



TAFI Awards

ONE TRACK, INFINITE STORIES

TRACK AND FIELD
INCLUSION

THE FUTURE OF ATHLETICS IS ALREADY BEING BUILT. MOST OF ITS BUILDERS ARE STILL UNSEEN.

Connect grassroots stories, sector leadership,
national recognition and track and field heritage.



A MOVEMENT TO **SHAPE THE FUTURE** OF ATHLETICS.

THE OPPORTUNITY

ATHLETICS HAS MOVED FORWARD.
IT'S STORIES STILL LEAVE PEOPLE BEHIND.

THE PROBLEM

Grassroots contributors, disabled athletes and overlooked communities remain underrepresented in the stories, decisions and recognition that shape athletics.

OUR SOLUTION

TAFi links community evidence, leadership conversations, national celebration and year-round storytelling in one coherent platform.

WHY NOW?

Brands are expected to prove social value, not simply state it. TAFi gives partners visible activation and measurable outcomes.



THE OPPORTUNITY IN ONE LINE

Help uncover overlooked stories, advance the conversation, recognise change-makers and keep their voices visible.

ONE CONNECTED PLATFORM

FOUR PILLARS ONE PURPOSE

TAFi is a year-round platform that creates **conversations**, celebrates **progress**, turns **insight** into **action** and amplifies **voices** across athletics.

“

Inclusivity in sports is key and I really hope athletics continues to be the beacon for that.

Jeanette Kwakye MBE
(Broadcaster, Olympian and 5x British Champion)



TAFI
LEADERSHIP
FORUM



TAFI
AWARD
SHOW



TAFI
HERITAGE
ARCHIVE



THE TAFI
PODCAST

EVERY PLATFORM CREATES CONTENT,
ACCESS AND EVIDENCE FOR THE NEXT.



INCLUSION DRIVES
INNOVATION,
INCLUSION DRIVES CHANGE

AUDIENCE & OPPORTUNITY

TAFi CAN MOBILISE. A POWERFUL AUDIENCE

TAFi connects with an inclusive and engaged community across the athletics ecosystem and beyond.



ATHLETES & COACHES

Current and future athletes, coaches and technical teams.



SPORT LEADERS

Governing bodies, administrators and decision-makers driving the sport.



PARTNERS & BRANDS

Purpose-led organisations investing in positive impact.



FANS & COMMUNITIES

Engaged audiences, who care about inclusion and the future of sport.



TAFi is important as it makes everyone feel welcome and you can feel that in the room

Jack Buckner
(Chief Executive of UK Athletics)

OUR REACH IS GROWING



60.1%

FEMALE FOLLOWERS



250K+

COMBINED SOCIAL FOLLOWING



28.9%

AGED BETWEEN 35-44 YEARS OLD



251K+

SOCIAL MEDIA CONTENT VIEWS



91.8%

UK BASED AUDIENCE



6.4K+

CONTENT INTERACTIONS IN 30 DAYS

*TAFi combined audience with our partners in 2025-26

Source: TAFi 2025 campaign data. Organic views measured over 30 days; public votes over 14 days.

PLATFORM 01

TAFi HERITAGE ARCHIVES.
MAKE HIDDEN
CONTRIBUTION VISIBLE.

The TAFi Foundation will deliver a community heritage programme recording the people, memories and local institutions that built athletics.

2027 first-phase targets

20 PARTNER
ORGANISATIONS

120 DIRECT
PARTICIPANTS

60 STORIES
PRESERVED

1,150 WIDER COMMUNITY
PARTICIPANTS

PARTNERSHIP VALUE

SOCIAL VALUE • LOCAL ACTIVATION •
EMPLOYEE VOLUNTEERING • AUTHENTIC STORIES



Everybody matters
and inclusivity is about
making people be seen.

Dame Denise Lewis DBE
(President of UK Athletics)



PLATFORM 02

TAFI LEADERSHIP FORUM. PUT YOUR ORGANISATION IN THE ROOM.

A curated space where athletes, coaches, governing bodies, communities and partners move **inclusion** from conversation to **action**.

