

SPONSORSHIP OPPORTUNITIES

scottishathletics 



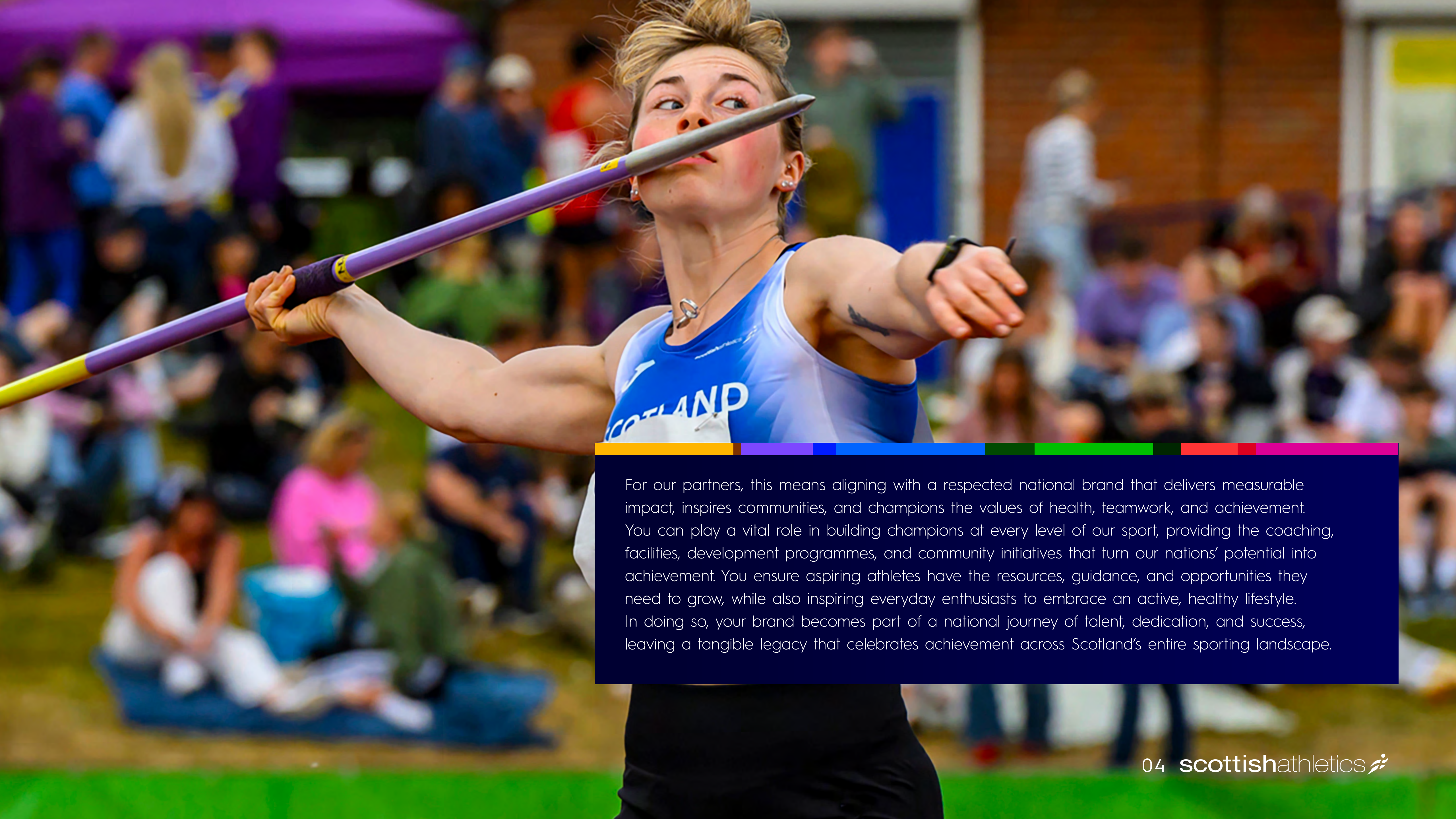
BELIEVE BELONG ACHIEVE TOGETHER

**WE ARE SCOTTISH
ATHLETICS.**

**AND WHAT WE DO
WORKS. JOIN US.**



We are a forward thinking, purpose driven, national governing body dedicated to inspiring, developing, and supporting the sport of athletics across Scotland - from grassroots participation to elite international performance. Our mission to make athletics accessible, inclusive, and successful, the organisation leads a thriving community of clubs, athletes, coaches, officials and volunteers who embody Scotland's passion for sport. Through our community initiatives, world-class coaching programmes, and national performance pathways, we nurture talent, promote health and wellbeing, and drive success on and off the track. Our athletes regularly triumph on the European, Commonwealth, and Olympic stages, showcasing Scotland's sporting prowess to the world.



