

# Information Booklet

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Athlete and Organisation information booklet.



**The  
Athlete  
Fund**

# **Company Overview**

## **Introduction**

Welcome to The Athlete Fund where athletes come first. We are more than just an initiative - we are a dynamic athlete-driven platform dedicated to supporting athletes, fostering growth, and igniting change in the world of athletics.

We are athletes ourselves. Founded with the vision of empowering athletes and creating opportunities for success, we are committed to championing the dreams and aspirations of athletes at every level. From grassroots to elite, we believe in the power of sports to inspire, unite, and transform lives.

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## **What we do**

At The Athlete Fund we are a marketing and fundraising platform. We leverage the collective strength and passion of our athlete community to drive impactful campaigns, raise funds, and amplify awareness for important causes. Through strategic partnerships, innovative programs, and digital engagement, we harness the power of sport to make a difference in the world of athletics.

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## **Our Mission**

Our mission is clear: Through a combination of marketing and fundraising we aim to generate a fund, empower athletes, drive positive change, and create a brighter future for athletes within the sport of athletics. Whether it's through financial support, mentorship, or community engagement, we are dedicated to providing athletes with the tools, resources, and opportunities they need to succeed both on and off the field.



# What Athletes Can Get – Our Initiatives

By joining The Athlete Fund, you become eligible for various opportunities designed to help you grow your career, improve your exposure, and receive financial and material support.

## For Athletes:

### Marketing Campaigns & Sponsorships

- Work with brands on sponsored content, product placements, and endorsement deals.
- Get paid sponsorships or gifted products to promote on social media.
- Join multi-athlete campaigns or custom brand partnerships based on your influence & engagement.

### Performance Initiative (Powered by Trivago)

- Receive accommodation support for races and competitions.
- Get performance bonuses for hitting race targets & representing The Athlete Fund.
- Gain access to exclusive kit from brands like Nike, Adidas, HOKA, Proviz, and more.

### Content Creation Initiative

- Get paid for creating content for The Athlete Fund's YouTube & social platforms.
- Opportunities for brand-sponsored video projects and interviews.
- Build your personal brand while monetizing your influence.

### Supporter Memberships & Fundraising Opportunities

- Athlete-led fundraising events to help grow our initiative.
- Access to funding through sponsorship activations.
- Community-driven support for athlete merchandise, fundraising, and crowdfunding.



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## For Athletes:

### Community-Driven Challenges & Competitions

- Join marketing challenges to earn prizes, brand opportunities, and incentives.
- Compete in race-based or content-based competitions to showcase your talent.
- Engage with sponsored challenges that increase your visibility to brands.

### Exclusive Membership Benefits

- Gain priority access to sponsorship campaigns.
- Participate in partner giveaways with brands like Grenade, Decathlon, Dash Water, The Good Prep, and more.
- Be part of an athlete-first movement designed to create real value for competitors.

### Direct Funding

- At The Athlete Fund, we understand that financial support is crucial for athletes to train, compete, and progress in their careers. That's why, in addition to sponsorships and brand partnerships, registered athletes may also have the opportunity to receive direct funding.



# A Community Effort – We Support Each Other

The Athlete Fund is more than just sponsorships – it's a collective movement.

We are built on a community model where athletes, brands, and supporters work together to create opportunities and raise the profile of the sport. We support each other's campaigns, engage with each other's content, and grow together.

- By participating, you help others while opening doors for yourself.
- The more we grow, the more sponsorships we can bring in for athletes.
- Engagement, collaboration, and involvement are key to success.

We are not just about giving sponsorships – we are about building lasting partnerships, ensuring athletes are seen, and creating a stronger future for competitors.



# How It Works

## Athletes

Becoming part of The Athlete Fund means stepping into a world of opportunities designed to support your athletic career through brand partnerships, endorsements, and other valuable engagements. Here's a step-by-step guide to how it all works for athletes:

### 1. Register with The Athlete Fund

Start by signing up via our registration platform. Provide some key information about your sport, level of experience, social media presence, and career aspirations. The more details you provide, the better we can match you with suitable opportunities.

### 2. Wait for Opportunity Notifications

Once your profile is set up, you will automatically be included in our network for consideration by brands and partners. As opportunities arise—whether they're product endorsements, social media collaborations, or event sponsorships—you will receive notifications via email. These offers are tailored to your profile and what the brands are looking for in an ambassador.

### 3. Review and Accept Opportunities

When you receive a potential opportunity, you'll be able to review the details before accepting. You'll have access to all relevant information, including:

- Brand details and campaign goals
- Specific duties (e.g., social media posts, event appearances)
- Compensation (product-based, monetary, or otherwise)
- Time commitments or deadlines

Contact us today to learn more about partnership opportunities and packages with our athletes and make a difference in the world of athletics.