- 01** Session or roundtable ownership
- 02** Executive speaking opportunities
- 03** Curated stakeholder introductions
- 04** Employee-network participation
- 05** Approved thought-leadership content



INFLUENCE WITHOUT
WITHOUT BUYING
EDITORIAL AGENDA

PLATFORM 03

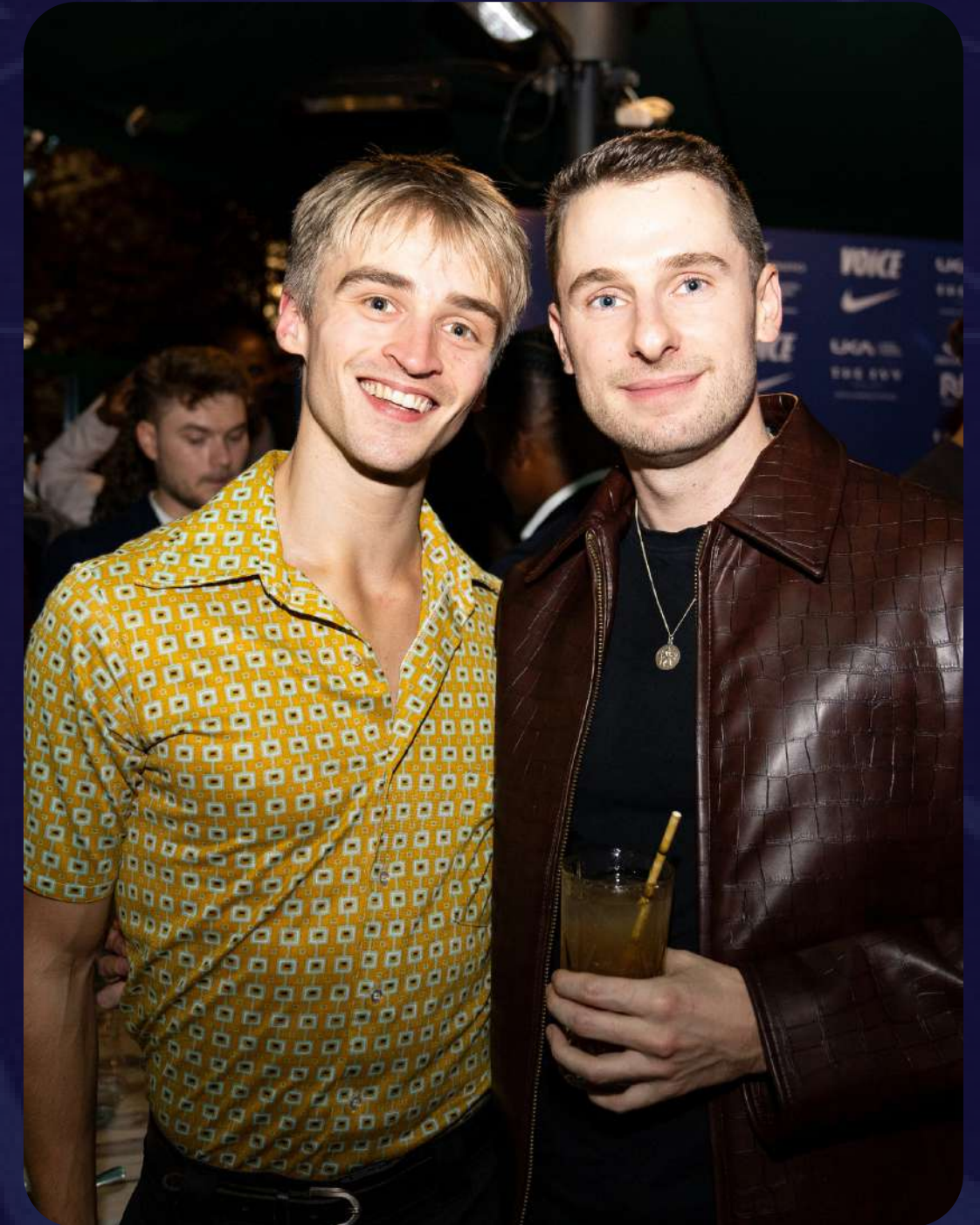
TAFI AWARDS. OWN A PREMIUM MOMENT OF RECOGNITION.

A national celebration that turns inclusion into visible recognition.

A place designed to creating high-value moments for guests, nominees, winners and audiences to celebrate inclusion.

- Category ownership
- VIP hospitality
- Stage and host recognition
- Nominee, winner and post-event content

**THIS IS THE DECADE
TO SHAPE WHAT COMES NEXT.**



**“ WE ARE NO LONGER ASKING
FOR A SEAT AT THE TABLE,
WE ARE BUILDING THE TABLE.**

PLATFORM 04

TAFi PODCAST. STAY IN THE CONVERSATION ALL YEAR.

A **12-episode** editorial series carrying athlete, coach, leader and community voices beyond the event calendar.

