

# Koi Sports Global

The Membership Network  
for Businesses that "Give-Back"



**KOISPORTS**

**GLOBAL**

GRASSROOTS SPORTS INVESTORS

## CHARITY CHAMPION MEMBERSHIP

Investing globally into local communities  
through grassroots sport

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# ABOUT US

**Delivering positive social change through financial and non-financial support of the grassroots sports sector**

History

Purpose

Mission

**ESTABLISHED  
NOVEMBER 2018**

Koi Sports CIC were established in the UK on the 1st November 2018 as a Community Interest Company (CIC), regulated by the UK Government to reinvest 100% of its profits into local communities, a strategy that still exists today

**POSITIVE SOCIAL  
CHANGE**

Today, Koi Sports CIC utilise the "power of sport" at a grassroots level to positively affect local communities on a global scale, tackling issues such as social deprivation, mental health, crime, inequality and addiction.

**SUSTAINABILITY &  
GROWTH**

Koi Sports CIC work to drive commercial investment into the grassroots sports sector to fund the sustainability of sports clubs, charities and initiatives, through a reinvestment of membership fees and Koi Sports profits

**A GLOBAL  
COMMUNITY**

As a result of our own success, Koi Sports now work globally, building a network of international business members who understand the importance of "giving-back".

## SUCCESS & INDEPENDENCE

Koi Sports remain totally independent when it comes to the reinvestment of membership fees into the grassroots sports sector, with each member choosing the sports club, charity or initiative that they wish to make donations to and/or sponsorship of, a strategy which has led to investment into 21 different sporting disciplines since we were established in November 2018. these being...

**Football . Boxing . Cheerleading . Rugby Union . Multi-Sports Foundations . MMA . Fitness  
Disability Sport . Driving . Running . Female Sports Representation . Chess . Gymnastics  
Roller Hockey . Boccia . Rowing . Snooker . Leisure Centre . Swimming . Boot Camps . Karate**

In addition to the reinvestment of membership fees we have invested surplus profits into national and international programmes aimed at delivering positive social change for societal communities, using sport as the vehicle for change, these being...

**Sustainable Agriculture . People Trafficking . Child Slavery . Special Education Needs . Food Poverty . Social Deprivation**

Since 2018 we have delivered investment into 9 different countries, across 3 different continents, these being...

**UK . Rwanda . Czech Republic . Uganda . Moldova . Kenya . Brazil . Dubai . Sierra Leone**

# THE ROLE OF A CHARITY CHAMPION

Delivering positive social change through charitable donations

Collaborate

Advocate

Invest

## BECOME PART OF OUR TEAM

Working in collaboration with both Koi Sports and our other members to invest in sustaining and growing the grassroots charity sector.

## PROMOTION OF OUR WORK

Supporting our work to deliver positive social change through your home country's grassroots sports sector.

## REINVESTMENT OF MEMBERSHIP FEES

Working with Koi Sports, you reinvest your membership fees to both sustain and grow the grassroots charity sector.

Delivering your Corporate Social Responsibility with Koi Sports CIC, represents a reinvestment of business profits into delivering improved physical and mental health, Community Cohesion, Social Mobility, and increased positive social change.

## RATIONALE

The international language of sport, spoken in every single country across the world, has the power to, unite communities, provide a platform for personal growth, and is an effective way to tackle social issues such as ill-health, crime, discrimination and inequality.





# CHARITY CHAMPION MEMBERSHIP

£2,200 p.a. (+VAT)

Grassroots  
Investment

## ESTABLISH, SUSTAIN & GROW

Charity donations

Investment into sports kit or resources

Raise awareness of social value

Deliver positive social change

Member  
Benefits

## ENHANCED REPUTATION

Public Relations Package

Marketing Package

Business Networking

Sports Personality Interaction

## RATIONALE

An investment into sustaining and growing the grassroots sports and charity sector, is an investment into sustaining and growing local communities, providing an effective proven platform to deliver effective positive social change for those who need it the most.

## KOI SPORTS CIC ADMINISTRATION CHARGE

Koi Sports CIC are regulated by the UK Government to reinvest 100% of our profits back into the communities that we serve, therefore, to allow us to operate effectively we build in an administration charge of between 10 and 12.5% into all of our membership packages to help us to sustain and grow our business, and administer membership fee reinvestment, community programmes and member benefits.



