



Empowering  
**Excellence**

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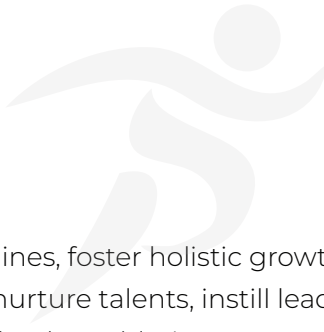


# About us

Pro Sports Consultancy LTD is at the forefront of sports consulting and management, delivering a wide array of specialized services designed to support athletes, institutions, and sports organizations. Our consultancy organization, based in Eldoret, specializes in a wide range of sports, from the high-octane action of football, basketball, volleyball, and handball to the elegance and strategy of badminton and table tennis. Beyond the field, we are dedicated to supporting holistic athlete development through comprehensive training, event organization, sports equipment supply, and design and construction of sports fields to meet international standards. We take pleasure in being the catalyst for dramatic change in sports, bridging the talent-to-success gap with professional counsel and steadfast support.

We are committed to delivering top-notch services in the sports industry, focusing on Event Management, Sports Management and Representation, Performance Analysis and Coaching, Sports Facility Management, and Community Sports Development. Our goal is to foster growth and excellence in sports through professional and innovative solutions. From grassroots development to elite athlete management, Pro Sports Consultancy LTD is your comprehensive partner in the journey of sports excellence and infrastructure.





## MISSION

To empower athletes across diverse disciplines, foster holistic growth, provide exceptional consultancy services, nurture talents, instill leadership, and deliver impactful programs that lead to athletics success.

## VISION

To be at the forefront of transformative sports consultancy, where every athlete's aspirations are realized and their potential is maximized.

## CORE VALUES

**Integrity:** Integrity forms the bedrock of our operations. We uphold the highest ethical standards, transparency, and honesty in our interactions with athletes, partners, and stakeholders.

**Innovation:** We constantly exploring new methodologies, technologies, and strategies, we remain at the forefront of cutting-edge solutions, fostering innovation to enhance athlete performance and program efficacy.

**Empowerment:** We empower athletes to unlock their full potential, not just in sports but in life. Through mentorship, guidance, and skill development, we equip individuals with the tools to excel on and off the field, fostering independence and resilience.

**Collaboration:** We value teamwork and partnerships, leveraging collective expertise and diverse perspectives to deliver comprehensive solutions and amplify our impact within the sports community.

**Community Commitment:** Our dedication extends beyond sports consultancy, as we actively engage in community initiatives, fostering inclusivity, diversity, and social responsibility, thereby creating a lasting positive impact.



# 1. Event Management

At Pro Sports, we're experts in organizing sports competitions and providing full-scale event management services for various events, from corporate functions and school festivals to community programs and brand activations. Whether it's a competitive football tournament or a formal fundraising gala, our team ensures every event is professionally executed from start to finish. We specialize in setting up and planning events in diverse environments such as schools, clubs, corporate spaces, and public venues. For sports events, we manage everything from tournament logistics to athlete coordination. For non-sports events, we handle program design, vendor coordination, guest management, and more. We aim to create memorable experiences that align with our clients' objectives.

In addition to planning and execution, we support fundraising initiatives and awareness campaigns. We work with institutions, sponsors, and communities to rally financial and in-kind support, ensuring each event has the impact it deserves. We work hand-in-hand with stakeholders to make sure each event runs smoothly, meets its goals, and leaves a lasting impression.

**Event Planning:** Detailed planning for both sports and non-sports events, covering logistics, scheduling, and coordination with venues, vendors, and stakeholders.

**Sponsorship Acquisition:** Secure and manage sponsorships to fund events, offering sponsors strong visibility and engagement opportunities.

**Marketing and Promotion:** Develop custom marketing campaigns across traditional and digital platforms to build excitement and drive attendance.

**Ticketing:** Manage the ticketing process for events, ensuring a seamless experience for attendees from purchase to entry.

**Event Execution:** Oversee operations on event day, handling all aspects to ensure a smooth flow and positive participant experience.

**Post-Event Analysis:** Gather feedback, evaluate outcomes, and deliver insights to improve future events and demonstrate success to stakeholders.



# 2. Performance

## Analysis and Coaching

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Our Performance Analysis and Coaching services leverage cutting-edge technology and data-driven approaches to improve athlete performance.