PRESENTED SERIES

Lead association across the season

EPISODE PARTNERSHIP

Own a relevant conversation

CONTENT PACKAGE

Clips, quote cards and cut-downs

REUSE RIGHTS

Approved assets for partner channels

ONE RECORDING. MULTIPLE TOUCHPOINTS.



BE PART OF
THE CONVERSATION



AMPLIFY
WHAT MATTERS



INSPIRE THE NEXT
GENERATION



DRIVE MEANINGFUL
CHANGE



WE ARE BUILDING A FUTURE WHERE EVERY VOICE IS HEARD,
EVERY TALENT IS VALUED AND **EVERY STORY SHAPES THE SPORT.**



Michael Facey - TAFi co-founder

WHY TRUST TAFi TO DELIVER?

UNITED BY ATHLETICS,
DRIVEN BY INCLUSION.

We're not just **starting a conversation**.
We're bringing the **right people** to the table.

TAFi has already established itself as a **trusted convener** within athletics, bringing together **athletes**, governing bodies, partners and **industry leaders** to shape **meaningful conversations** around inclusion and representation.

- ✓ HOSTED IN PARTNERSHIP WITH **UK ATHLETICS**
- ✓ 2026 LEADERSHIP FORUM **CONFIRMED**
- ✓ UK ATHLETICS HOUSE & THE IVY VENUE **SECURED**
- ✓ TAFi HERITAGE STORIES **LAUNCHING**
- ✓ ELITE ATHLETES AND SECTOR LEADERS **PARTICIPATING**



OUR MISSION

TO ENSURE UNDERREPRESENTED VOICES ARE NOT ONLY HEARD,
BUT REPRESENTED IN LEADERSHIP, MEDIA AND DECISION-MAKING.

CONFIRMED PARTNERS:



WHAT PARTNERS RECEIVE

MORE THAN EXPOSURE.
A PARTNERSHIP BUILT TO WORK ACROSS YOUR ORGANISATION.

Each agreement combines defined rights, useful activation and evidence of the value created.

01 BRAND AND MEDIA

Year-round association, agreed naming or presenting rights, campaign visibility and credible PR moments.

02 ESG AND SOCIAL VALUE

Community participation, heritage preserved, employee contribution and key impact reporting from the governing body.

03 PEOPLE AND LEADERSHIP

Employee volunteering, Forum access, internal engagement and relevant athlete or community voices.

04 CUSTOMERS AND HOSPITALITY

Awards hospitality, competitions, client engagement and community-facing activation.

05 CONTENT AND USAGE RIGHTS

A defined package of photography, video, podcast clips and approved reuse rights.

06 RELATIONSHIPS AND INFLUENCE

Curated access to athletes, coaches, community leaders, governing bodies and decision-makers.

FOUR CONNECTED PLATFORMS

TAFI HERITAGE ARCHIVES* | LEADERSHIP FORUM | TAFI AWARDS | TAFI PODCAST

*Delivered by The TAFi Foundation.

Become a Founding Partner of TAFi 2026

CHOOSE THE LEVEL OF OWNERSHIP.
THEN BUILD THE ACTIVATION.

Indicative investment ranges.
Final proposals are built around confirmed rights, scope and exclusivity.

Partnership	Investment	Ownership	Best For
● STRATEGIC ECOSYSTEM PARTNER	£20K-£30K	All four platforms	Lead the entire TAFi platform and become the organisation recognised for championing inclusion across every event, publication and conversation.
● PLATFORM PARTNER	£10K-£15K	One lead platform	Lead association with the Archives, Forum, Awards or Podcast, plus tailored activation and reporting.
● IMPACT / ACTIVATION PARTNER	£5K-£10K	Defined programme	Own a region, archive activity, Forum session, podcast run or other agreed campaign.
● AWARDS CATEGORY PARTNER	£2.5K-£5K	One award category	Category rights, stage recognition, nominee and winner content, and agreed hospitality.
● SUPPORTING PARTNER	£1K-£2.5K	Entry-level route	A tightly defined package of visibility, event access and participation rights.

IMPORTANT

TAFi Heritage Archives is the deck name for the heritage programme delivered by The TAFi Foundation.
Foundation activity, funding and reporting will be defined separately within the final agreement.



Why partner with TAFi?

HELP SHAPE THE NEXT.
CHAPTER OF ATHLETICS.

TAFi (Track and Field inclusion) is an independent platform advancing inclusion, representation and leadership within athletics.

