

“*Joining Team Forces has been an absolute game-changer for our business and the best thing we have done in years.*”

Alex King, Regional BD Director, Collins Aerospace



TeamForces

FUNDING MILITARY SPORT & ADVENTURE

The business case for sponsoring our armed forces



teamforces.org



Climbing Out

Team Forces proudly supports Climbing Out, a charity that offers outdoor activity programmes aimed at rebuilding confidence, self-esteem and motivation in people who have been through a life changing injury, illness or trauma. It helps give military veterans the tools they need to manage their own mental wellbeing ... and helps them learn how to be happy again.

“ Having explored various routes towards restoring my mental health, I had grown weary of new approaches. I was sceptical about coming on the course, but I can honestly say it’s been the most significant step in finding hope of a positive outcome. I will be forever grateful for having an environment that allowed me to be vulnerable, without judgement, and speak some of my deepest and quietest truths. It was only in giving voice to my internal demons that, for the first time, I feel I may be able to conquer [them]. ”



Darren Edwards - Disabled Adventurer

One of our grant recipients Darren is a former mountaineer and army reservist who was paralysed in a near-death climbing accident at the age of 26. Since then he has become a para-adventurer, expedition leader and motivational speaker with a passionate message ... “strength through adversity”.

After sustaining his life-changing injury Darren focussed his recovery by taking on new and ambitious challenges – whether that be learning to freedive to depths of over 30ft on one breath, or in becoming the first disabled person to kayak from Land’s End to John O’ Groats

With the help of our grant Darren also achieved a world first for an individual with a disability/spinal cord injury by completing 7 marathons in 7 days on 7 continents at the gruelling World Marathon Challenge!



Polar Preet - Antarctic Explorer

In 2022 British Army Physiotherapist Preet Chandi MBE, or ‘Polar Preet,’ was the first woman of colour to ski solo to the South Pole. But this was merely a precursor to an even greater challenge of extreme endurance in 2023 when she broke the record for the longest solo, unsupported Polar expedition by anyone in the world! During the expedition, which was funded by Team Forces, Preet lost an incredible 20kg in weight to break the world record by skiing 922 miles in 70 days and 16 hours – a remarkable achievement by an inspirational human being.

“ Why did I go to Antarctica? I wanted to continue to push my boundaries and hopefully inspire others to do the same. I wanted to show that it does not matter where you are from, what you look like or what your start line is, ... you can truly achieve anything. ”



Armed Forces Para Snowsport Team

Team Forces has been a loyal supporter of the AFPST for over a decade. Helping them to aid the recovery of our wounded, injured and sick military personnel and veterans by using the transformative power of para-snowsports.

As part of our current support we are helping to fund AFPST training camps for our military veterans, some of whom have never tried winter sports. These events are part of the selection process for the inaugural Winter Invictus Games which will see 500 adaptive-athletes from 20 nations take to the slopes in Whistler, Canada in 2025.

“ When you’re skiing by yourself, it’s stunning, it’s quiet, it’s peaceful, it’s a total escape. A real sense of freedom. ”

Supporting our forces

Our Armed Forces do a great deal on our behalf. In order to protect our interests and our way of life, we frequently ask these brave men and women to risk their lives in extreme circumstances, both at home and abroad. When called upon they do their duty with great courage and professionalism. We wish to return the favour by collectively showing our nation's gratitude and encouraging tangible support for our forces, veterans and their families.

Team Forces improves the lived experience for the armed forces community through the power of sport, challenge and adventure. These activities are critical to the moral, motivation, health and wellbeing of our forces and can provide a rewarding, transformative experience while promoting equality, diversity and inclusion.

However, taking part is often expensive and in some cases, beyond the means of our people. We conduct fundraising, attract sponsorship and make financial grants to help to make these activities more accessible and increase opportunities by reducing the costs of participation. We promote excellence as well as grassroots activity. We also support those who are recovering from injury or illness to take part in activities which help them move beyond their disability, regain confidence and recapture their zest for life.

Our forces are supported by organisations who share the same passion and positive values and who are proud to say they are part of Team Forces. We offer our members a partnership with a trusted, respected and highly valued institution and a valuable channel to raise profile, brand and product awareness. Our membership group is now a powerful and valuable network for B2B and B2C activity.

As a partner, you can visibly demonstrate your social responsibility by giving back to the armed forces community. Your support helps the best get better while promoting stronger bonds and relationships between the armed forces and our partners. Through these activities we help you to develop enduring trust and friendship, aligning your corporate goals and bringing value beyond brand exposure and corporate hospitality.

Team Forces is endorsed by the Ministry of Defence and operates in partnership with the UKAF Sports Board and each of the single service Sports Boards.

We hope you will join the Team.

Major General Lamont Kirkland CBE
CEO Team Forces



“ Joining Team Forces was one of the best decisions this company ever made. It has raised our profile in the Defence sector in a way that few other methods could ever achieve. ”

Head of Marketing Communications, Qioptiq



Major General Lamont Kirkland CBE
CEO Team Forces

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Why support us?

