

Join our team!

WHO WE ARE, WHAT WE DO AND WHY!

Sporting Heritage is a not-for profit umbrella body working to support organisations and individuals who own, manage, or work with sporting heritage collections.

Our aim is to provide support for the collections, preservation, access and research of sporting heritage in the UK and wider.

We work with over 400 organisations across the UK including museums, archives, local authorities, sports governing bodies, sports clubs, educational institutions, community clubs and also individuals.



Over the last three years, we have worked with a range of partners including the National Football Museum, the Arts Council England, the Heritage Lottery Fund and the Arts and Humanities Research Council to deliver a wide-reaching programme of support for those who want to make sure these collections are better looked after and better accessed. The mains things we've delivered so far include:

- 1) creating and developing a national data base of sporting collections
- 2) creating an online advice and guidance portal for all those working with collections
- 3) creating localised support through the establishment of nations and regions networks
- 4) creating a sector supporting annual national conference
- 5) creating an annual National Sporting Heritage Day - 30th September
- 6) becoming the research network for the field
- 7) creating the Sporting Heritage Ambassador Programme supported by Olympic and Commonwealth athletes as well as artist and also policy makers. ([link](#))
- 8) sharing and advocating the relevance and importance of these collections



We have been able to establish the above through creating significant partnerships which cut across the sectors of sport, education, culture, health and wellbeing. It has also led to us establishing Sporting Heritage as an independent umbrella body for the sector as a not-for-profit community interest company.

National Sporting Heritage Day: 30TH SEPTEMBER

In 2014, as a direct result of our research and evaluation conducted on the heritage response to the 2012 Olympic Games, National Sporting Heritage Day was established.

Held on the 30th September every year, National Sporting Heritage Day is an ongoing campaign and provides a focus point for sporting heritage in the UK.



Raising awareness of the relevance of sporting heritage, the campaign promotes sporting heritage at the heart of the community and community at the heart of sporting heritage.

The celebration uses a combination of arts, crafts, science, tech, digital, heritage and sport activities, led by local people sharing passion and skills, as a catalyst for community-led transformation, with active participation for all ages.

Key city venues of culture with professional events and our Ambassador Programme also support the campaign allowing greater links between individuals and organisations, encouraging large venues to co-create with local people, and small groups to realise their heritage value as grassroots champions.

The actions of the national day provide opportunities to explore ways to engage in new and different audiences. It showcases how sporting heritage can be used to tackle many topics such as education, well-being, sport participation and research. Importantly the day is used to inspire children and families to be a part of sport civilisation helping to develop a more inclusive sporting heritage culture.

The campaign demonstrates the benefits sporting heritage can bring to society and importantly connect people, groups, businesses, and organisations.



NATIONAL SPORTING DAY EVENT HISTORY

In total there has been over 100 events and programmes delivered by over 50 different organisations from small scale local community activities to large scale mass community events lead by national venues and local authorities.

"The National Sporting Heritage Day has allowed us to work closely with so many different organisations to draw attention to the amazing sporting heritage of our region." Laura Simpson Nottinghamshire County Council

Much of the activity happens at local level, and our conservative estimates suggest that the campaign has reached around 50,000 individuals to date. Sporting heritage is of interest to non-traditional museum and heritage audiences – this means that this activity is opening up heritage to new audiences, often for the first time!

National Sporting Heritage Day started in the UK. Since 2014 annual activities have taken place in all four UK nations. This year lead by our Sporting Heritage Ambassador Liz McColgan #NSHD2018 celebrations will also take place in Doha making the campaign international.



Type of Venue/asset involved in the campaign include museums, galleries, archives, clubs and community centres (large medium and small) schools and universities, libraries, outdoors (multi events), pubs, and digital online resources.

WHAT HAPPENED IN 2017 - Social Media Take-off



2017 saw hundreds of National Sporting Heritage Day celebrations take place across the four nations linking up in conversation using various online channels. From oral history workshops, to school activities, ask the expert sessions, and re-enactments, the nation came alive with the sporting past. This proved to be a great avenue to share and communicate event themes with everyone and also generate future working leads.

#NSHD2018 will see advances on the social media front due to both our Sporting Heritage Ambassador Programme supported by many Olympians and our

Membership which has enabled us to secure key event partners in National Museums and Key club/Arenas.

