

## ATHLETE PATHWAY EDUCATION

HOW ATHLETES CAN NAVIGATE ALL LEVELS AND TYPES OF OPPORTUNITIES GUIDED BY THEIR BRAND AND THE ORGANISATIONS THEY REPRESENT

# SPONSORSHIP & ENDORSEMENTS

## TIP SHEET

[WWW.THEBRANDBUILDERS.COM.AU](http://WWW.THEBRANDBUILDERS.COM.AU)

### UNIQUENESS

**Every athlete is unique..and that's a good thing!**  
There is an abundance of opportunities for every single athlete, and it's that uniqueness that is their value to sponsors.

### GUIDANCE

**The brand of an athlete can guide their journey**  
Their brand is a beacon that's going to shine a light on their pathway ahead to connecting with the right businesses, and what activities they do as part of that sponsorship.

### PATHWAYS

**Sponsorship can support athletes holistically**  
Athletes often focus on sport at the detriment to other aspects of themselves and their lives, sponsorship can help balance that out AND have a positive impact on their sport in many ways.

### VALUE

**Sponsorship offers value way beyond financial**  
Sponsorship can support and contribute to performance, reduce stress, increase confidence, develop skills, networks, support network, and set athletes up for life after sport.



#### Got a question?

Get in touch with your expert, Vickie Saunders,  
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*"The most valuable asset an athlete has is their uniqueness. And every athlete is unique!"*

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