

A woman with long, wavy blonde hair is captured in a dynamic pose, leaning forward with her arms extended. She is wearing a black long-sleeved athletic top with a gold Skechers logo on the left chest and black shorts. The background is a textured, grey wall.

COMMERCIAL & BRAND PARTNERSHIP DECK



SPORT HAS CHANGED

The old model of stadium signage, jersey deals and mega-star endorsements are running out of road. Budgets are tighter. Audiences are harder to reach, and the athletes shaping culture are not the ones on the billboards.

But sport's influence on culture has never been stronger. Fashion, music, lifestyle, social and athletes are at the centre of all of it.

A woman with blonde hair is captured in the middle of a golf swing on a lush green course. She is wearing a dark long-sleeved shirt and white sneakers. In the background, a vast landscape of rolling hills and mountains stretches under a clear sky. The scene is framed by the dark silhouettes of other people in the foreground, creating a sense of being part of the event.

Who Are We?

**WE CONNECT BRANDS WITH THE
ATHLETES SHAPING CULTURE AND WE
MAKE THOSE PARTNERSHIPS WORK.**

What Drives Us

The same values that shape our athletes also shape every partnership.

D

DESIRE

We only partner with athletes who want more. That ambition, is what makes them compelling to brands.

E

EDUCATE

We develop athletes who understand commercial value. They show up to partnerships engagements prepared.

