

# FOR THE PRIVATE SECTOR

INVEST IN PEOPLE, NOT JUST EVENTS.

SPONSORING A COMPETITION IS GOOD. SPONSORING A YOUNG ATHLETE'S DEVELOPMENT IS TRANSFORMATIONAL.

## WHAT YOU CAN DO – STARTING NOW

### 1. REDIRECT INVESTMENT FROM EVENTS TO PEOPLE

- Allocate a portion of your sport sponsorship to athlete development — a coaching certification, a college readiness workshop, a development programme fund — rather than solely competition banners and event naming
- Development investment is more durable and more impactful than event visibility. And it builds a story about your brand that communities remember

### 2. CREATE A NAMED SCHOLARSHIP OR BURSARY

- Partner with the Sports Commission to establish a named scholarship or bursary for student-athletes who demonstrate both athletic potential and academic commitment
- This is tangible, visible, and directly addresses one of the most critical gaps in the TCI system — financial support for the transition to post-secondary opportunity

### 3. OFFER INTERNSHIP AND WORK EXPERIENCE PATHWAYS

- Provide internship or work experience opportunities for student-athletes — particularly those transitioning out of high school sport
- Sport cannot always be the career. A private sector partner who invests in the whole person sends a powerful message to the community about the value of the student-athlete model

### 4. AMPLIFY ATHLETE STORIES

- Use your platforms, networks, and marketing channels to highlight and celebrate TCI athletes
- Visibility for TCI athletes creates recruitment awareness, attracts international attention, and builds the national sport identity that makes TCI attractive to development partners

### 5. ENGAGE STRUCTURALLY, NOT EPISODICALLY

- Partner with the Sports Commission through structured national programmes rather than one-off arrangements
- Structured partnerships allow your investment to be measured, reported, and amplified — giving you genuine accountability and genuine impact

## CONNECT WITH THE SPORTS COMMISSION

- Partnership enquiries — [tcisc.tc](http://tcisc.tc)
- National Athlete Pathway & Development Programme — sponsorship opportunities available
- Community Parks — Adopt a Park programme
- TCISS — school sport sponsorship and branding