
ATHLETE BRAND EDUCATION

Elevating athletes in and beyond sport



WWW.THEBRANDBUILDERS.COM.AU

Elevating athletes through their brand



Every athlete has a brand. But not every athlete knows what their brand is or how bring it to life.

Without clarity of their brand, athletes can struggle to clearly communicate messages, connect with opportunity and create an authentic online presence.

Brand development helps athletes tune into what they truly care about, represent themselves authentically and prepare for their transition out of sport.

There is no limit to what athletes can achieve. But they need the right tools, know-how and support to reach their goals. We offer customisable, holistic education that is focused on upskilling athletes so they can build their brand and take charge of their journey.

What we teach

We offer a wide range of education modules to support all stages of the athlete journey. Our education modules can be mixed and matched, delivered as standalone sessions or as a program.

Every athlete is different, so all our education can be tailored to meet athletes where they're at and help them achieve their unique goals.

OUR MODULATED EDUCATION INCLUDES:

ATHLETE BRAND

Athletes learn how to identify, communicate their brand

SPONSORSHIP

Athletes learn how to leverage their brand for commercial opportunities

SOCIAL MEDIA

Athletes learn how to create engaging content and a social media plan

ONLINE INTEGRITY

Athletes learn how to protect their brand and yours online

MAJOR GAMES

Athletes prepare to communicate and leverage their games journey



Meet the 5 modules



We offer a range of education topics that have been designed to help athletes develop, communicate and leverage their brand. Please find a brief overview of what we teach within each topic below.

All our modules can be delivered as standalone sessions or multi session programs. The modules can also be mixed and matched.

ATHLETE BRAND

1

- Understanding athlete brand and the benefits it offers ALL athletes.
- How to identify your brand.
- How to communicate your brand confidently and authentically.
- How to leverage your brand for the right opportunities.

SPONSORSHIP

2

- Understanding the opportunities that exist for athletes.
- Making the right offer to the right sponsors.
- How to assess opportunities and create a winning pitch.
- Managing sponsorship. The do's and don'ts of navigating sponsorship relationships.

Our modules

3

SOCIAL MEDIA

- Learn how to create compelling on-brand content for social media.
- How to grow your athlete brand on social media and build an engaged community.
- How to create a vision and plan for your social media activities that aligns with your broader goals and ambitions.

4

ONLINE INTEGRITY

- What integrity really is and why it matters online.
- Understanding social media grey areas and what to avoid.
- Using your values, code of conduct and social media policies to maintain integrity online.
- Identifying personal areas for improvement online.

5

MAJOR GAMES

- Communicate - Athletes learn how to create content and a communications strategy for the games.
- Represent - Athletes learn how to be a great ambassador for the organisations they represent.
- Leverage - Athletes learn how to leverage the games for commercial opportunities.

How we deliver

We offer flexible and customisable delivery modes so that our education meets the needs of your organisation and athletes.

Whether you're after short, sharp online education, comprehensive programs or a hybrid approach, we've got you covered.



Programs



In-Person Workshops



Train-the Trainer



Online Workshops



Mentoring

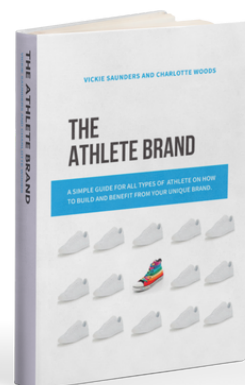
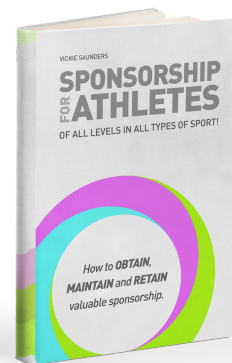


Books and Resources

As experts in our field, we are committed to producing text books that allow ease of access to learning.

We also offer co-branded editions of our books. Co-branded editions are visually aligned with your organisation and also contain unique content and case studies relevant to your athletes.

Ask us about bulk orders or co-branded books.



About us

We teach athletes of all types, abilities and sports how to build their brand.

We provide a holistic approach for athletes to identify and communicate their unique brand, guided by their personal and professional ambitions and athletic goals.



Our education is delivered to sporting organisations, including The Australian Institute of Sport, The English Institute of Sport, Singapore Sport, the NRL Bulldogs, AFL Players Association and The United States Olympic and Paralympic Committee.

Our team is based in Brisbane, Australia but we work all over the globe. We lead with heart and always bring our A-game. We are passionate about elevating the athlete pathway in and beyond sport.



What our clients say

"We loved The Brand Builders localised their approach to Athlete Brand Education. We had a cohort of 12-16 year old athletes and the program was tailored to meet them where they are at now. It was relevant and thought provoking and has given them the skills and tools to activate and communicate their brand."

Karen Norden | General Manager, Gymnastics Singapore

What athletes say

"Identifying my brand has really helped me come out of my shell and engage sponsorship."

Alex Wood | Javelin Thrower

"It was a great six month journey, from defining what I want to do, to what I needed and finally how to put it all together. Well worth the time and effort."

Matt Levy | Paralympic Swimmer

"Building my brand was an important step in changing peoples perception of me from that of a young kid, to a professional athlete and advocate for change."

Kelsey Cottrell | Lawn Bowler



Case studies

Australian Institute of Sport

Creation of online learning modules and delivery of in person and online workshops to a range of athletes as part of the Personal Brand and Sponsorship Program.



English Institute of sport

6 years of ongoing education, training delivered in person and online, online courses and printed resources created in collaboration with their Athlete Pathway team, including advisor training.

Singapore Sport

Launch of a cobranded version of our book Sponsorship For Athletes across Asia with Deloitte and Sport Singapore. Media reach in excess of 10 million people, and thousands of athletes received a copy of the book.




High Performance Sport New Zealand

1-1 mentoring program that covers the three building blocks of brand (Identify, Communicate, Leverage). Athletes work with a mentor to explore their brand, create communications challenges, content and an activation plan.

How can we support your athlete's journey?

If you are interested in any of our programs, please reach out and let's get the conversation started.

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 [Click here to schedule a time to speak](#)



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