



TUDO

ELITE



2022/23
PROPOSAL

INTRODUCTION

WHAT IS TUDO ELITE?

Tudo Elite is a fully comprehensive and bespoke athlete representation & support service offered to those who demonstrate the potential and also ambition to break onto the international stage. Too often athletes just on the fringes of the highest echelons of the sport are left unassisted or overlooked and TUDO looks to bridge the gap by taking a very hands-on approach to get our athletes to that next level.

OUR AIMS

Every athlete wants to feel respected, supported and above all feel professional and taken seriously. We aim to provide the truly pro athlete experience where you'll have the TUDO support team thoroughly backing you through your journey up the levels of the sport. We look to work with you to determine performance and achievement goals and then facilitate competitive opportunities, and offer strategic support to enable you to reach those goals. Athletes often live busy lives and it can be tough to micromanage all the various aspects that go into being an athlete. Allow us to alleviate the stress and enable you to excel towards your goals!

WHY WE ARE INTERESTED IN YOU!

We have been very careful to select which athletes to approach based on a variety of factors such as career progression, evidence of drive & determination, current personal and season's bests and much more. We want to ensure that to those we take on, we are able to give our full support and attention, as and when required and so must limit the number of athletes we take on. Based on all of our criteria we have identified you as an athlete we hope to work with and would like to invite you to consider joining TUDO Elite for the upcoming 2023 season. This document summarises the offering to you should you choose to become a TUDO Elite athlete.



OUR TEAM

WHO WE ARE



MIGUEL PERERA - *Athlete Representative & Strategist*

Miguel's main role is to be the first point of contact to athletes as well as negotiating with competition organisers, handling consultations, analysing performance and creating competition strategy plans.



DAJON WRIGHT - *Statistician & Booking Management*

Dajon is the data powerhouse of the team. In season he will also handle booking management and assisting with strategically selecting the best competitions for each athlete.



EFE UWAIFO - *Networking & Commercial Management*

Efe is a economics Harvard graduate and international GB & England triple jumper. His role is to expand upon the networking opportunities and source sponsorship opportunities available to Tudo Elite athletes.



ZOYA NAUMOV - *Sports Psychologist*

Zoya is an experienced sports psychologist but also a high level international 800m runner making her very well suited to help athletes deal with challenges and have an optimal mindset for performance.



DANIEL MORGAN - *Nutrition Specialist*

Welsh long-distance and nutrition specialist Daniel is an eccentric and personable individual there to help provide nutritional advice specific to your event specialisation in order to maximise performance.



TWINELLE HOPSON-MOFFAT - *Kit Design & Procurement*

Tudo are proud to be working collaboratively with TF1 and their CEO Twinelle to design and provide Tudo Elite gear for all of our athletes from competition to training gear.



TOBY MAKOYAWO - *Social Media Specialist*

Social media specialist and European junior 100m champion Toby will look to provide social media support and advice as well as run the Tudo Sport social media channels.

FEATURE SUMMARISATION

WHAT'S INCLUDED WITH TUDO ELITE?



ATHLETE REPRESENTATION

We look to facilitate the best possible competitive opportunities across the elite circuit, directly dealing and negotiating with meeting organisers.



BOOKING MANAGEMENT

We take the hassle out by entirely organising and booking everything on your behalf as well as providing all information you will need in one pack.



COMPETITION STRATEGISATION

We look to ensure we strategise and create a competition plan ahead of time that enables you to reach your goals and increase world ranking.



PERFORMANCE ANALYSIS

Powered by the Tudo Sport Performance Tool we fully assess performance data to enable strategic competitive decisions going forward.



STRATEGY CONSULTATIONS

With every single athlete we will have online video chat discussions to talk about your goals, aims, thoughts, concerns and plan things forward.



SPECIALIST SUPPORT

Sports psychologists, nutritionists and more. With our ever-growing network of experts you can always have someone to talk to.



SPONSORSHIP ACQUISITION

At Tudo we will work with you to understand your financial and brand goals to find the appropriate companies to sponsor you.