01

### **Video Analysis:**

Use video technology to analyze athlete performance, identify strengths and weaknesses, and provide feedback.

02

### **Data Analytics:**

Implement data-driven approaches to monitor athlete performance, training effectiveness, and injury prevention.

03

### **Personalized Coaching:**

Offer tailored coaching programs to improve specific skills and overall performance.

04

### **Workshops and Clinics:**

Organize workshops and clinics to provide specialized training in various sports disciplines.



# 3. Sports Facility Management

We offer expert consultation and management services for sports facilities to ensure they are functional, safe, and up to international standards.



### Facility Design Consultation:

Provide expertise on the design and layout of new sports facilities to meet international standards.



### Operational Management:

Offer services to manage the day-to-day operations of sports facilities, including maintenance, scheduling, and staff management.



### Facility Upgrades:

Advise on and oversee upgrades to existing facilities to improve functionality and user experience.



### Safety and Compliance:

Ensure facilities comply with safety regulations and standards, conducting regular inspections and audits.





## 4. Community Sports Development

Our Community Sports Development initiatives aim to promote sports at the grassroots level as well as promote health and wellness initiatives to engage and benefit the community.

**Grassroots Programs:** Develop and implement grassroots sports programs to engage local communities and promote sports participation.

**School Partnerships:** Partner with schools to enhance their sports programs, providing coaching, equipment, and facilities.

**Community Events:** Organize community sports events and tournaments to foster local talent and community spirit.

**Infrastructure Development:** Work with local governments and organizations to develop sports infrastructure in underserved areas.

**Health and Wellness Initiatives:** Promote health and wellness through community fitness programs and education on the benefits of physical activity.

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**Mentorship:** Connect experienced athletes and coaches with young talents to provide guidance, build confidence, and support personal and professional growth.

# 5. Sports Management and Representation

Our Sports Management and Representation services are designed to support athletes throughout their careers to ensure they achieve their full potential on and off the field.



**Contract Negotiation:** Offer services to negotiate contracts for athletes with clubs, sponsors, and other stakeholders.

**Career Planning:** Provide long-term career planning and management for athletes, including transition strategies post-retirement.

**Financial Literacy and Management:** Equip athletes with financial education and tools to manage their earnings wisely. This includes personal budgeting, investment strategies, risk management, and portfolio building, helping athletes build long-term financial security and post-career sustainability.

**Brand Development:** Help athletes build their brand through social media, endorsements, and public appearances.

**Legal Services:** Offer legal advice and representation for athletes in disputes and compliance issues.

# Why Pro Sports Consultancy Company Limited?

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## **Comprehensive Expertise:**

At Pro Sports, we bring together a team of seasoned professionals with extensive experience in various aspects of the sports industry. Our expertise spans sports management, event planning, performance analysis, facility management, and community sports development.

## **Tailored Solutions:**

We understand that each client has unique needs and goals. We provide personalized and tailored solutions that are specifically designed to meet the distinct requirements of athletes, sports organizations, and communities.

## **Commitment to Excellence:**

Our commitment to excellence is unwavering. We strive to deliver top-notch services that help our clients achieve their highest potential and succeed in their respective sports endeavors. Excellence is at the core of everything we do.

## **Innovative Approaches:**

We leverage cutting-edge technology and innovative approaches to stay ahead in the industry. From advanced performance analysis tools to modern event management techniques, we ensure our clients benefit from the latest advancements in sports consultancy.

## **Holistic Development:**

Our focus extends beyond just immediate success. We aim for the holistic development of athletes and sports programs, emphasizing long-term growth, sustainability, and community impact. We believe in nurturing talent from the grassroots level to professional stages.





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**Global Reach with Local Insights:**

While we have a global outlook, we possess deep local insights that allow us to effectively address the unique challenges and opportunities within the Kenyan sports landscape. We bridge the gap between international standards and local relevance.

**Strong Network and Partnerships:**

Our strong network of industry connections and partnerships enables us to open doors for our clients, providing them with valuable opportunities and resources. Whether it's securing sponsorships or organizing high-profile events, our network is a significant asset.

**Client-Centric Approach:**

Our clients are at the heart of our business. We prioritize their needs and work collaboratively to achieve their objectives. Our client-centric approach ensures that we build long-lasting, trust-based relationships.

**Passion for Sports:**

At Pro Sports Consultant Company Limited, we share a genuine passion for sports. This passion drives us to go above and beyond in supporting our clients and contributing positively to the sports community.





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