

Brand & commercial strategy.

Build opportunities that fit who you are.



A clear identity.
The right
partnerships.

- Define your position
- Develop partnerships
- Deliver & review

Your reputation has value beyond competition. KPO helps shape a clear identity and develop commercial opportunities that fit your audience, values and sporting priorities. We work alongside your manager and agent, with responsibilities, opportunity ownership and commercial rights agreed before any outreach begins.

FROM POSITIONING TO DELIVERY

- 01 Positioning and audience**

Define what you stand for, who you want to reach and the categories that fit. Turn this into a clear brand brief.
- 02 Partnership development**

Research suitable brands, build an agreed opportunity pipeline and assess proposals against your values, availability and existing commitments.
- 03 Commercial terms**

Support negotiations within the agreed mandate. Coordinate legal review of deliverables, image rights, exclusivity, payment and exit provisions.
- 04 Content and campaigns**

Set content priorities, manage the calendar and coordinate partners and production. Protect time for training, competition and recovery.
- 05 Delivery and performance**

Track commitments, approvals, campaign results and payments. Use agreed measures to inform reporting, renewals and future discussions.
- 06 Value beyond your career**

Connect partnerships to wider ambitions, including business interests and life after sport, while keeping reputation and sporting performance central.

YOUR PRACTICAL OUTPUTS

Brand & content plan

Partnership pipeline

Campaign & renewal calendar

Build a commercial profile with purpose.

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Commercial work is subject to an agreed athlete and agent mandate and existing representation rights. Agents retain their contracted role; legal and tax advice is provided by qualified specialists. Opportunities and income are not guaranteed.