 Visibility

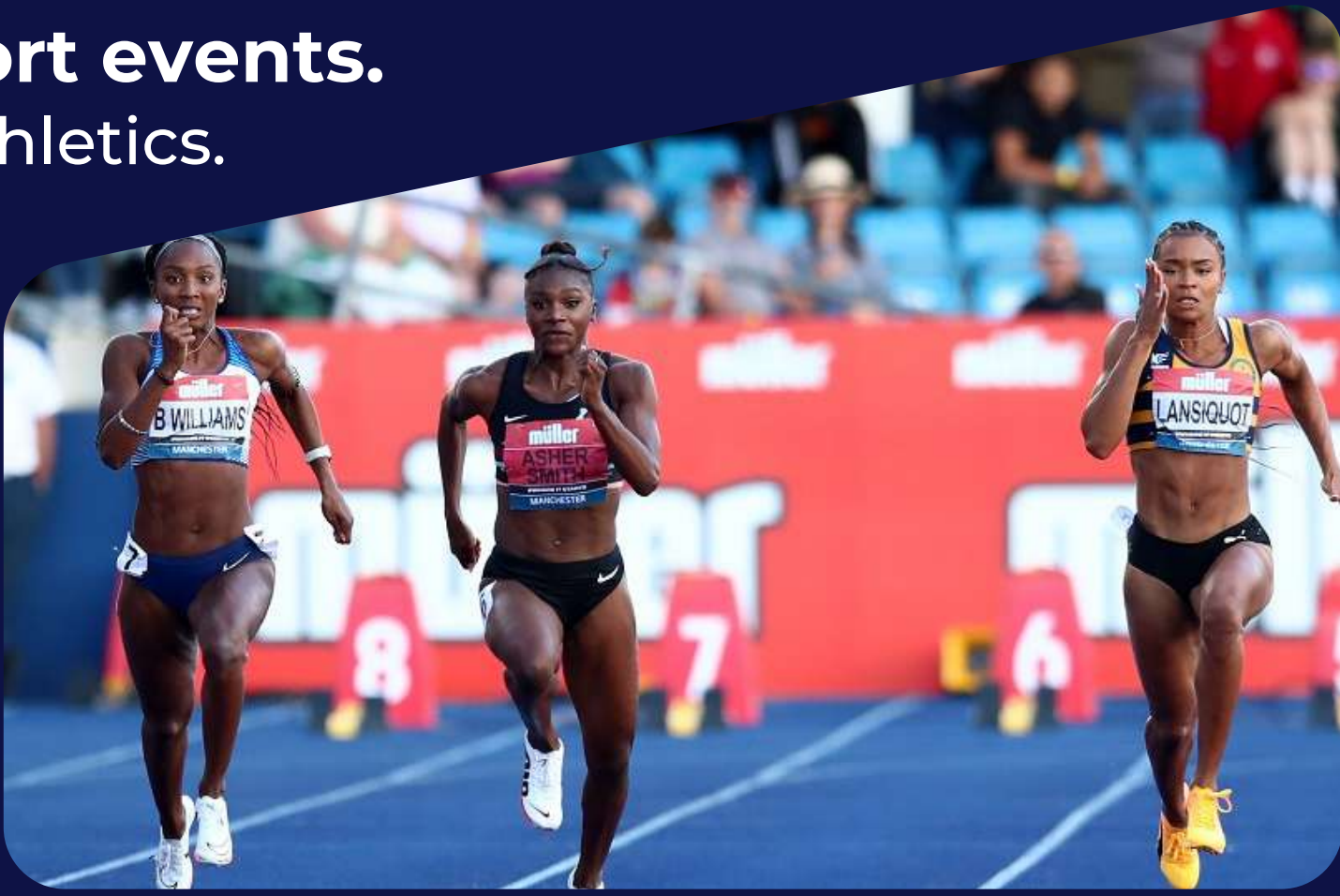
 Credibility

 Thought Leadership

 Lasting Impact

TAFi partners don't just support events.
We help shape the future of athletics.

We are seeking a small group of organisations ready to create measurable impact across community, leadership, recognition and media.





TAFI Awards

ONE TRACK, INFINITE STORIES

LET'S BUILD THE FUTURE TOGETHER

THE FUTURE OF ATHLETICS WON'T BE
SHAPED BY ONE ORGANISATION.

IT WILL BE SHAPED BY THE ORGANISATIONS
WILLING TO BUILD IT TOGETHER.

Limited to four non-competing Strategic Ecosystem
Partners helping shape the future of athletics through
leadership, insight and lasting impact.

Michael Face - Founder and Director, TAFi

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Partnering to shape a more inclusive future for athletics.

www.tafiawards.com/partner

