

Subject: Development Directors Report to the 2024 AGM

23 March 2024

I am pleased to provide a detailed report regarding the recent Development and Commercial updates in British Powerlifting.

1) Strategic Partners for 2024 and beyond: In the run up to 2024 we successfully negotiated the support of a number of key partners; namely SBD and Eleiko. Agreements have encompassed both financial and non-financial benefits, that we all agree present substantial opportunities for our organisation. In summary:

- The new 8 year deal with SBD brings significant support to all areas, ability levels and age categories within the federation. Detailed financials remain “commercial in confidence”, but the obligations particularly on our Junior and Open lifters are currently under review by external legal counsel, to ensure that the organisation, the athletes and our commercial relationship remain intact and stand the test of time.
- Our Partnership with Eleiko is growing from strength to strength and has flourished since poor commercial decision making in 2023. The commitment and trust that Eleiko has placed in the Federation for 2024 is welcomed and has allowed for further enhancements to our 2024 National Competition Series and especially the Junior and Sub-Junior event. To Note: our current arrangement with Eleiko comes to a close at the end of 2024, and we will be looking to extend our Partnership with Eleiko whilst also inviting other interested parties to place commercial bids where applicable.

The current progress that we have made in 2024 is clear to see for all; what solidifies this is the reach-in interest from other potential partner for the 2025 calendar.

2) National Series Sponsors in 2024: Securing 6 sponsors for the National Series is unprecedented in British Powerlifting history. Directly contributing to the social media engagement with our membership base and generating excitement around our National Competitions has been game changing – the current model has clearly worked and for the 2024 events, we will be looking to extend the offerings in 2025. As part of this plan there will be a requirement for a Sponsorship Officer; applications will be invited in the coming weeks/ months via the British Powerlifting webpage.

3) WLM Partnership: Strategically designed to boost the media presence of British Powerlifting, this extended partnership has been deployed in conjunction with the efforts of our in-house media team to support my commitment to increasing visibility and engagement of our federation, thereby expanding our reach to broader community.

4) Sport England Funding and Grant Writing: Working with our new Independent Director, the focus will be on comprehensive analysis of short-term needs verses long-term requirements – The Independent Directors reports will cover the progress/ updates in this area.

In conclusion, all of the items covered above are pivotal to British Powerlifting’s continued success. The memberships continued support doesn’t go unnoticed, and for that I would like to thank each and every individual that continues to makes the sport of powerlifting so great – we are stronger together.

Ben Davis
Development Director
British Powerlifting