F

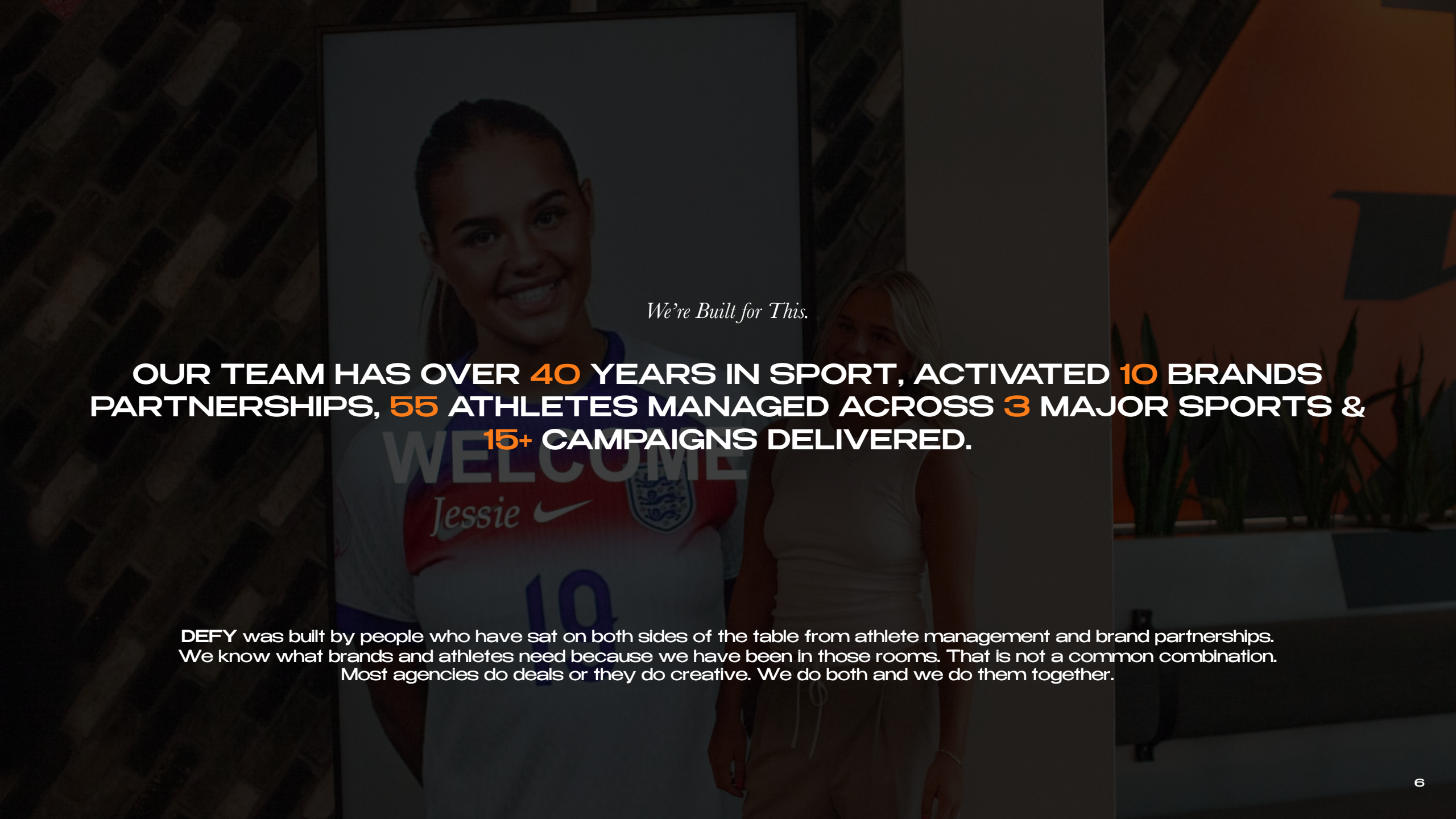
FAMILY

We're in it for the long term with our athletes and with you. No transactional relationships.

Y

YOU

Every partnership is built around your brief, your audience and your goals.



We're Built for This.

OUR TEAM HAS OVER **40** YEARS IN SPORT, ACTIVATED **10** BRANDS PARTNERSHIPS, **55** ATHLETES MANAGED ACROSS **3** MAJOR SPORTS & **15+** CAMPAIGNS DELIVERED.

DEFY was built by people who have sat on both sides of the table from athlete management and brand partnerships. We know what brands and athletes need because we have been in those rooms. That is not a common combination. Most agencies do deals or they do creative. We do both and we do them together.

We Have Partnered with Some of Biggest Brands



Sergio Tacchini

SKECHERS

MANORS 



WRSTBHVR

W-HOOOP®



TRAVIS MATHEW



[A O F]

FORELSON

We Have Partnered with Some of the Biggest Media Platforms

football
case study

INDIVISA

FourFourTwo

ATHLETA MAG

What we do

**Built Around Your Brief.
Not Around Our Roster.**

01. TALENT

We manage, source and maintain relationships with athletes across football, tennis and golf. Our roster averages 21 years old - these are the names brands will be competing for in three years. We get you in the room now.

02. CREATIVE & STRATEGY

We don't just broker introductions. We build the concept around your brand, develop the brief and deliver creative that feels native to culture. We handle everything from strategy and ideation with our dedicated strategy team.

03. PRODUCTION & ACTIVATION

We stay in the room. Ideation through to production, activation and post-campaign reporting - one team, no handoffs, no briefing agencies within agencies.

04. EXPERIENTIAL

Most agencies broker deals and move on. We ideate, produce, activate and report on partnerships. One team, start to finish. The partnership does not end with a handshake this is where it starts.

A wide-angle photograph of a golf course at dusk or dawn. The scene is dimly lit, with long shadows cast across the grass. In the center, a golfer stands on a green, preparing for a shot. In the background, a clubhouse is visible through the trees. The overall mood is serene and professional.

Our Approach to Work

01. AUTHENTICATE

We make it real, credible, and true to you.

02. IDEATE

We develop the brief with you.

03. MATCH

We recommend athletes and formats.

04. PRODUCE

We activate the partnership or create the content with you.

05. REPORT

We measure the results.

A young man with dark skin and short hair is sitting in a stadium, leaning against a yellow plastic barrier. He is wearing a yellow football jersey with a black collar and black trim on the sleeves. The jersey features the 'SUDU' brand name on the left chest and the Wolverhampton Wanderers club crest on the right chest. He is looking directly at the camera with a slight smile. The background shows the tiered seating of a large stadium, mostly empty, with a yellow and black color scheme. The overall lighting is somewhat dim, giving it a moody feel.

**WE FIND ATHLETES ON THE RISE, THEN
WE HELP BRANDS RISE WITH THEM.**



OUR ROSTER IS A CURATED COLLECTIVE
OF TALENT THAT GOES BEYOND THE
BOUNDARIES OF TRADITIONAL SPORT.

We span multiple disciplines and continents, our athletes are more than just competitors, they are multicultural icons who occupy the intersection of sport, fashion and lifestyle.

