

THE BENEFITS OF CORPORATE SOCIAL RESPONSIBILITY FOR PROFESSIONAL SPORTS CLUBS

Use your influence for the greater good

101

The number of sports professionals we interviewed to prepare our CSR tools for you

INCREASES BRAND & REPUTATION

IMPROVES JOB SATISFACTION

BUILDS HEALTH RELATIONSHIPS WITH SOCIETY

HAS FINANCIAL RELIEFS

ATTRACTS SPONSORS

IT IS THE MORAL THING TO DO

SPORTS FORM A VERY FERTILE GROUND TO EFFECTIVELY INFLUENCE CHILDREN, YOUTH AND THE SOCIETY, AS A WHOLE.

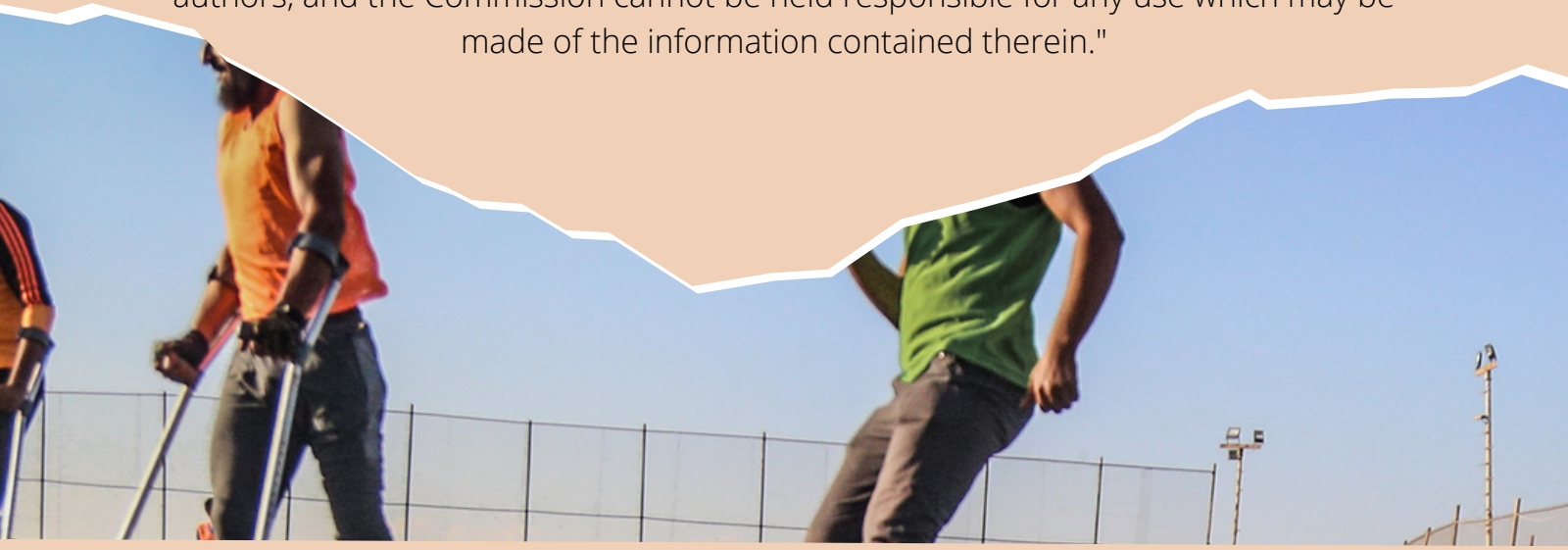
**JUVENTUS
BARCELONA
PSG**

JOIN THE CLUB OF TEAMS THAT IMPLEMENT CSR



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Corporate Social Responsibility for Non-Profit Sports Clubs

CSR is not only for professional sports organisations.

You can become the change you want to see in your local community!

CSR helps you:

Find donors

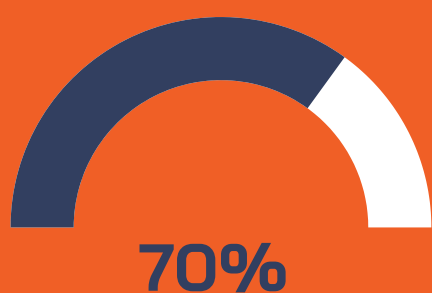
Find government support

Find EU support

Attract volunteers

Expand in new target groups

Affect your local community



of sports professionals believe sport CSR can help fight racism



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