FULL KIT DROP

Receive the full complement of our brand new Tudo Elite competition and training gear. As well as discounts with relevant brands.



SOCIAL MEDIA COVERAGE

We follow and share your performances whilst on your journey with us, and endeavour to support you with social media in whatever ways we can!



NETWORK

From our ever-growing network of commercial partners, all of our athletes will be able to benefit from our connections and discounts.



ATHLETE REPRESENTATION

COMPETITION FUNDING NEGOTIATION

As soon to be anointed World Athletics Athlete Representatives and also a currently accredited UKA authorised athlete representatives we look to work on your behalf to **negotiate** with our network of meeting organisers to get you as many **fully funded** invitations to **World Athletics Continental Tour** meetings as possible with foresight to break into the Diamond Leagues.

ATHLETE TUDO PROFILE CARD

To ensure our athletes stand out we will develop an **Athlete Profile Card** for each of our athletes. These well structured and graphically presentable cards allow our athletes to stand out to meeting organisers and have a **higher success rate** of being invited to compete at competitions! Our profile cards include absolutely everything a meeting organiser would wish to know about you as an athlete, and makes it easier to identify you on the day of competition!



CONCEPT EXAMPLE (W.I.P)

PRIZE MONEY & ENTRY-FEES

Unlike other athlete representatives we **NEVER take cuts** of your prize money. One of the best feelings is finding out you've won prize money whilst at a competition. Similarly one of the most deflating feelings is realising that 20% of that is gone due to European prize tax and then another 20% on top of that for representatives cuts. Whilst with us, have the clarity knowing that all prize money earned is all yours! Allow us to **chase up** the prize money for you and get it to you in as timely a manner as possible! On top of this we can look to **strategically select competitions** where prize money is most attainable if that proves to be one of your priorities as an athlete.



BOOKING MANAGEMENT

TRAVEL & ACCOMMODATION BOOKING

On top of the busy life you live as an athlete dealing with bookings can be an absolute nightmare. Allow us to alleviate the stress by taking on board this task for you. We will figure out the travel and accommodation and provide a **travel itinerary** which explains how to get to the competition from the minute you step out of your front door! We will always look to find the **most convenient routes** as travel fatigue is certainly something which can affect performance.

CASH FLOW & COST MANAGEMENT

Often competitions can take up to as much as 3 to 4 months to reimburse travel and accommodation costs. We look to **ease up the cash flow concerns** for you by **incurring all funded costs** so that you can have the freedom of not having to worry about waiting months for reimbursements or being unable to afford flights, it can simply stay in your account!

INFORMATION PACK

One of the offerings we are most excited about is the **Information Pack**. This is essentially a well structured document which **summarises everything** you'd need to know about the competition you are due to compete at. From the live-stream link to start-lists the travel itinerary and so much more. We will always aim to provide the information pack the **day prior to departure** for the competition. Please refer to our example information pack to see what various pieces of information you can expect to have included in your information packs.

FUNDED & UNFUNDED MEETINGS

In some cases we will be unable to negotiate an entirely funded spot or any funding for a competition. However you may wish to still go and compete if offered an unfunded spot. In these circumstances we still will look to ensure that we **book everything for you**. All that is different is we invoice you for just the cost of the travel and accommodation. We look to figure out accommodation options for you then book it all on your behalf and all you have to do is take on the additional cost. Simple!



COMPETITION STRATEGISATION

WORLD RANKING MAXIMISATION

World Athletics rankings are becoming an ever-increasingly important metric in qualifying for major championships such as the Olympics, World and European Championships. Therefore it is critical to have a firm understanding of the World Ranking system. **No one** understands the system better than us at TUDO. Powered by our **Tudo Sport Competition Database** and **Performance Tool** and our data assessment of average results we look to ensure that we strategically plan out how to maximise World Athletics Ranking points.

