

# Securing a Financial Legacy from Sport

A PERSONAL APPROACH TO  
WEALTH MANAGEMENT FOR  
SPORTS PROFESSIONALS



## THE EVOLVING LANDSCAPE OF SPORTS AND WEALTH MANAGEMENT

In today's sporting industry, sports professionals earn more than ever, and this upward trajectory is expected to continue. This wealth windfall brings its challenges, particularly in financial management. Without expert guidance, individuals risk making financial decisions that could impact their careers and future financial security.

Often, these individuals are trailblazers in their families, the first to amass wealth with the potential to benefit generations. Yet, access to knowledgeable and trusted advisors and mentors remains scarce.

The prime earning years for sports professionals typically span their twenties and early thirties, a critical period for establishing a capital base to secure their long-term future. With great wealth comes great responsibility. Depending on their sport and success, individuals may find their financial affairs complicated by diverse income streams and business interests capitalising on their fame and network. Effectively managing this wealth is akin to a full-time job - a task many have delegated to family offices.

But what exactly is a family office?

A family office is a bespoke wealth management advisory firm catering to the affluent. It offers a unified approach to overseeing all facets of a family's financial and wealth strategy.

This model of wealth management, exemplified by figures like Bill Gates, Jeff Bezos, and Elon Musk, has proven effective for decades. These private offices employ a team of experts dedicated to enhancing a family's net worth and ensuring its continuity. With the rise of ultra-high-net-worth individuals globally, the family office model has gained prominence, built on three foundational pillars:

- Independent advice: Providing unbiased guidance tailored to the family's unique needs and goals.
- Integrated strategy: Coordinating all aspects of wealth management, from investments to tax planning, under one unified approach.
- Personalised services: Catering to the specific circumstances of each family.

This approach effectively manages the complexities of wealth for sports professionals, safeguarding their financial future and that of their families.

## THE GROWING WORLD OF SPORT

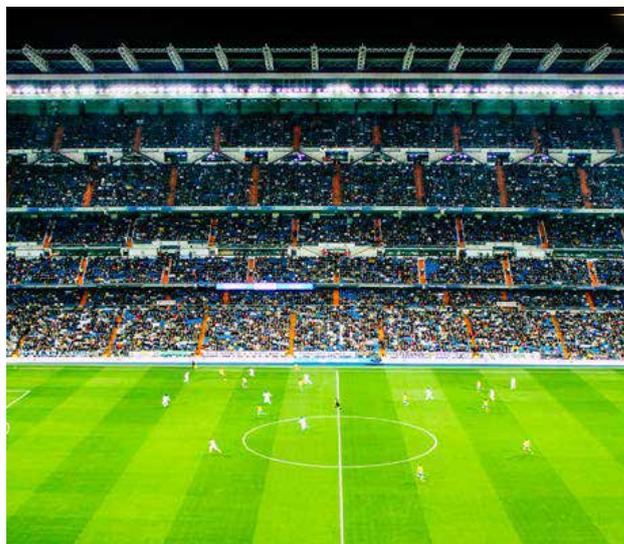
- The top 100 sports pros earned \$5.4bn in 2023.
- 20,000 sports pros earn more than \$50,000 pa from their sport.
- The sports industry is growing at a compound annual growth rate of 5%.
- Typically, sports pros earn 30% -50% of their income through endorsements.
- The average career span for a sports pro is 11 years.

## YOUR GLOBAL CORPORATE AND PRIVATE WEALTH PARTNER

At Affinity Sports, we understand the unique challenges and opportunities that come with success in the sports industry.

We want to be your trusted partner, acting in your best interest with compassion and without commission to provide personalised wealth management solutions. Learn to maximise the returns from your assets across multiple jurisdictions and secure your legacy.

With a focus on asset protection and family office services, we're here to simplify your financial future, empowering you to do more with your money.



## TAILORED FAMILY OFFICE SERVICES FOR SPORTS PROFESSIONALS

- Asset Protection and Structuring: Safeguard your wealth with our expert structuring in the Isle of Man, Malta, Cayman Islands and Florida, ensuring your assets are protected globally.
- Estate Planning and Succession: Plan for the future with our bespoke estate planning services, designed to preserve your legacy for generations.
- Concierge Family Office Service: Enjoy the convenience of a dedicated family office service that supports all your asset protection needs, focusing on the sports industry.
- Boutique Lifestyle Concierge
- Finance and Lifestyle Management
- Formation of Entities: Companies, Foundations, and Trusts for asset ownership and wealth protection
- Luxury Asset Management: Includes forming entities to own/charter aircraft and yachts, investments, property, and art
- Personal Brand and Media Management
- Lifestyle Health Support and Medical Advice
- Public Relations and Media Management

## AFFINITY SPORTS - THE RIGHT CHOICE FOR YOUR FINANCIAL FUTURE

- Proven Record of Performance: Established success in managing wealth and luxury assets for sports professionals with a history of excellence.
- Global Network of Specialists: Access to a world-class network of financial institutions, advisors, and healthcare professionals tailored to the sports industry.
- Personal and Professional: We work with compassion and integrity, taking a personal approach to understanding and delivering on your unique needs.

## READY TO TAKE CONTROL OF YOUR FINANCES?

If you are searching for a global partner for private wealth management and family office services, and prefer a fixed fee basis to ensure transparency and eliminate hidden charges, we are ready to help.



Andy Morgan  
Group CEO  
Tel: + 44 (0)1624 670583  
Mob: +44 (0)7624 460996  
Email: [andy@affinityco.com](mailto:andy@affinityco.com)