

Certified



Corporation

RAISE THE GAME

**DELIVERING POSITIVE FINANCIAL, SOCIAL,
AND ENVIRONMENTAL OUTCOMES THROUGH SPORT**

17 SPORT

INTRODUCING 17 SPORT



SPORT. BUSINESS. PURPOSE.

17 Sport is an impact company operating at the intersection of sports, business and purpose.

We partner with progressive brands, sport properties, and athletes to activate their purpose, internally and externally, to deliver positive financial, social, and environmental outcomes.

We've built a diverse, global team of experts who are all driven by a common passion - to build a positive future for the world through sport.

The team has experience at the highest level of sports and business working with global brands, mega-events, teams, nonprofits and athletes. Together, we apply unrivalled sports and purpose expertise to tailored solutions that drive social, environmental, and commercial returns.



THE UN SDGs

THE SIGNIFICANCE OF OUR NAME

Our name, 17 Sport, is inspired by the United Nations Sustainable Development Goals and the framework for sustainable progress they provide.

Goal 17, which centres around strengthening worldwide partnerships and cooperation, is a central tenet of our guiding principles as an organization. We believe that we can get more done together than we can alone and that collaborative partnerships are a vital ingredient of any successful Purpose-driven undertaking.



17 SPORT SERVICES



PURPOSE ADVISORY

We design purpose-led strategies that deliver social, environmental, and commercial returns.



PARTNERSHIPS

We secure partnerships - cash, value-in-kind, and other forms - to fuel purpose-led missions.



IMPLEMENTATION

We manage the activation of purpose-led strategies for brands, athletes, and properties.



SROI MEASUREMENT

We evaluate the Social Return On Investment (SROI) created through impact interventions.

THE 17 SPORT TEAM

Operating from hubs in Paris and San Francisco, the 17 Sport global team, led by Fabien Paget and Neill Duffy, has experience at the highest level of sport, business, and purpose, gained over the last 30 years.

Together we work with our clients and partners to build a more inclusive and sustainable future for our world through sport.



WORKING WITH



substance.



COMMON GOAL



17 SPORT CASE STUDY

BREAKING BARRIERS FOR GIRLS: IMPROVING THE LIVES OF 50,000 GIRLS ACROSS EUROPE THROUGH SPORT.



17 SPORT CASE STUDY

WORKING WITH E-MOVEMENT AS THEY GEAR UP TO HOST THE AFRICAN CONTINENT'S FIRST FORMULA E EVENT.



17 SPORT CASE STUDY

REPRESENTING CLERVIE AND CAREL NGOUNOUE, RISING TENNIS STARS COMMITTED TO INSPIRING OTHERS THROUGH THEIR JOURNEY TO THE TOP.



PURPOSE

WHY PURPOSE MATTERS IN SPORT



WHY SPORT IS A NATURAL PLATFORM TO DRIVE POSITIVE CHANGE

SPORT AS A UNIFIER

Sport has a unique power to attract, mobilize and inspire. Through the sense of belonging it evokes, it can bridge gaps in society and change the way people see the world.

SPORT & WELLBEING

Sport has a positive impact on physical and mental health. Physical activity can also improve focus, academic performance, self confidence, sleep and energy levels which lead to greater productivity.

SPORT & CLIMATE CHANGE

All major sports are being impacted by the effects of climate change from temperatures too high to perform, to flooded football pitches, wildfires affecting air quality and golf courses crumbling into the sea.

SPORT & THE SDGs

Sport is an important enabler of sustainable development and is one of the most cost-effective and versatile tools to promote the UN values and achieve the SDGs.

THE BENEFITS THAT A PURPOSE DRIVEN STRATEGY IN SPORT DELIVERS



FAN ENGAGEMENT

Delivers deeper fan engagement by creating mechanisms for fans to actively participate in doing good.



NEW AUDIENCES

Attracts a more diverse audience, including the hard to reach Gen Zs, to remain relevant and maintain appeal to sponsors.



BRAND REPUTATION

Enhances brand reputation to increase employee engagement and attract the best talent.



IMPACT AT SCALE

Aligning corporate purpose with a sports property allows brands to showcase their purpose and drive impact on a grand scale.

BRING YOUR PURPOSE TO LIFE
THROUGH SPORT VISIT
[17-SPORT.COM](https://17-sport.com)

Certified



Corporation



**THANK
YOU!**

If you have any questions, please feel free to contact us:

Neill Duffy

Co-Founder & CEO
+1 (415) 815-7620

Neill@17-Sport.com

Fabien Paget

Co-Founder & CEO
+33 7 60 46 58 21

Fabien@17-Sport.com