# GRASSROOTS SPORTS REINVESTMENTS

£50 of your membership fee

£50

## GRASSROOTS SPORTS ORGANISATIONS

An investment into funding the subsidising of new kits and/or merchandise.

### RATIONALE

Funding new and existing grassroots sports organisations is essential to delivering positive social change within local communities.

### DELIVERY PARTNER

**memorabilia**  
& **merchandise**



# CHARITY REINVESTMENTS

£350 of your membership fee

£300

## NATIONAL

An investment into supporting the vital work of our Charity of the Year 2022 which serves your country and/or continent.

£50

## INTERNATIONAL

An investment into supporting the vital work of one of our international Charities of the Year 2022.

Our Charities of the Year are chosen for the work that they do to tackle social issues, and to improve the lives of others.

## RATIONALE

Although Koi Sports choose to support positive social change through grassroots sport, we're not blind to the fact that there are other challenges facing the world today that are better served using an alternative vehicle for change.

## OUR CHARITIES OF THE YEAR 2022



# RAISING AWARENESS

£1,100 of your membership fee

Public  
Relations

Marketing

## MAXIMISING EXPOSURE

Initial Koi Sports announcement  
Announcement press release

## PROMOTING REINVESTMENTS

Professional Marketing Programme  
Full Marketing Audit  
Social Media promotion

The Importance of promoting your acts of "Giving-back" is essential for a number of reasons.

The promotion of your corporate social responsibility will enhance both yours and your business's reputation, whilst at the same time raise awareness of the value that the grassroots charity sector delivers for local communities.

The exposure gained through Koi Sports membership is shared between your business and your chosen grassroots charity, meaning both will benefit from the promotion of your acts of "giving-back".

## RATIONALE

## DELIVERY PARTNERS

**well read**  
informed communications



# MEMBER BENEFITS

£447 of your membership fee

Social Media  
Training

Networking &  
Celebrity Q&A's

## IMPROVING YOUR OWN DIGITAL PRESENCE

Two e-learning courses

(these can be donated to your chosen  
grassroots sports organisation)

## BUILDING BUSINESS RELATIONSHIPS

Monthly national virtual networking events, including  
member showcases, & sports personality Q&A sessions.

## RATIONALE

Organisational development and building business relationships are an essential part of sustaining and growing your business, and equally as important is the enhancing of your already great business reputation.

Member benefits are delivered as a vehicle to help promote both you, your business's, your act of "giving-back", and your chosen grassroots sports Organisation.

## DELIVERY PARTNERS



# SUSTAINABILITY

£253 of your membership fee

Administration

Sales & Marketing

Global Impact

## BRINGING EVERYTHING TOGETHER

Covering the costs of delivering community reinvestment & member benefits

## EXPANDING OUR NETWORK

Covering the costs of maximising our model of membership fee reinvestment

## INTERNATIONAL RELATIONS

Covering the costs of replication to build international donations & relations

## RATIONALE

By applying an "Administration Charge" to the cost of Membership, Koi Sports can administer and build, a sustainable model of reinvestment to ensure that we deliver on our promises to our members, and to our global communities.



# APPLYING FOR MEMBERSHIP

The application process

Contact

Interview

Enrolment

## GET IN TOUCH

### Email

david.johnson-rayner@koisports.co.uk

**Phone:** (+44) 07376 871514

**Book a Zoom Meeting:** [Link](#)

## Q&A

Collectively we need to ensure that our aims and objectives are aligned, i.e. are we right for you and are you right for us.

## PAPERWORK

Once both parties are happy to proceed, paperwork is completed and we officially welcome you as a member of Koi Sports CIC.

Membership of Koi Sports has never been a guaranteed, we're a quality network not a volume network, and seek membership only from those businesses who understand the importance of adopting a "giving-back" strategy as part of their core business strategy.

## RATIONALE

Our application process has been designed to ensure that both parties fully understand the benefits of, and gain maximum value from, Koi Sports membership i.e. are we right for you and are you right for us.



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