching website (accessed by over 2,000 people on a weekly basis).
- Company logo across all team's kits.
- Company logo on Platform Sports Coaching social media (Instagram, Facebook, Twitter & LinkedIn)

## PLATINUM

- Bespoke packages to suit the sponsorship budgets of each client, interested parties should liaise with Duncan, our strategic consultant.

[duncan@platformsportscoaching.co.uk](mailto:duncan@platformsportscoaching.co.uk)

# TESTIMONIALS

"Kingswood House is proud to be a partner of Platform Sports. Our partnership is founded on a shared commitment to the values of respect, integrity and endeavour - all of which are vital aspects of strong teamwork".

Barney Cowie, Director Of Sport  
Kingswood House School

"Our young children love this club!  
Getting children active is so important for their health and wellbeing. The activities support the children's physical development as well as nurturing teamwork, social skills and resilience. The club is run by quality coaches who are qualified and know how to engage and motivate our children"

Mrs Keefe, Headteacher  
St Joseph's Catholic Primary School



# GET IN TOUCH

We are keen to explore opportunities to work with individuals or companies who share our values and passion for sport as a medium for the acceleration of social mobility .

For a no-obligation conversation, please contact Duncan Murphy to discuss your interest in sponsorship opportunities.

E - [Duncan@platformsportscoaching.co.uk](mailto:Duncan@platformsportscoaching.co.uk)

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