



5T Sports Group

futureproofing the sports industry



The Games Must Go On

We've got some pretty tough challenges ahead of us: Poverty. Hunger. Inequality. Climate Change.

Hardly the time to play around.

But play is essential to our well-being. And what if we played for different stakes?

5T Sports focuses on the purpose of sports: to unite us, to inspire us, to rally us together when the chips are down.

We're sports industry futurists and sustainable business champions, putting user-friendly, practical tools into sports professionals hands to navigate the road ahead and ensure the games we love - and need - are here for generations to come.

Aileen McManamon
Founder / Managing Partner



About 5T*

Our Company

Founded 2008

Vancouver, Chicago,
Amsterdam

Affiliates

Los Angeles, Lausanne,
Melbourne

Our Services

ESG / Resilience Strategy

Sustainable Partnerships
Development & Design

Impact Partnership
Activations

Sustainability Workshops &
Mentoring for Sports
Professionals

Our Credentials

Direct Brand, Property and
Agency Experience

Global Thought Leadership
in Sustainable Sport

Certified B Corp



Values Alignment

Our ESG Partner Diagnostic is a stress test for your most visible brand partnerships.

Our 20-point assessment **quickly** identifies gaps where a sports partnership may be vulnerable to consumer/fan, investor and broader stakeholder scrutiny.

Designed specifically for the demanding arena of sports properties & partners, our report is done in days, not weeks, and provides plain language results you can act on - now.

Where strongly shared values emerge, partners gain actionable insight into where potential lies to drive the change in the world, together, on social issues, on climate change and in business.

Fan Mobilization

Climate change, Social Responsibility.
Leadership. Impact.

Consumers expect more of brands. And fans
expect more of teams. They also want to be
actively involved in creating a better world.

We inspire, recruit, track and report the
cumulative actions of your fan base for good
causes through gamified, experiential + mobile
challenges.

Fuelled by passion and rivalry, that enable you
to build 'armies for good' - locally AND globally.

Choose from our playbook of climate and social
action challenges or design your own, all
powered by our agile, interoperable software
platform -- to run on YOUR trusted, preferred
marketing channels.



A skier in a red jacket and blue helmet is captured mid-jump, with snow spraying around their skis. The skier is wearing a red jacket, black pants, and a blue helmet with goggles. They are holding ski poles and their skis are spread wide. The background is a clear blue sky and a snowy mountain landscape.

Performance Optimization

For Sports Properties/Rightsholders

We meet you **where you are** in your sustainability journey and provide you with tools, training and implementation support to futureproof your partnership revenue.

Make your team stronger, smarter and more capable of meeting the coming decade's challenges - and the expectations of your brand partners.

For Sports Partner Brands

Are your internal ESG metrics and targets embedded in your sports partnership contracts ?

Are your sports partners delivering meaningful activation programs that align your brand with the expectations of your customers, employees, investors and other stakeholders ?

ESG ROI in your sports partnerships? Yeah, that's a thing.

Impact Projects

Davis Cup/MoreSports



MLB All-Star Game



FIFA Women's World Cup



Thought Leadership

Publications



Media



The Company We Keep





Team GB and Vancouver Youth Organization YELLxt

Contact

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