We offer you a partnership with a trusted, respected and highly valued institution. The armed forces have a high measure of social purpose that companies and consumer facing brands with aligned values can connect to through our programme. The armed forces brand engenders trust, pride, respect, credibility and honesty - the very highest of brand values.

The programme helps suppliers demonstrate social value by visibly giving back to the forces community. Your support will generate positive social impact and will mean a great deal to them personally.

We are making a big difference

Team Forces makes activities more accessible by reducing the costs of participation. In addition to supporting grass roots activity, we encourage and assist our elite athletes to compete at the highest level. Standards are high, often competing in open competition at international level with sights set on the Olympics and Paralympics.

Since our launch in January 2011, we have delivered over £14m of support to the armed forces community. You will find more information about our activities on our website - teamforces.org.

“ Partnering with Team Forces continues to provide us with unique opportunities alongside our key defence stakeholders. It has delivered tangible benefits and joint understanding for collaborative working at a critical time. ”

Vice President Fujitsu Defence & National Security



Which activities can you engage with?

Members can choose to support sport, challenge or adventure within the armed forces community. A typical portfolio will include a cross section of sports and events to provide year round opportunities to engage with participants. While we aim to support your corporate objectives, we also ensure that all activities receive the funding they need.

Many armed forces activities attract high media interest and can capture the imagination of the public. In addition, some forces activities and events are screened on TV and provide excellent opportunities for brand promotion.

Meeting corporate goals

We provide a professional 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 with Team Forces. 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.

The platinum, gold, silver and bronze levels build a graduated range of benefits. We build a bespoke portfolio outlined in your statement of account, listing events, benefits, marketing and brand placement opportunities to enjoy with your chosen beneficiaries.

Setting up valuable relationships

Team Forces is dedicated to developing relationships between Industry partners and the armed forces through their events and activities. The depth of involvement when you become part of Team Forces is unique. Our service supports the officials who run individual activities and sports and allows sponsors to meet armed forces personnel and their guests at events.

“ Team Forces has been at the heart of the Qioptiq business. It provides Qioptiq with the opportunity to bring our compelling narrative to key customers and partners within the UK armed forces. Far more importantly it enables us to continue to support able bodied and disabled service personnel to take part in sport, challenge and adventure, providing role models and inspiration for our employees and the wider community. ”

Peter White, Managing Director & VP Land Business, Qioptiq



“ Being a member of Team Forces has exceeded our expectations. It has allowed Spectra to punch well above its weight and achieve greater influence in key areas for our business. ”

Simon Davies, CEO Spectra Group



Sports:

Angling, Archery, Association Football, Athletics, Badminton, Basketball, Boxing, Canoeing, Cricket, Cycling, Equitation, Fencing, Gliding, Golf, Hang & Paragliding, Hockey, Ice Hockey, Judo, Kabaddi, Lacrosse, Lawn Tennis, Martial Arts, Modern Pentathlon, Motor Sports, Mountaineering, Netball, Polo, Powerlifting, Rackets, Real Tennis, Rounders, Rowing, Rugby League, Rugby Union, Sailing, Sport Parachuting, Squash, Swimming & Diving, Table Tennis, Target Shooting, Ten Pin Bowling, Triathlon, Tug of War, Volleyball, Water Polo, Water Skiing, Wave Riding/Surfing, Winter Sports

How Team Forces works

Members have the choice to sponsor activities, make a corporate donation or attend one of the many fundraising events. All funds raised through the Team Forces brand are transferred to our registered charity, the Team Forces Foundation, which is governed by a board of trustees, including senior officers and industry representatives.

Your investment becomes part of a fund which is used by the trustees to make grants to a range of sports, adventurous activities and groups to cover their annual needs. The fund is also used to make grants to good causes that enhance the recovery pathway of wounded, injured and sick personnel. The chair of the trustees is always a senior serving officer.

Compliance and assurance

The programme is endorsed by the MoD and operates in partnership with the UKAF Sports Board and each of the single service Sports Boards to ensure continued policy compliance. We provide all the necessary safeguards to ensure that both forces groups and members comply with the increasingly regulated landscape including the 2010 UK Bribery and Corruption Act, MoD compliance and assurance, legal incorporation, charitable status and sports officials' personal liability. We also meet the requirements of the US Foreign & Corrupt Practices Act.

Team Forces Funding Ltd (TFFL) trades as Team Forces and operates the programme on a not-for-profit basis in collaboration with the Team Forces Foundation. TFFL receives a small overhead to provide membership services to its clients.

“ The facilitation of sporting events has allowed us to establish and strengthen relations with many of our commercial business partners in a relaxed and convivial environment. Such B2B engagement is crucial to establishing strong industry partnerships in the UK Defence market; we have found this to be a real strength of being in the Team Forces scheme. ”

Social Value as a Service

The proposition

Being a part of Team Forces already helps organisations demonstrate their commitment to social value through giving back to the armed forces, but quantifying this objectively can be challenging. In response, we are now offering Social Value as a Service to help our supporters better govern, monitor, measure and score the government mandated social value impact which will increase performance in tendering for contracts and sustain stakeholder confidence in programme delivery.

