



The business case for supporting Sport in our Police service

TeamPolice offers you a partnership and trusted relationship with a critical service that is highly regarded and valued both in the United Kingdom and internationally. The Police service holds a unique and trusted position in our society, to uphold the law fairly and firmly, to prevent crime and to bring those who break the law to justice.

The Police service embodies a high level of social value and responsibility that businesses with aligned values can connect with through sport. The Police service 'brand' engenders professionalism, respect, integrity and dedication. Our communities rely on the Police service to be there for us, to protect and lead in national emergencies and to keep us safe.

Sport has always had an important place in the Police service, and is critical to the wellbeing, health and morale of all who are serving as well as the wider police family. Sport for forces across the nation is organised through Police Sport UK and individual forces sport and social clubs. However organising sport and participation is expensive at all levels. TeamPolice aims to raise much needed funds through an innovative commercial sponsorship scheme to enable us to increase participation in sport and physical activity thereby improving the wellbeing of the entire Police community. This reflects one of the key tenets of the proposed Police covenant regarding supporting physical protection, health and wellbeing for the policing family. Sport has increasingly been recognised as an important tool to help Police staff who are suffering from stress and mental health issues. A great example of this is Surfwell - a surf therapy model trialed by the UK Police to help improve participants' mental wellbeing.

TeamPolice, in partnership with Police Sport UK, represents the collective appeal of Sport in policing. We can offer you a partnership with a trusted, respected and highly valued service and provides a valuable channel to raise profile and brand awareness for our private sector partners. Our sponsor group is a new and developing powerful network for B2B activity which also benefits our members.

As a sponsor and member, you support sport in policing. Your support helps the "thin blue line" while promoting strong bonds and relationships between the police service and our private sector partners. Through sport we help develop valuable relationships that align with your corporate goals bringing value that is complemented with brand exposure and corporate entertainment.

We hope you will join our team.

Visit teampolice.uk/sponsors for further information

Why support us?

The UK Police service has a high measure of social purpose that companies and consumer facing brands with aligned values can connect to through sport. The Police service brand engenders the values of integrity, impartiality, public service, transparency and honesty - the very highest of brand values.

The Government has now introduced new measures to deliver social value to society through public procurement. Social value in procurement is now used by government departments to assess a suppliers social impact. By supporting TeamPolice your business can demonstrate that social value investment.

Your support will help to make competitive sport more accessible for all in the Police service and will mean a great deal to them personally. It will promote physical activity for all, enhancing wellbeing and physical health. Together with Police Sport UK we can make a real difference, promote excellence and help the sporting talent in the service to succeed. In addition to making sport more accessible and encouraging grassroots activity, we also support colleagues and teams competing at the highest level. Standards are high, with participants often competing in open competition at international level.

'Motorola Solutions are delighted to be sponsoring TeamPolice and helping them to support mental health & wellbeing through sport.'

Mohammed Rafiq, Senior Marketing Manager
Motorola Solutions UK & Middle East

Meeting corporate goals

We provide a professional and individual one-stop shop for sponsorship and events. We aim to provide a tangible return on your investment and to improve the experience and value you get from involvement in sport. Once we understand your business objectives, your strategy and the returns you seek, we build a mutually beneficial package that will meet your corporate goals.

Sponsors have the choice of gold, silver or bronze level support packages which offer a commensurate range of benefits. Once the level has been agreed, we then create a bespoke portfolio outlined in your statement of account, listing events, benefits, marketing and brand placement opportunities to enjoy with your chosen sports and events.

Setting up valuable relationships

TeamPolice is dedicated to developing relationships between Industry partners and the Police service through sport. The depth of involvement when you become part of TeamPolice is unique.

'We are very pleased to be sponsoring TeamPolice through sports as they play a pivotal role in supporting the health and wellbeing of all members of the Police.'

Mike Ashby-Clarke,
Country Manager of Axon UK

Which sports can you engage with?

Police sports range from high media interest, national level disciplines to minority interest activities, with proportionate requirements for funding. Many teams and individuals compete at national level. Each sport has its own specific needs which are assessed regularly by the PSUK Board and local Sports and Social organisations. A typical portfolio will include a cross section of sports thereby providing year round engagement opportunities. While we aim to support your corporate objectives, Police Sport UK will ensure that all sports receive the funding they need to run their activities.

Angling
Athletics
Badminton
Basketball
Boxing
Clay Shooting
Cricket
Curling
Cycling

Equestrian
Flat Green Bowls
Fly Fishing
Football Men
Football Women
Functional Fitness
Golf Men
Golf Women
Hockey Men

Hockey Women
Indoor Sports
Judo, Wrestling & Weightlifting
Netball
Rowing
Rugby League
Rugby Union Men
Rugby Union Women
Sailing

Sea Angling
Shooting
Snow Sports
Squash
Swimming & Water Polo
Tennis Men
Tennis Women
Triathlon
Volleyball

Benefits of membership

As a member of TeamPolice, you will be supporting sports played across the Police Service in the United Kingdom. The TeamPolice brand can be used by sponsors in their marketing communications helping to promote your association and achieve significant awareness in your marketplace. It is also possible to negotiate TeamPolice endorsements for particular products.

TeamPolice also offer a number of additional benefits depending on your profile and level of investment. These include attendance at fixtures and events where you have no direct relationship with the sports.

As a headline sponsor you will have a direct association with a sport, supporting the officials and teams with opportunities for brand placement, employee participation to all levels of stakeholder engagement. The opportunity for headline sponsorships are limited and normally only gold members can secure headline sponsorships of high profile sports.

As a secondary sponsor you will have a direct association with a sport, and be offered a range of benefits however your brand profile will be less pronounced than the headline sponsor.

'TeamPolice plays a fantastic role in supporting the health and wellbeing of active and retired officers and we are excited to offer our support. We have a long-standing partnership with many police forces around the UK. For us, it is a natural fit to support TeamPolice with the great work that they do.'

David Watkins, Managing Director XPS Administration

How TeamPolice works

Private sector partners have the choice to sponsor sports, make a corporate donation or attend one of the many sporting events. Funds raised through the TeamPolice brand are transferred to Police Sports UK which is governed by a board of senior police officers representing the United Kingdom.

Your investment becomes an important part of funding sport, and physical activity in the policing family. The Police Sport UK Patron is Her Majesty The Queen and the Chairman is Assistant Commissioner Matt Jukes QPM Metropolitan Police.

Compliance and assurance

The scheme is governed by both the TeamPolice Board and Police Sport UK for compliance and diligence. We provide all the necessary safeguards to ensure that both sports and sponsors comply with the increasingly regulated landscape including the 2010 UK Bribery and Corruption Act.

A bespoke portfolio

In practice, each membership portfolio will have bespoke elements based on sponsor preference and available capacity. It will describe the alignment with your selected sports and list the opportunities for brand placement/promotion and advertising as well providing details of invitations to sporting events.

'Fujitsu are proud to sponsor TeamPolice targeting wellbeing through sport, and for the exposure it has afforded us in providing the police with world class digital solutions and infrastructure.'

Ben Chapman, Senior Marketing Manager Public Sector, Fujitsu UK & I

What next?

From experience, we advise that a meeting is necessary to better understand your objectives in joining the scheme. TeamPolice can advise on the benefits of each sponsorship level and can provide an illustration of the opportunities available at the time of enquiry. We will provide a tailored package backed by sound business justification to support your internal approvals process.

Contact us at info@teampolice.uk for further information