50+

Athletes Across Football, Tennis and Golf

GENDER SPLIT

55% 45%

Male

Female

ROSTER AVERAGE AGE

21

TOTAL SOCIAL MEDIA
FOLLOWING

500K

WE HAVE ATHLETES FROM ALL
OVER THE GLOBE



ATHLETES WHO DELIVER



**JESSIE
GALE**

Arsenal & England U23

85.7K Social Media Following



**COLE
DEEMING**

West Brom

69.3K Social Media Following



**JASMINE
McQUADE**

Newcastle United & Scotland U23

36.2K Social Media Following



**JAYDEN
RICHARDSON**

St. Mirren

12.9K Social Media Following

OUR AUDIENCE

*Stats from January to April 2026

450K

Total Number of Views

110K

Accounts Reached

81%

Discovery Led-Growth (Algorithm Push)

AGE BREAKDOWN

18 - 24 39%

25 - 35 34%

36+ 27%

GENDER BREAKDOWN

Male 67%

Female 33%

OUR AUDIENCE

Culture is the connection



16 - 20 THE NEXT GEN

Digitally native, lives on social, follows athletes for personality and lifestyle first. Discovers brands through creators and teammates, not traditional ads - Ideal for brands chasing future loyalty.



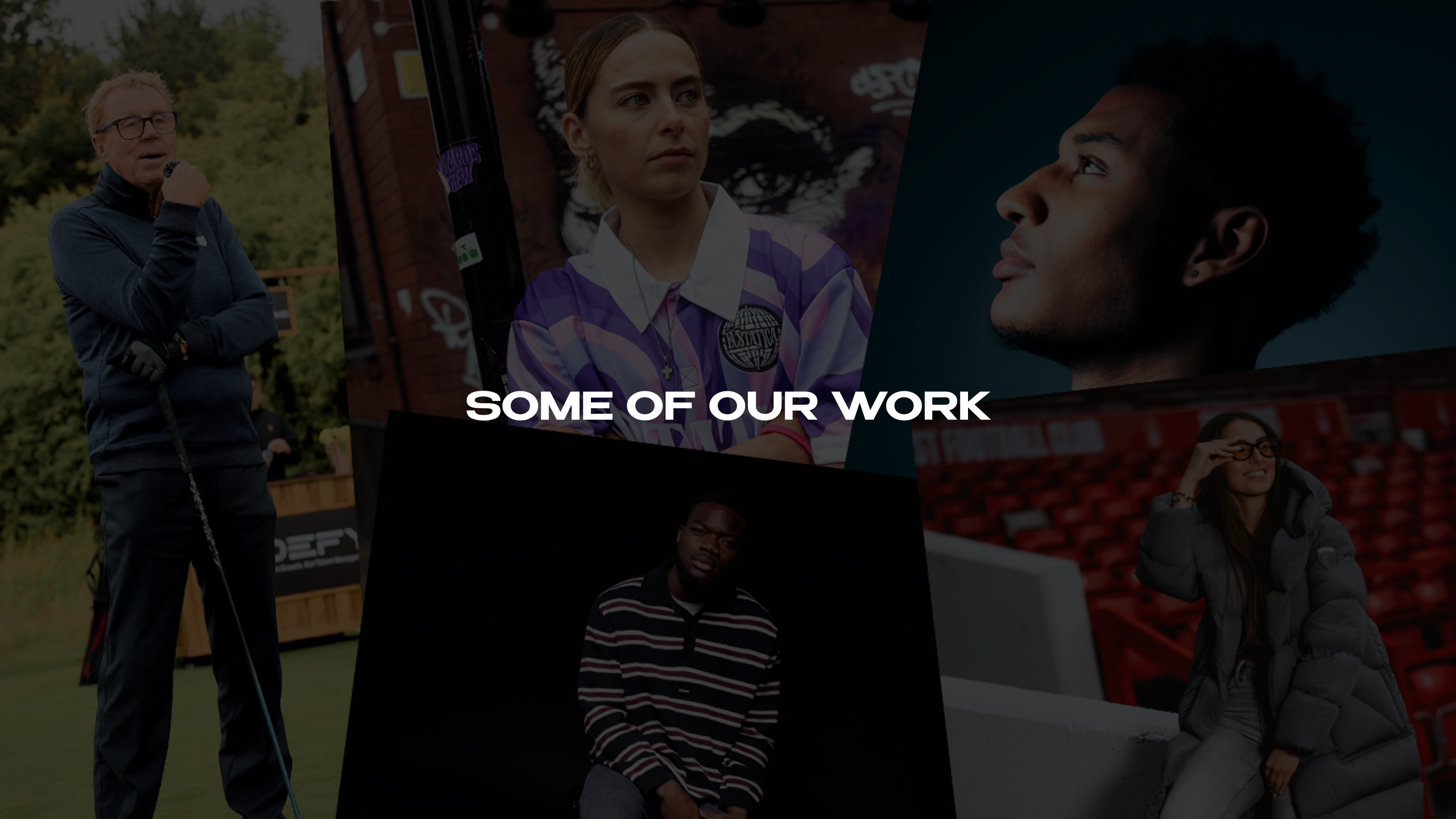
20 - 30 THE ACTIVE PRO

Career-focused, fitness-conscious, spends on sport, fashion, wellness, and tech. Looks to athletes as proof points for ambition and performance – Ideal for brands selling aspiration and everyday performance.



30+ THE SCENE SETTERS

Lives at the intersection of sport, fashion, music, and nightlife. Sets trends in their circles and on social. High value for brands who want to be seen in the right places before they hit the mainstream.



SOME OF OUR WORK

Case Study 1

INDIVISA

Fashion / Lifestyle / Editorial



INDIVISA x DEFY

SERGIO TACCHINI

The Brief:

Sergio Tacchini wanted credibility in football, not just visibility. They needed a partner who understood both the sport and the style that could the match feel earned and not forced.

The Solution:

We identified Jessie Gale and Ruby Doe both who were Arsenal Academy players at the time as the perfect cultural match. We brokered a three-way partnership with INDIVISA, giving the campaign editorial credibility. DEFY handled ideation, production, creative direction, and talent management from brief to publication.

The Outcome:

45K

Reach on the partnership announcement post.

1.8K

Likes - strong engagement for a fashion/editorial piece.





Case Study 1

MANORS

Event Activation

Summer Golf Activation

MANORS GOLF

The Brief:

To attract key athletes and influencers in the golf culture ecosystem, they must know who you are. The challenge for DEFY is how to find a way to engage with these athletes and influencers memorably during the Manors Summer Invitational.

The Solution:

We designed a full activation around one flagship hole and built for content around the day, the activation and selected guests. Mobile bar, spin-the-wheel jeopardy, lucky draw prizes. The highest profile guest was Harry Redknapp (1.8M followers) in a DEFY-hosted four-ball. DEFY managed everything from concept through to content creation on the day.

The Outcome:

1.8M

Combined follower reach via Harry Redknapp alone.

105K

Likes - strong engagement for a fashion/editorial piece.



MORE OF OUR WORK

SKECHERS

Athlete Partnership & Content Activation



WRSTBHVR

Athlete Storytelling & Content Activation



ADMIRAL

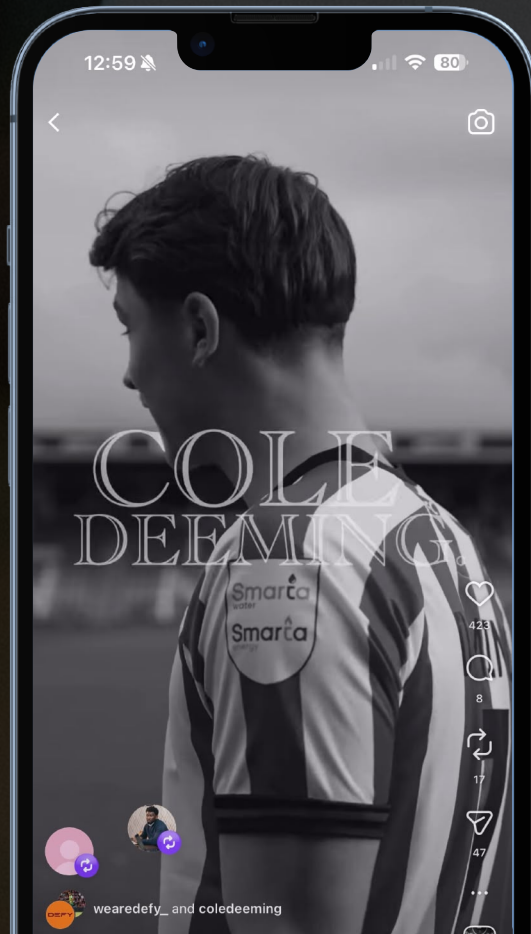
Athlete Partnership & Content Activation