[www.theathletefund.org](http://www.theathletefund.org)



# How It Works

## Athletes

### 4. Engage with the Brand

Promote and engage the brand through a series of tasks, This might involve promoting products, making appearances at events, or representing the brand on social media. We are here to provide guidance and support throughout this process to ensure you feel confident and prepared.

### 5. Expand Your Brand and Network

With each successful campaign, you'll enhance your personal brand, build relationships with key figures in the sports and marketing industries, and strengthen your profile within The Athlete Fund. We aim to see our athletes grow both on and off the field.

### 6. Receive Continuous Support

At The Athlete Fund, we offer ongoing support to all athletes. From media training to social media tips, we are committed to helping you succeed in every aspect of your career. Additionally, if you ever need help with an opportunity or experience challenges, our team is here to assist you

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# How It Works

## Partners

The Athlete Fund offers brands and companies a streamlined and effective way to engage with athletes across the world. Here's how the process works for partners:

### 1. Contact Us or Submit an Inquiry

If you're a brand looking to collaborate with athletes, the first step is to reach out to us. We'll set up a consultation to discuss your brand's needs, campaign goals, and target audience. Whether you're looking for product endorsements, social media collaborations, or event sponsorships, we will tailor the partnership to suit your objectives.

### 2. Create a Partnership Package

Based on your goals, we'll work with you to design a custom partnership package. This could include:

- Product Endorsements: Athletes representing your brand on their social media channels or at events.
- Social Media Campaigns: Targeted marketing through athlete profiles to reach specific demographics.
- Event Sponsorships: Opportunities to feature your brand at sports events, clinics, or charity functions that athletes participate in.

We offer various levels of involvement, from single campaigns to long-term ambassadorships.

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# How It Works

## Partners

### 3. Match with Athletes

Once the partnership package is established, we will help match your brand with athletes whose profiles align with your target demographic and campaign needs. You'll receive detailed athlete profiles, including social media reach, engagement rates, and other relevant statistics. This allows you to make informed decisions on who best represents your brand.

### 4. Launch the Campaign

After selecting athletes, our team will coordinate the collaboration, ensuring smooth communication between you and the athlete. We'll help guide both parties on content creation, brand messaging, and overall campaign strategy. Our goal is to ensure that the athlete fully understands your brand values and can effectively promote your products/services.

### 5. Monitor and Optimise

Throughout the campaign, we provide regular updates on performance. This includes metrics on social media engagement, event attendance, and more, depending on the nature of the partnership. We also offer ongoing support to help optimise the campaign if necessary.

### 6. Evaluate and Renew

After the completion of the campaign, we'll conduct a thorough evaluation to review the results and determine the success of the partnership. If your brand is satisfied, we can explore options for renewing the agreement or scaling up to larger sponsorships.

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# How It Works

## Partners

**We work with brands of all sizes - from startups looking to grow awareness to established companies seeking authentic athlete ambassadors.**

- All campaigns are customizable based on your budget, goals, and target audience.
- Choose from single-athlete sponsorships, multi-athlete campaigns, or full-scale brand integrations.
- Athletes provide authentic storytelling & high-impact content that resonates with sports audiences.

Interested in working with us? Contact us today to explore collaboration opportunities and additional information.

Email : [Support@theathletefund.org](mailto:Support@theathletefund.org)

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[www.theathletefund.org](http://www.theathletefund.org)



# The Athlete Fund Events

**Get Involved.**

**At The Athlete Fund, we are committed to building a strong, engaged athlete community while providing opportunities for exposure, brand partnerships, and financial support. That's why we actively host, sponsor, and support events—ranging from community-led runs to race sponsorships and athlete workshops.**

## **How It Works:**

- Athlete-Led Community Events - Registered athletes are encouraged to organize group runs, training sessions, and social meetups to bring the community together. These events increase athlete visibility, attract brand attention, and provide new sponsorship opportunities.
- Race Sponsorship & Support - The Athlete Fund partners with race organizers and competitions to provide prize money, sponsorships, and promotional support. This ensures that more races can thrive while giving athletes greater earning potential.
- Workshops & Athlete Development Sessions - We support educational workshops focused on marketing, sponsorship strategies, social media growth, and personal brand development to help athletes maximize their opportunities both on and off the track.

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# The Athlete Fund Events

## Get Involved.

- Brand Integration at Events – We connect brands with races, workshops, and community events to provide product giveaways, activations, and athlete incentives.

### Athlete Involvement & Benefits:

- Athletes who host and promote community events will be prioritized for sponsorships and additional incentives.
- Those involved in event planning and brand activations may gain bonus opportunities, financial rewards, and long-term partnerships.
- Race directors and event organizers looking for sponsorship support can reach out to explore potential funding, prize money, and brand collaborations.

