



ELITE ATHLETE SPONSORSHIP FRAMEWORK



GOVERNMENT OF BERMUDA
Ministry of Tourism, Culture and Sport



INTRODUCTION

Elite competitions are pinnacle events that showcase the highest levels of skill, mastery, competitiveness and sporting excellence. The Elite Athlete Sponsorship (EAS) initiative has been providing financial support to elite athletes to enable them to reach the highest level whilst representing Bermuda. This initiative, funded by the Department of Sport and Recreation, is paid directly to the athletes and contributes to athletes to fully engage in a sport's high-performance programme that meet the demands associated with competing and representing Bermuda at regional and world level.



PROGRAMME GOALS

The EAS funding will be made available directly to Bermudian athletes who are competing at regional or world level. Funding is available for athletes 19 years or older that are currently demonstrating the commitment, performance and potential to continue to represent Bermuda at recognized regional or world level events.

This funding can be used to help elite athletes to access training and competitive opportunities, purchase equipment and to cover costs associated with attending regional or world events. Additionally, this funding is meant for athletes who are currently on the pathway to represent their sport or Bermuda at senior regional or world events. Our investment principles are aligned with the National Sports Policy (2022-2027) and the ambitions of 'achieving sporting excellence regionally'.

This reflects our ambition to develop a more sustainable, healthy and efficient sporting ecosystem, and acknowledges that this will take time.

OBJECTIVES

1. To recognize Bermudian athletes who clearly demonstrate commitment and performance as an elite athlete.
2. To provide financial assistance for a Bermudian athlete who has consistently demonstrated a clear indication of high performance in his/her respective sport.
3. To support and provide funding for Bermudian athletes to sustain elite standards and represent Bermuda at major regional and world events.





ELITE ATHLETE SPONSORSHIP (EAS) CRITERIA

To ensure that the highest standards of conduct are maintained, the EAS framework sets out the criteria elite athletes must meet to be eligible to receive public funding. Therefore, promoting our ambition to meet National Sports Policy goals and in turn uphold the positive impact of sport on Bermuda society.

1. Athlete must be in possession of a Bermudian passport.
2. Athlete has demonstrated a 3-year history of consistency, commitment and performance in their respective sport.
3. Athlete has competed at regional or world levels representing Bermuda for their respective sport.
4. Athlete 19 years or older however consideration for elite status can be given to junior athletes (16-19) who have demonstrated excellence in their sport while representing Bermuda at regional or world levels.
5. Respective National Sport Governing Body (NSGB) endorsement should have regard to the level the athlete has attained, the normal maturation determinants of the sport, the age of the athlete, records and achievements attained, level of maturity and social adjustment etc.

ADDITIONAL INFORMATION

- A. We have the right to ask for athlete assistance with advertising, pictures and speaking engagements.
- B. A financial report will be provided to the Department at the conclusion of the fiscal year.
- C. The logos will be provided and must be used in accordance with the council's branding guidelines.





ELITE ATHLETE SPONSORSHIP PROCESS