WORKING TO YOUR OBJECTIVES

Sometimes as athletes your primary objective is not to reach championships and so we can strategically look to plan out your competitive season to hit what you are after whether that is **prize money**, **performance maximisation** or perhaps even **international experience!**

COMPETITION STRUCTURING

It can be very challenging to structure your life around athletics especially when you don't know exactly when and where you will or won't be competing. We look to plan out as **far in advance** as is possible your competition calendar making bookings earlier rather than later. We also develop competition drafts where we prepare **alternative options** for those competition windows, working collaboratively with you and your coach to find a **feasible competition structure**. That way you can know with comfort when you can book that city-break holiday away with your partner, friends or family months in advance and it won't impact your competitive season.

DYNAMIC ACTION

Sometimes breakthrough performances can happen, plans can fall through or things can come up. So as and when required we can take **dynamic action mid-season** to plan and prepare competitive options. **Help and support** from us is always a point of contact away!



PERFORMANCE ANALYSIS

TUDO SPORT PERFORMANCE TOOL

There is often a lot we as athletes can learn from our historical performances. Powered by the TUDO Sport official **Performance Tool** we will provide a complete breakdown of your **recent competitive performances** from both a performance perspective and also quite crucially a world ranking perspective. With **graphical presentation** of your performances throughout your career and season, our Performance Tool enables you to see analytics even down to the finer details.

PERFORMANCE TOOL

Name: **MIGUEL PERERA**

Age: **25** Nationality: **BRITISH**

Main Event: **110MH**

P/B: **13.60** S/B: **13.60**

[SUBMIT A PERFORMANCE +](#)

WORLD ATHLETICS RANKING SCORE

1138pts

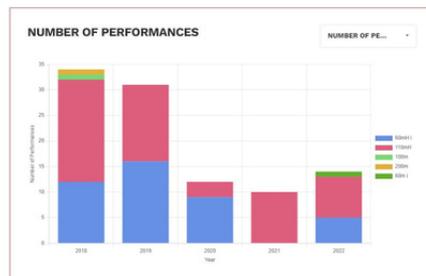
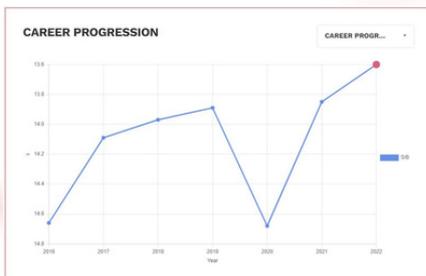
EVENT GROUP: 110MH

WORLD RANKING CALCULATION

We will ensure to upload to the Performance Tool your recent **career performances** so as to be able to see what your **world ranking breakdown** is. We will then throughout the course of the season add on your performances so you can see **straight away** what your current world ranking score is, without having to wait.

PERFORMANCE ANALYTICS

You will be provided with a TUDO Sport Gold membership so you can log on to the Performance Tool and see the various analytics via the **TUDO Sport website**.



LOCATION	N.O	AVG. SCORE
1 Stade Naimette-Khovimont, Belgium	1	1192
2 Sportcity, Great Britain & NI	1	1145
3 Centre Sportif Bout-du-Monde, Switzerland	2	1142
4 Varlos, Great Britain & NI	1	1125
5 Sport Vlaanderen Atletiekpiste, Belgium	1	1112
6 Mroclaw, Poland	1	1111
7 Argentan, France	2	1086
8 URiBa Arena Birmingham, Great Britain & NI	7	1077
9 Kuortane, Finland	2	1077
10 Castres, France	2	1069



STRATEGY CONSULTATIONS

CONSULTATION OBJECTIVES

To truly **tailor the service** we provide to each athlete we ensure that we have **regular consultations** via online video calls. In these discussions we go over everything from assessment of previous seasons, training environments, ambitions and so much more. Sometimes what an athlete needs is to be able to discuss things openly and honestly with someone who **understands!**

PRE-SEASON CONSULTATION (OCT-NOV)

One of the first things we will look to set-up will be a pre-season consultation. This is essentially a **video call meeting** where the focus is to find out:

- What your main objectives for the season are.
- Which domestic competitions you wish to prioritise.
- What your main focus is.
 - Prize Money
 - Performances
 - Experiences
 - Major Championships Qualification
- Build a rapport and have a relaxed discussion.