#NSHD2018 : 30TH SEPTEMBER



National Sporting Heritage Day 2018 - 30th September has shown a great appeal to a broad demographic of groups, organisations and individuals

We have confirmed activities taking place across the UK and for the first time over sea. Examples of venues include Hockey Museum, River and Rowing Museum, The National Football Museum, The RAF, The Potteries Museum and Art Galleries, Yorkshire Cricket Foundation, Stirling University and Archives, The University of Loughborough, Robins Park Centre and Arena.

2018 the Sporting Heritage Ambassador programme was launched, and all ambassadors will be active in the campaign either making a physical appearance and/or supporting through the #NSHD2018 online and offline media campaign driving awareness and audience reach. Sporting Heritage Ambassadors include:

The Ambassador Programme will be used to push #NSHD, Sporting Heritage will have a base where the majority of ambassador will be on site. We feel this will help to obtain greater press while at the same time linking up with activities across the country via social media conversations on the day.

2018 will also see an Annual Sporting Heritage Day Poem written and driven by our Ambassador Ian McMillan who hosts the weekly show The Verb on BBC Radio 3.

This year working with Art Fund, we are able to offer organisations and community groups the opportunity to access funding as part of National Sporting Heritage Day 2018. We believe this will enable greater community involvement through active participation on the day.

The development of National Sporting Heritage Day has resulted from the on-going partnerships

Sporting Heritage has formed throughout the sector on a day-to-day base. National Sporting Heritage Day now in its fifth year, we feel that tying in a consumer brand with the established, annual day in the calendar will be a way of driving awareness and getting your message across to a varied and diverse audience with valuable touch points of audience and business development.

SPONSORSHIP PACKAGE

Sporting Heritage is seeking a Headline Sponsor for #NSHD2018

This is a chance to play the primary sponsorship role in our celebrated annual event which has been designed to ensure that, as our headline sponsor, you can command the intense attention from all activities spanning across the UK involving a diverse and varied national audience. The campaign is attached with positive society benefits and supported by a number of sporting profiles of success.



The make-up of #NSHD2018 will ensure your headline sponsorship package provides maximum exposure, prior, during and post event and allow your company's exposure to fall perfectly in line with its strategy, goals and most importantly its customers.

Though both our partners delivering #NSHD2018 activities and our 2018 Sporting Heritage Ambassador Programme, we will give you a prestigious platform from which together we will project your brand, business, products and corporate values, grow your business connections, and enhance your customers' awareness.



In addition, your company will also benefit from a number of promotional activity again prior during and after the event offered. #NSHD2018 offline communication channels aim to include: radio, TV, newspapers and magazines (local and national) and online communication channels to include Sporting Heritage e-newsletter, and social media call outs - facebook, twitter, instagram and websites - of Sporting Heritage and of venue locations and delivering partners (museums, clubs, sport federations of ambassadors etc) as well as our Sporting Heritage Ambassadors own social media

channels. To summarise as a Headline Sponsor the online and offline communication access has considerable payback alone.

As a Head line Sponsor we will be with you every step of the way to our annual flagship event, making certain that you get everything you need from the headline sponsorship of #NSHD2018

PACKAGE BREAKDOWN

The following breakdown constitutes the key elements of your #NSHD2018 Headline Sponsorship Package. The most significant part of your package is the creation of bespoke intense marketing and media strategies to suit the nature of your company so it attains the specialised impact you seek.

PACKAGE

- Exclusive Title Sponsor of National Sporting Heritage Day 2018: this involves company/brand name in the National Day Title.
- Title Sponsor company name and Logo on all branded material (online and offline channels)
- Title Sponsor company name and Logo driving the campaign and title heading all #NSHD2018 partner activities.
- Media exposure with wide-ranging exposure and visibility across the sporting world
- Company/brand exposure through all promotional activities
- Association with all partners delivering activities
- Advertising exposure through primary and secondary campaign partners
- Interaction with Sporting Heritage Ambassador Programme
- Local, national and international Company/brand exposure
- Promotional sales opportunities and extended exposure through #NSHD2018 Competitions
- Presence and branding at the #NSHD2018 HQ base
- Activity involvement on the day - 30th September, with opportunity for a VIP area allowing direct contact promoting your brand and services
- Sustainable activation platforms (Introduction to partners to develop links with business and the public)
- Exclusive header of the social media campaign with key group, organisation and individuals who partner with the annual campaign to bring more people under #NSHD2018 and have it reached further.

**Headline Sponsorship Package:
£10,000**

For further details, please contact
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