



England Talent Programme

Sponsorship and partnership opportunities

PADDLE^{UK}



Introduction

Great Britain is a successful canoeing nation, winning 22 Olympic and Paralympic medals since London 2012. The England Talent Programme recruits and develops the nation's next generation of Olympic and Paralympic paddlesport athletes.

We are proud of our successful youth development programme – English junior athletes make up the majority of GBR teams and frequently achieve World and European Championship titles, medals and finals.

We are exploring partnerships and collaborations with organisations who share our passion and values to help resource projects that deliver our Olympic and Paralympic ambitions, support youth development, and benefit local communities.

The England Talent Programme

Our aim is to increase the quality and quantity of athletes within the talent pathway, supporting their development via excellent coach and club infrastructures, whilst optimising the athlete experience and their individual wellbeing.

The England Talent Programme is made up of:

- Over 400 junior club and squad members
- 2 development programmes, 3 regional squads, 3 national junior squads
- An active network of 20 clubs, located throughout England
- Successful and growing number of inclusion programmes linked to over 100 different schools and higher education institutions throughout England
- A national base of volunteer coaches





Community engagement

Working across England with a network of clubs, volunteers, funding bodies, charities, schools, higher education institutions and venue operators.

We work together to support and develop accessible activity that is linked to development pathways.

Youth development

Passionate about developing a lifelong love and enjoyment of paddlesport in everyone who comes into contact with our programmes.

We value the positive impact of competition, paddlesport and the influence it can have on children, young people and their families.



We are part of Paddle UK

Paddle UK is the National Governing Body for all forms of paddlesport in the UK, from the Olympic and Paralympic disciplines of canoeing and kayaking, through to the hugely popular stand-up paddle boarding (SUP).

Our purpose is to encourage everyone to go paddling; for enjoyment, health, challenge and achievement.

Our values

- Every person matters
- Striving for excellence
- Always with integrity
- Enjoying the journey
- Individually committed
- Stronger together

Our reach

The Paddle UK audience:

- c.80,000 members
- Average of 55,000 monthly unique website visitors
- 350,000 social media reach
- 7m television and streaming viewers annually



Paddle UK and the environment

At the heart of Paddle UK is our environmental and sustainability charter 'Clear Access, Clear Waters'. Our priorities for action are:

- 1** Expand our freedom to enjoy more of our inland waters
- 2** Go further, faster to recover our blue spaces from pollution
- 3** Educate, inspire and inform responsible, sustainable behaviour

Find out more in our Access and Environment Charter.

The impact of partner support

Our partners

We are proud to work with a number of partners who support the programme:



- Increasing the profile of our programme and athletes
- Supporting the delivery of a world class talent programme
- Facilitating inclusive opportunities to potential athletes across communities in the UK

- Expanding our reach via recruitment campaigns, programmes and partnerships
- Enabling charities and organisations to encourage greater participation and access to sport



Rights and designations

We are open to discussions on the available rights and designations that might suit your organisation. These could include:

- Your logo(s) on kit and equipment
- Content features in our social media platforms and newsletters
- Naming rights to identified events such as international training camps or programme activity
- Official partner status e.g. ‘Official travel partner’ / ‘Official nutrition partner’

Support opportunities

There are a number of ways that partners can help Paddle UK deliver the England Talent Programme and support its athletes, including:

- Athlete training and competition funding
- Funding club partnership programmes
- Local club grant support schemes
- Supporting volunteer coaches
- Programme equipment and resources
- Contributing to white water access charges
- Relevant discounts to athletes and their families
- Supporting the cost of career development placement programmes



Programme calendar

Our busy, year-round schedule presents plenty of opportunity to engage with the programme.



April/May – GB Team selection trials

May-September – international training camps

June/July – Sprint/Slalom Junior/U23 World Championships



July/August – Sprint/Slalom Junior/U23 European Championship

September – Sprint Olympic Hopes regatta

September-March – Winter training



Case study: Beth Forrow

Introduced to the sport through our Talent Identification and Development programme as part of the legacy of the 2012 Olympic games, Beth Forrow is one of hundreds of children and young people to start paddling through our work in Lee Valley.

Just over six years after her introduction to the sport, 17 year old Beth made her debut for the British senior team and won European gold in the C1 team event alongside Olympians Mallory Franklin and Kimberly Woods.

Beth has won a host of age-group domestic titles and international medals, including World Championship U23 gold and European champion under 23 silver in 2021 and back to back World Championship under 23 and European Championship under 23 team bronze medals in 2022.

Beth's achievements:

Gold – 2021 World Championship U23

Silver – 2021 European Championship U23

Bronze – 2022 World Championship U23 Teams

Bronze – 2022 European Championship U23 Teams

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Let's talk

We'd love to talk with you about the programme and the partnership opportunities for your brand.

Contact Rich Ramsdale:

richard.ramsdale@paddleuk.org.uk

07742879831

Support the England Talent Programme and help our talented young prospects achieve their potential on the pathway to Olympic success.



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