POST-WINTER/PRE-SUMMER REVIEW (FEB-MAR)

Following on from the indoor season and leading into the outdoor season we will look to have a catch up to discuss if the objectives have changed and **reviewing indoor performances**. What are the learnings that can be taken from the indoors and how we can structure the outdoor season accordingly to **achieve your targets**.

SEASON REVIEW (AUG-SEP)

Once the 2023 season has come to a finish we will look to review **all the performances** and assess **where to set targets** going into the **2024 Olympic year**. We will look to refer to the performance tool career data and see where any correlations in performance can be found.



SPECIALIST SUPPORT

NUTRITION SUPPORT

The saying goes that you wouldn't put crappy fuel into a sports car. You as the talented athlete are of course the sports car so with use of our support network look to fuel as optimally as possible!

Included in the Tudo Elite package is **2x 1hr consultations** with our specialist nutritionist Daniel Morgan. These consultations can be booked in with Daniel at any point throughout the calendar year and are designed to assess what your current diet is like and how it can be adapted to **enhance performance** specific to you and your event. On top of this you can also look to have meal plans made up and book more consultations for you at an additional but affordable cost if you so desire.

SPORTS PSYCHOLOGIST SUPPORT

It can often be underestimated how important mental well-being is to an athlete's performance. Athlete's lives can be chaotic and also come with serious mental challenges.

Included in the Tudo Elite package is a **guaranteed 1hr consultation** (to be booked at any point within the season) with sports psychologist expert Zoya Naumov. Zoya will prove to be the individual that you can talk honestly and openly to about your challenges as she looks to help you be in the right mindset to reach the higher echelons of the sport. As an established international, professional 800m runner and a qualified and experienced sports psychologist she is **extraordinarily well suited** to understand the challenges that athletes at your level go through.

PHYSIOTHERAPIST & S&C SUPPORT

We are looking to add a physiotherapist and strength & conditioning coaches who you can look to reach out to with enquiries you may have or to get a second opinion.



SPONSORSHIP ACQUISITION

SPONSORSHIP OPPORTUNITIES

Navigating the world of sponsorship can be hard with athletics as the major brands have limited budgets and athletes across different disciplines have to compete for a piece. At TUDO we will work with you to understand your financial and brand goals and find appropriate companies to sponsor you. There are plenty of companies willing to offer sponsorship opportunities to elite athletes, it is just hard to find them. We do that work so you don't have to.

We will offer support from finding the brands to navigating the negotiations. This will be done not only for smaller scale companies but also larger brands like Nike, Adidas, Gymshark etc.

Upon request you will be able to book a meeting in with Efe, to discuss which companies and brands would be most suitable for you, and what kind of sponsorship deals you'd be after.



NETWORK & DISCOUNTS

EVER-GROWING NETWORK

Tudo Sport are actively approaching sporting brands and companies to build partnerships so that our athletes can have access to services and products which may have been hard to come by otherwise. By being a TUDO Elite athlete we will endeavour to recommend and support your needs by utilising our various built up network of partners.

DISCOUNTS

Everyone loves a discount! We are also being proactive in building up discounts for our athletes to enjoy. From the biggest brands all the way down to the niches.



FULL KIT DROP

THE FEELING OF BEING ELITE

For those athletes who have been fortunate enough to have experienced receiving a kit drop, be it from making an international team or perhaps even a branded deal, those moments of getting a big parcel through the front door and opening the seal for the first time can often be the most memorable. The pride given by feeling like you **represent something** as well as a **tangible symbolisation of achievement**. We want to do our best to emulate that awesome feeling by creating and providing a **full complement** of TUDO Sport **competition** and **training gear** for you to wear all year round.