Want to organize a race, workshop, or community event?

Looking for sponsorship support?

Reach out to us at [support@theathletefund.org](mailto:support@theathletefund.org).

Together, we can grow the sport, support more athletes, and create lasting opportunities in the industry!

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# Volunteer

## **We need you !**

Join us at The Athlete Fund as we embark on an exciting journey to empower athletes and provide them with better opportunities.

We re looking for dedicated volunteers to join our team and help us achieve our mission!

As a volunteer, you'll have the opportunity to be part of a organisation that is committed to supporting athletes and reshaping the landscape of athletics. Whether you're passionate about fundraising, program development, social media marketing, or operations, there's a place for you on our team.

If you have skills in fundraising, program delivery, marketing, social media or administration, consider joining one of our departments to make a direct impact on the lives of athletes, We have already received interest from various athletes and are excited about the future ahead

Not sure where you fit in? No problem! We welcome individuals of all backgrounds and skill sets who are enthusiastic about our mission. Together, we can create positive change and ensure that every athlete has the support and opportunities they deserve, Don't be shy, Give us a message a

Apply now to volunteer with The Athlete Fund and help us make a difference in the world of athletics!





## Athletes

### **1. What is The Athlete Fund?**

The Athlete Fund is a marketing and fundraising platform dedicated to connecting athletes with brands, sponsors, and opportunities for growth. We offer marketing campaigns, sponsorship deals, event participation, and more, all designed to help athletes advance their careers while connecting with brands looking to tap into new audiences.

### **2. How do I join The Athlete Fund?**

Simply head to our website and fill out the registration form. We'll need some basic information about you, your sporting background, and your social media presence. Once submitted, our team will review your application, and once accepted, you'll receive a welcome email with further details.

### **3. Is there a fee to join?**

No, there are no registration fees for athletes to join The Athlete Fund. Our mission is to create opportunities for athletes, so we operate on a model where athletes benefit from collaborations, sponsorships, and endorsements without needing to pay an upfront cost.

### **4. What opportunities can I expect?**

Opportunities vary depending on the partnerships we have with brands and companies. These can include:

- Product endorsements and free product offers
- Social media collaborations (posting about a product or service)
- Event sponsorships (where you represent a brand at an event)
- commission based marketing opportunities (earning commission from promoting products)
- Participation in fundraising or charity events

We strive to match each athlete with the best opportunities based on their interests, sport, and social media following.

### **5. What's required from me after joining?**

After registering with The Athlete Fund, we will notify you when relevant opportunities arise. Once you've been selected for a partnership or campaign, you'll be expected to actively promote the brand through social media posts, product placements, or event appearances, depending on the partnership. We'll provide specific guidelines for each campaign, and communication will primarily be through email.

### **6. How do I know if I've been chosen for an opportunity?**

Once you've been matched with an opportunity, you'll receive an email from our team with details about the collaboration. This will include the brand or product, the type of campaign, and the expectations (e.g., posting on social media, attending events). We recommend checking your email regularly to stay up to date.

# Athlete Requirements

## Embrace the team environment

As a valued member of The Athlete Fund, you're part of a supportive team committed to your success. Embrace this collective environment and tap into the strength of your fellow athletes. Share your experiences, collaborate on initiatives, and celebrate each other's victories, campaigns, and achievements. Together, it's essential that we unite as a team to promote the fund and support each other's designated campaigns, fundraising efforts and social media posts .

We encourage you to actively engage in all programs, events, and initiatives, even if they're not directly related to your designated campaign. Your participation and enthusiasm are key to our collective success.

Take ownership of your role as an ambassador for the fund by creating and sharing posts and stories across social media platforms. Be sure to tag the fund whenever possible to maximise visibility and engagement. Remember, the more attention our initiative receives, the greater impact we can make. We need the entire community - including you and your peers - to rally behind this cause and champion the idea as a whole. Together, we can build a sustainable fund that supports athletes like you and contributes to the growth and development of the sport as a whole.



# Athlete Requirements

## The aim

Through our comprehensive approach encompassing marketing and fundraising, our primary goal is to empower you to unlock your full potential as both an athlete and an individual. Committed to your success, we strive to provide unwavering support, essential resources, and invaluable opportunities to excel in your athletic endeavours.

The success of our marketing campaigns, particularly in collaboration with our esteemed partners, holds the key to unlocking future opportunities within our sport. By demonstrating the strength of our audience and market to potential sponsors and stakeholders, we pave the way for enhanced commercial prospects for all involved.

Together, united in our efforts, we have the power to catalyse significant change within the sport of athletics. By achieving success in both our marketing endeavours and fundraising initiatives, we can amplify commercial opportunities for athletes and stakeholders alike, fostering a thriving ecosystem that benefits the entire community.