For our partners, this means aligning with a respected national brand that delivers measurable impact, inspires communities, and champions the values of health, teamwork, and achievement. You can play a vital role in building champions at every level of our sport, providing the coaching, facilities, development programmes, and community initiatives that turn our nations' potential into achievement. You ensure aspiring athletes have the resources, guidance, and opportunities they need to grow, while also inspiring everyday enthusiasts to embrace an active, healthy lifestyle. In doing so, your brand becomes part of a national journey of talent, dedication, and success, leaving a tangible legacy that celebrates achievement across Scotland's entire sporting landscape.

SCOTTISH ATHLETICS IN NUMBERS

18,500+

Club members

147

Member clubs

18,000+

Individual members
of **scottishathletics**

3,000+

Licensed coaches

600+

Licensed officials

40+

Scottish National Championship
events each year

1.6M+

Website views annually

86,000+

Followers & subscribers across
our social channels

9

Medals at the last two
major Para Championships

SPONSORSHIP CATEGORIES



COMMUNITY IMPACT, HEALTH AND WELLBEING

We develop effective strategic partnerships that improve equality, diversity and inclusion in sport by widening access to athletics and running. We use the power of our sport to inspire people to be active every day, improving their physical, mental, social health and wellbeing.

"When I first turned up everyone was so welcoming and we quickly became very close. The reason I love this group is because you can speak about anything and everything without any judgement. The impact the Jiggly Joggers has had on me is massive, before I joined, I would never think to go out running on my own let alone in a group of strangers. It has given me confidence and pushed me to do better for myself, I can't recommend the group enough."

Steph, Jiggly Joggers



500+

jogscotland sessions
each week






1,500+

licensed Jog Leaders

85%

of the Scottish population
live within 20 minutes of
a local jog group

OPPORTUNITIES

CATEGORY PARTNERS		
 <p>IN ASSOCIATION WITH</p>  <p>Scottish Action for Mental Health</p> <p>VACANT</p> <p>Become the headline sponsor of Scotland's leading recreational programme working with scottishathletics and Scottish Action for Mental Health (SAMH) to improve physical, mental, social health and wellbeing.</p>		<p>Encouraging mental health conversations through the training of Jog Leaders, coaches and officials.</p>
		<p>Supporting members to participate through their perimenopause and menopause journey.</p>
		<p>Offering guidance, advice and solutions to help mums across the country enjoy the physiological, social and psychological benefits of getting out and being active.</p>
		<p>Encouraging physical activity at work or in a home working environment, with a focus on wellbeing and increasing active travel.</p>
 <p>Get your community active</p>	<p>VACANT</p>	<p>Work with us as a national community partner to use the power of sport and physical activity to engage under-represented groups in athletics and running, train local community leaders, and develop positive relationships with physical activity.</p>
<p>Other opportunities</p>	<p>VACANT</p>	<p>We welcome new, creative partnerships with organisations that share our commitment to enhancing physical, social, and mental health and wellbeing through physical activity and sport. Please get in touch to explore opportunities to collaborate and create meaningful impact together.</p>

"Our invaluable and long-standing partnership with scottishathletics and the jogscotland network has enabled us to embed mental health within the cultures and approaches across clubs and communities, driving significant system change across the entire Scottish sporting landscape.

Whether through jogscotland groups, training staff and volunteers, or working with officials, together we have created inclusive spaces where people can make lasting connections.

Promoting healthy lifestyles and physical activity to improve people's mental health across Scotland is a key aspect of our work at SAMH, and this partnership is enabling us to reach and support many thousands of people across the country through a shared passion for athletics and running."

Alex Cumming, Executive Director of Operations, SAMH

71%

of jogscotland membership is female

2,300+

leaders have attended mental health awareness training since 2017

PATHWAY AND NATIONAL TEAMS

We give over 300 opportunities every year for athletes to achieve their dream of wearing the Scottish vest, nurturing their development as athletes and people and encouraging positive habits for life throughout our athlete pathway.



“4J Studios is proud to be a sponsor of Scottish Athletics for the seventh consecutive year. We believe there is great value in supporting national institutions like this, to help shape the future of younger generations by enriching their experience with sports.”

“Being a Scottish Athletics sponsor has given our company the opportunity to help a great organisation that benefits all our local Scottish communities. We look forward to supporting them for years to come.”