Evidencing historic and planned social value impact is now a key dependency in winning and retaining UK Government business with social value compliance now worth between 10 and 30% of the score in all tender evaluations. As a result, Team Forces has developed a new service to our sponsors to better support compliance to Cabinet Office requirements and leverage their contribution to our charity and Impact Projects.

Team Forces Social Value as a Service proposition will support improvements in your overall tender response score and future-proof good performance by offering valuable case references for key deal Model Award Criteria (MACs).

How to get involved

In the first instance contact our Director of Social Impact, Danny Flack and book a 30-minute Team's call that provides an introduction and overview of the service. If you subsequently decide to invest in our Impact Projects and also want to adopt the Tool Kit, our team will provide a one hour training session for your wider sales/bid community. The Tool Kit includes: a social value calculator, candidate method statements, model answers, bespoke dashboards, key performance indicators (KPIs) and case studies - all of which are proven to have scored 100% in recent MOD tender evaluations.

The Tool Kit will help your organisation best describe and objectively evidence positive social value, both locally and nationally. Our team of analysts are intimately aware of our range of Impact Projects and can advise on which projects best align to MAC criteria prioritised by HMG for your key deals and major bids. We are confident that applying Team Forces Social Value as a Service will assure a high evaluation score.

Contact danny.flack@teamforces.org for further information.

“ Being part of Team Forces has enabled us to be proud supporters of their unique record breaking expeditions. Through our support of their globally recognised social impact projects, we have inspired millions. ”

Tariq Hussain, Head of Public Sector at Dell Technologies

One of our Impact Projects is to support the Ulysses Trust which enables Cadet Forces around the UK to undertake challenging and adventurous expeditions. Young people from very different backgrounds and geographies sharing challenges and hardship together means these expeditions are among the most effective vehicles to help social mobility, cohesion, inclusion and the levelling up agenda.

“ The Trust is delighted to be working with Team Forces, as we have so much common ground. I see great opportunity for both organisations that will undoubtedly benefit a range of young people – particularly those from disadvantaged backgrounds. ”

Chair of the Ulysses Trust



Sponsorship options

A broad range of engagement opportunities

High-level sports fixtures are an excellent way to meet and build relations with sports officials and our industry partners. Opportunities include attending fixtures at Twickenham, Sandown and Henley.

Showcase events are regular sporting fixtures arranged through the sports associations. Examples are the annual inter-services T20 cricket at Lords and the annual Army v Navy rugby match at Twickenham.

Annual sports events are hosted by individual sports associations and typically include season launch cocktail parties and formal annual dinners attended by sports officials, sportsmen & women and sponsors. An example is the week long Alpine ski championships held in France.


Charity fundraising events are regularly held to celebrate landmark events and offer sponsors the opportunity to both promote their brand and demonstrate their social responsibility towards the armed forces. The annual calendar is shown on the website and includes racing at Sandown, rugby at Twickenham and golf.

For a full list of events please visit - teamforces.org/events

Delivering Value

By fully understanding the business objectives of each sponsor and creating a bespoke sponsorship package, benefits can be tailored in a number of ways:

- demonstrating social value by visibly giving back to the armed forces
- brand exposure through logo placement and generic promotion
- advertising in event programmes and sports association media
- PR value through brand association and event media coverage
- offsetting sponsorship against tax (sponsorship is an allowable expense)
- meeting corporate social responsibility targets
- staff development through engagement with forces personnel



“ Working with Team Forces has allowed us to meet with those who use our products on the front line and has given us valuable insight and user feedback which has directly aided our product development. ”

Paul McDonald, Managing Director
Heckler & Koch UK



“ Joining Team Forces has helped us demonstrate our commitment to social value and giving back to our military. We are proud to be able to improve health, wellbeing and recovery through the medium of sport, challenge and adventure through Team Forces. ”

Rafael UK Advanced Systems Ltd

Benefits of membership

The Team Forces brand represents the collective appeal of military sport and adventure across the armed forces community and can be used by members in their marketing communications helping to promote your association and achieve significant awareness in your marketplace.

As a headline sponsor you will have a direct association with a sport/event or activity, supporting the officials and teams with opportunities for brand placement on clothing and equipment. The opportunity for headline sponsorships are limited and normally only platinum and gold members can secure headline sponsorships of high profile events.

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

Four levels of membership



(depending on requirements.)

Associate members receive a partial set of benefits.

A bespoke portfolio

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

What next?

From experience, we advise that a meeting is necessary to better understand your objectives in joining the programme. Our team can advise on the benefits of each membership 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.

If you would like to understand more about the business case for sponsoring our forces contact us at enquiries@teamforces.org