SOME OF OUR VIDEO WORK

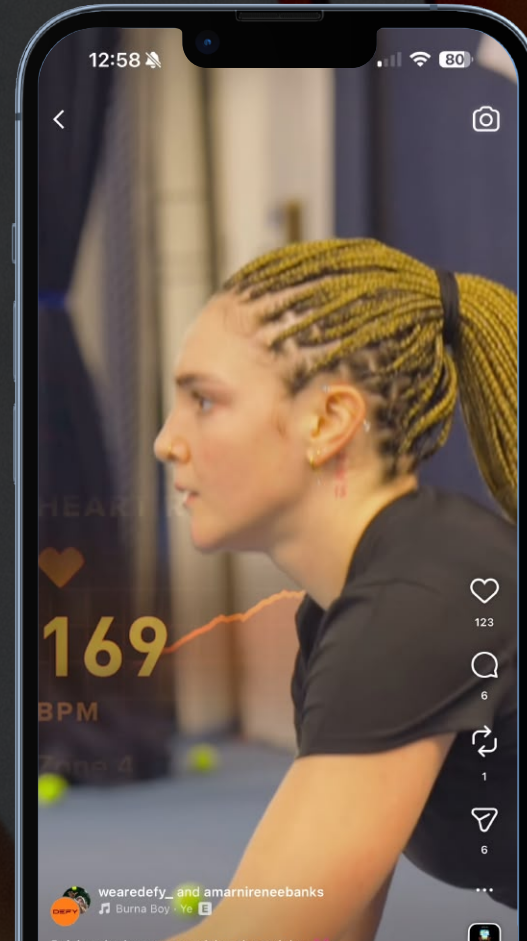
DEFY STUDIOS

Behind the Scenes of a Football Agent



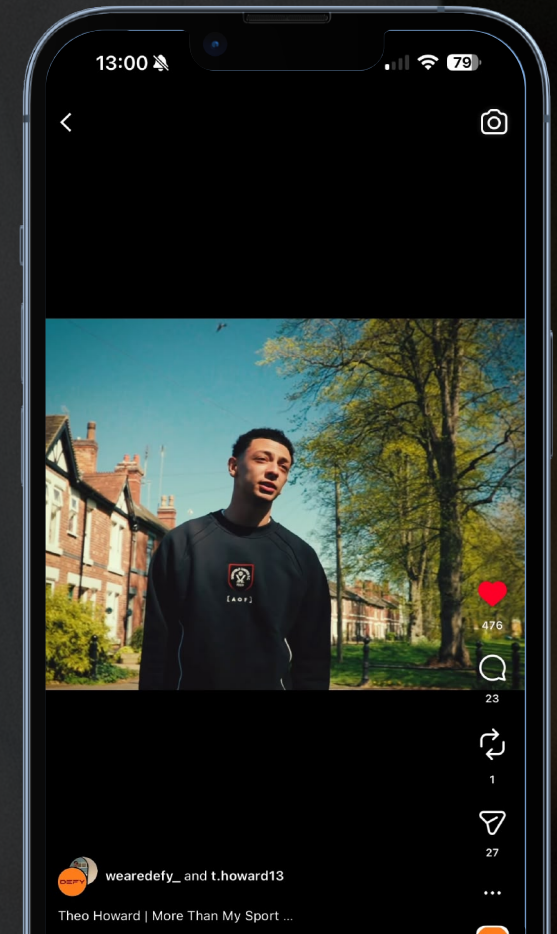
DEFY x WHOOP

Athlete Training with Brand Product



DEFY x Art of Football

Athlete Storytelling



IN-HOUSE CONTENT PRODUCTION

We produce content in-house from concept through to the final deliverable. No third-party production houses, no briefing a studio that doesn't know the athlete. Our creative team sits inside DEFY, which means the brand voice, the athlete relationship and the content output are all managed by our team.

THINK

CREATE

DELIVER

REPORT

Early Access to
EMERGING TALENT

Authentic
PARTNERSHIPS

**WHAT YOU GET WHEN
WORKING WITH US:**

Athletes With
CULTURAL REACH

Multi-Sport and
DIVERSE PORTFOLIO

Full-Service
FROM DAY ONE

Budgets That
MAKE SENSE

DARE *to* DEFY.

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