Paddy Burns, Co-founder of 4J Studios

300+

Scottish vest opportunities each year




9

medals at the last two major para Championships

136

athletes graduated from the National Athletics Academy programme since 2015

OPPORTUNITIES

CATEGORY PARTNERS		
Scotland National Teams	VACANT	The official partner for our national teams across track and field, cross country, road, hill, trail and ultra running.
National Academy	 	Education programme for promising track and field athletes that develops the knowledge, skills, and competencies that are essential in helping them realise their potential.
Glasgow Jaguars		Scotland's only representative team in the UK-wide National Athletics League. Bringing together athletes from clubs across Scotland to increase exposure and develop performance.
Event Group Projects	VACANT	Facilitating the development of the pathway for athletes and coaches in each event group. Putting the fundamentals in place, increasing depth and improving retention.
Other opportunities	VACANT	We welcome new, creative partnerships with organisations that share our commitment to enhancing physical, social, and mental health and wellbeing through physical activity and sport. Please get in touch to explore opportunities to collaborate and create meaningful impact together.



Best Commonwealth Games performance for 40 years at Birmingham 2022

1+

At least one Scot on the podium at eleven of the last twelve major international championship events - Olympics, Worlds, Europeans, Commonwealths

YOUNG PEOPLE

We value the role of our young people in shaping the future of our sport and the communities we work within. We pro actively champion the voice of young people by educating and developing the future leaders of our sport.

“Opportunity is what lies at the heart of the YPF. In the four years I have been part of the panel I have had the chance to run round table discussions, interview Olympic athletes, and write articles for Scottish Athletics.”

Oscar Logan, YPF member



40+

young people have participated in the ATS Young People's Forum since its inception in 2021




£60K

received through Young Start funding, delivered by The National Lottery Community Fund to employ a part-time Digital Content Creator and Marketing Officer

6,000+

under 18's in athletics clubs across Scotland

OPPORTUNITIES

CATEGORY PARTNERS		
	<p>VACANT</p>	<p>Scotland's national run, push, jump, throw programme developing fundamental movement skills and improving the physical, mental, social health and wellbeing of young people.</p>
		<p>Giving young people a platform and voice in all aspects of the planning, development, and delivery of athletics and running in Scotland.</p>
<p>Other opportunities</p>	<p>VACANT</p>	<p>We welcome new, creative partnerships with organisations that share our commitment to enhancing physical, social, and mental health and wellbeing through physical activity and sport. Please get in touch to explore opportunities to collaborate and create meaningful impact together.</p>



National Run, Push, Jump, Throw programme, Let's Go, launched in 2025 for young people aged 5-12 years.

“The Forum is an ideal place to develop skills, explore different areas of athletics, and most importantly, feel included.”

Callum Ballantyne, Lead Mentor, YPF

COMPETITION AND EVENTS

We pride ourselves on delivering national events throughout our athlete pathway that engage, motivate and inspire everyone within our community to be active, achieve their personal goals and realise their potential.

"Our long-standing sponsorship with Scottish Athletics is one of real mutual benefit. The Scottish Athletics team work incredibly hard to maximise the value of our support, opening our brand to new audiences. At the same time, we have the benefit of knowing that our firm is behind initiatives which make a real difference to people's health, wellbeing and participation in sport."

Ian Beattie, Chief Operating Officer, Lindsays



40+

**Scottish National
Championship events
each year**









100+

clubs competing in
National Championships
each year

12,500+

competing members of
Scottish Athletics

OPPORTUNITIES

CATEGORY PARTNERS		
Track & Field		Supporting the growth and development of track and field across Scotland by sponsoring our national indoor and outdoor competitions.
Cross Country		Supporting the growth and development of cross country across Scotland by sponsoring our national cross country events between October and March.
Road Running		Supporting the growth and development of road running across Scotland by sponsoring our national road running events between March and May.
Hill, Trail & Ultra		Support the growth and development of hill, trail and ultra running across Scotland.
Events for Athletics Promotion (EAP) Glasgow		Become the title sponsor of the only annual international track and field meeting in Scotland. Alternatively, sponsor the individual disciplines within the EAP meeting.
Annual Awards Dinner	 	Joining over 400 members of our community annually to celebrate the athletes, coaches, officials and volunteers that make athletics in Scotland a success.
Other opportunities		We welcome new, creative partnerships with organisations that share our commitment to enhancing physical, social, and mental health and wellbeing through physical activity and sport. Please get in touch to explore opportunities to collaborate and create meaningful impact together.

150+

licensed track & field events annually and 250+ off-track events

2,300+

athletes competing in National Cross-Country each year

38%

growth in Under 12 SUPERteams participants in 2025

CLUB AND PEOPLE DEVELOPMENT

We invest in volunteers in clubs and communities across Scotland to develop a skilled and diverse workforce that gives everyone the opportunity to access athletics and running and achieve their personal ambitions.