STYLISH & FIT FOR PURPOSE

So often the gear designed for track and field is not fit for purpose and is not particularly attractive. We strive to work with our TUDO athletes to develop a **look, shape** and **feel** with all the kit drop items that'll look and feel **incredible**. As is often said an athlete that feels confident looking good, will perform well. Our aim is to deliver at a minimum the competition gear and deliver out to our athletes by latest the end of December.

PROPOSED INCLUDED ITEMS

We are looking to try and create and provide as many of the following items as is within budget. In the case where we cannot budget all these items but they are in demand by the athletes we can look to make them optional add-ons outside of the package. The competition kit will be the minimum we'll look to provide.



CONCEPT EXAMPLE (W.I.P)

COMPETITION KIT

- **Vest (M/F)**
- **Crop Top (F)**
- Sprint Suit (M/F)
- **Race Tights (M)**
- **Split Shorts (M)**
- **Hot Pants (F)**
- **Race Briefs (F)**
- **Competition Socks (M/F)**

TRAINING GEAR

- **Training Tee (M/F)**
- Shorts (M/F)
- Leggings (M/F)
- Track Trousers (M/F)
- **Jacket (M/F)**
- **Training Socks (M/F)**

ACCESSORIES

- Backpack (M/F)
- Arm Sleeves (M/F)
- **Calf Sleeves (M/F)**
- Head Sweatband (M/F)
- Wrist Sweatbands (M/F)
- **Cap**
- Water Bottle

**Bodied items will be prioritised first.*



SOCIAL MEDIA COVERAGE

TUDO SPORT SOCIAL MEDIA CHANNELS

Social media is such a key factor that must be considered by athletes these days. It acts as a doorway to sponsorships and brand deals in the track and field landscape. We want to help wherever we can with social media and one of the ways we aim to do that is by shouting you out and **promoting** you via our channels whenever we can! Whether that's a new personal best announcement or letting the people know you have joined the TUDO Elite family!

GRAPHIC SUPPORT & ADVICE

Navigating the social media landscape can also be tricky. We aim to help whenever and wherever requested for help **developing social media posts** and **advice growing** on your social media platforms.

PERFORMANCE SHOUT-OUTS

We look to shout out your performances via our twitter and instagram to add that little bit extra element of exposure to the fans and key players in the game of athletics!



FUTURE GROWTH

TUDO ELITE EXPANSION & GROWTH

As this will be just our second year in athlete representation, and first year with this format of TUDO Elite representation we will naturally be able to learn key lessons and **improve** and **enhance** our service to ensure it is **best fit for purpose**. We will ensure to collect feedback from all athletes we work with to add on awesome features and improve upon what we currently offer! An investment in us we **guarantee** to be an **exciting** one as we look to always level up, year after year!

TUDO ELITE PACKAGE

PACKAGE PAYMENT OPTIONS

The following prices are subject to change but are likely to be close to the actual figure. We have done our utmost to keep the prices to a minimum and have designed three payment options that we would look to offer to all of our athletes:

OPTION A

- 1x £899.99/yr

The simplest and cheapest total option with just one payment at the start of October.

ONE ANNUAL PAYMENT OF

£899.99

OPTION B

- 12x £79.99/mth

Purely monthly installments, perfect for those who are students!

12x MONTHLY PAYMENTS OF

£79.99

OPTION C

- 1x £379.99/mth
- 11x £49.99/mth

More manageable payments in monthly form with a larger initial payment.

11x MONTHLY PAYMENTS OF

£49.99

LET US KNOW!

We would love to take you on for the 2023 season as we **believe firmly** in **your ability to improve** and make it to the top of the sport. It is a first come first serve basis, and we need to confirm the roster and take initial payments by September latest. If you believe in the project and would like to have us support your journey from October then please do either text or email Miguel via **(+44) 7714 725 143** or **miguel@tudosport.com**.

We very much look forward to hearing back from you!



MIGUEL PERERA

CEO & DIRECTOR OF TUDO SPORT