“Scottish Athletics has played a key role in supporting me and my development within the club, particularly through the Club Leaders Academy and support from National Club Managers. These opportunities have been invaluable in helping me build the skills and confidence needed to contribute effectively to our committee and improve the experience for our members. The emphasis on education and development not only strengthens volunteers like myself but also inspires others to get involved, regardless of their starting point.”

Sarah Duff, Secretary and Coach at Pitreavie AAC



3,000+

licensed coaches


600+

licensed officials

1,100+

coaches, officials and leaders annually accessing our coach education programme

OPPORTUNITIES

CATEGORY PARTNERS		
Club Together	VACANT	scottishathletics key national club development programme driving an average 65% growth in club membership and engaging local communities across Scotland in the sport.
Club Education		Annual programme of education opportunities for club leaders' including our National Club Conference, Club Leaders' Academy and Role Specific Training resource.
Coach Education & Development	VACANT	Annual programme of coach education and development opportunities across Scotland with over 1,000 course participants.
Officials' Education & Development	VACANT	Annual programme of officials education and development, including the Officials Conference and Officials Training Day.
Other opportunities	VACANT	We welcome new, creative partnerships with organisations that share our commitment to enhancing physical, social, and mental health and wellbeing through physical activity and sport. Please get in touch to explore opportunities to collaborate and create meaningful impact together.

450+

hours per week of paid club development work through our national Club Together programme

£250K

invested by clubs annually into the Club Together programme

100+

officials trained annually through our officials education programme

53%

of clubs reported a membership increase in the last 12 months

EQUIPMENT AND ENVIRONMENT

We build effective, impactful and lasting partnerships that benefit and support our members and stakeholders. We align our brand with partners who share our passion for, and offer services that will, enhance sport and physical activity in Scotland.



“Scottish Athletics have been an excellent partner and the relationship has continued to grow positively. A very well-run organisation with great people, and one I would happily recommend to others.”

Sam Alsop, Regional Manager Scotland, Joma

3M

people live within 20 minutes of an athletics facility





1.5M

people living in SIMD Q1 or Q2 live within 20 minutes of an athletics facility

56

track and field facilities across Scotland

OPPORTUNITIES

CATEGORY PARTNERS		
Official Kit Supplier		Providing industry leading kit for our athletes, staff, tutors and officials.
Official Sports Surface Partner		Working with scottishathletics and our stakeholders to modernise, grow and protect the athletics facility infrastructure.
Healthcare		Providing healthcare and personal insurance benefits for members of scottishathletics and jogscotland .
Member Benefits		Align your brand with scottishathletics whilst enhancing the membership proposition of our members.
Other opportunities	VACANT	We welcome new, creative partnerships with organisations that share our commitment to enhancing physical, social, and mental health and wellbeing through physical activity and sport. Please get in touch to explore opportunities to collaborate and create meaningful impact together.

“With joint ambitions to drive innovation in athletics facilities, our partnership with Scottish Athletics is one-off mutual benefit that supports the development of the sport and creates optimal conditions for participation in clubs and communities across Scotland.”

Ashley Appleby, International Sales Manager, Polytan

19

further compact athletics facilities

12%

of the Scottish population run at least once a week

ATHLETICS TRUST SCOTLAND

We are a charity transforming lives through the power of athletics and running. We hope that sponsorship can provide valuable opportunities for businesses to make a real impact in the community.

“Every day, we see how running and athletics transforms lives, giving confidence, building resilience and creating friendships.

“That’s why we work to make the sport more accessible for all, especially those communities who face barriers to being active. Scotland is doing pioneering work in this area and we’re building partnerships to accelerate it.”

Graeme Jack, ATS Chair



5%

of SA members
live in poverty
(v. 21% of Scotland)



Athletics Trust
Scotland

2%


of SA members are
from black and minority
ethnic communities
(v. 13% of Scotland)

5%

of SA members
have a disability
(v. 24% of Scotland)

OPPORTUNITIES

CATEGORY PARTNERS

Panel Event Series	Panel Event 1	PROTAY	Supporting our series of Q&A events, with opportunities for individual event or headline sponsorship.
	Panel Event 2	VACANT	
	Panel Event 3	VACANT	
	Panel Event 4	VACANT	
Scottish Running Week 2026		VACANT	Supporting SRW, the national week dedicated to celebrating running, which will see clubs, jog groups and individuals across Scotland taking part in events to fund raise for ATS.
		VACANT	Work alongside ATS and scottishathletics to help grow the delivery of Move2 and to enable ATS to recruit and deploy more Local Community Impact Leaders.



LET'S MAKE CHAMPIONS TOGETHER.

FROM WORLD-CLASS ATHLETES
TO LOCAL COMMUNITY HEROES.

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THANK YOU.

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