

**SPORT
PROGRAMS
INTEGRATOR**

FOR COMPANIES & EMPLOYEES



2025 – the year of working professions

Happy employees and team unity are a **guarantee of success and a cost-effective way to minimise illnesses, low productivity, and labour replacement expenses**



Studies indicate that sports programs decrease sick leave **by 25%**
reduce employee turnover **by up to 30%**

Sources: primeminister.kz, hbr.org



EFFECTIVE SOLUTIONS THROUGH SPORTS PROGRAM INTEGRATION

DESIGNED TO:

- improve employee productivity
- reduce staff turnover
- enhance team unity
- strengthen brand loyalty

based on the Dutch and World corporate expertise

all-inclusive, ready for start in 4 weeks

SPORTUPPER

GLOBAL TEAM

of experienced sports and event managers,
athletes, coaches, and HR experts



15

years

>100

projects

50+

worldwide
events

3

international
awards

>3000

recognized expert partners

present in **5** regions globally



Amsterdam, Netherlands



SERVICES

EVENTS &
TRAININGS

HR STRATEGY &
ANALYTICS

COMMUNITY
MANAGEMENT

WELLBEING
PROGRAMS

EVENT MARKETING &
SPONSORSHIP





PROGRAM EXAMPLE

CORPORATE SPORTS
LEAGUE



CORPORATE SPORTS LEAGUE

with a grand final sports event celebrating employees' achievements

GOAL:

- increase motivation and engagement
- team bonding and networking
- enhance employer branding and HR reputation

FORMAT AND DURATION:

- 3 months of activities
- a mix of real-life sports challenges and a wellbeing app with an intercorporate loyalty program
- grand sports festival as the final event!



PROGRAM TIMELINE

PREPARATION & LAUNCH

- corporate culture research and HR analysis
- interviews and leader assignment
- content creation
- employee onboarding

SPORT LEAGUE & TEAM CHALLENGE

- sports and wellbeing activities
- offline events across company locations – training sessions, runs & rides, matches & tournaments
- Interactive courses & workshops

GRAND SPORTS FESTIVAL

- sports competitions & challenges
- engaging workshops & training sessions
- team-building activities
- expert talks & panel discussions (lectorium)
- food courts
- employee awards ceremony
- special guest: sports celebrity host

4 weeks

First month

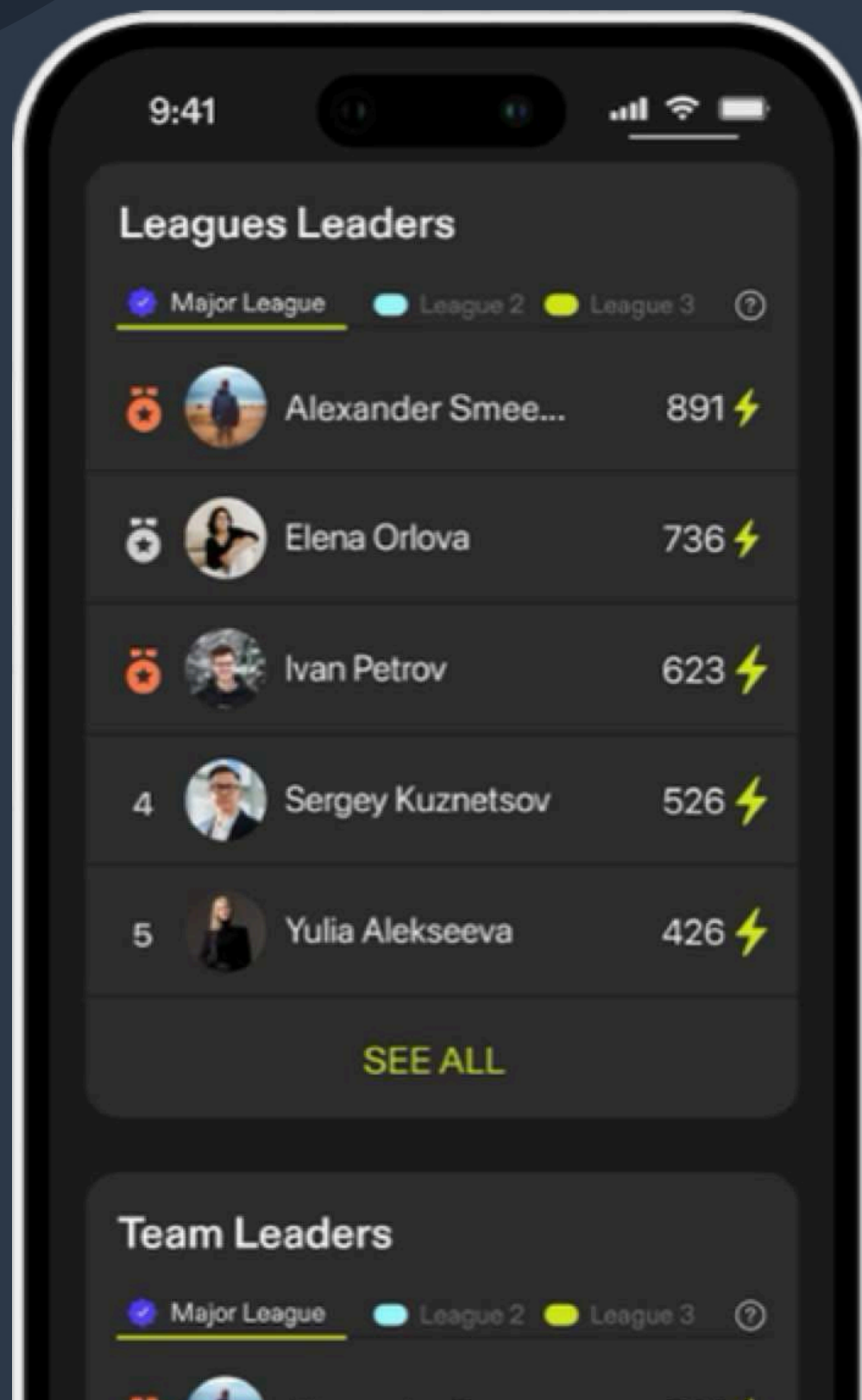
Second month

Third month

Each employee's activity contributes to a collective goal, tracked and visualized in the wellbeing app

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TOOLS AND RESULTS



ENGAGEMENT TOOLS

- **Gamification & ratings**
- **Chats & communities** – interactive group discussions and team support
- **Wellbeing events** – themed activities promoting a healthy lifestyle
- **Ambassador network** – key employees driving engagement and motivation



BUSINESS BENEFITS

- **HR analytics & insights**
- **Stronger brand image** – enhanced corporate reputation through PR and employer branding
- **Sports community culture** – wellbeing initiatives at all levels fostering a healthier, happier workforce

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SERVICES & FORMAT

- SINGLE EVENT
- QUARTERLY & ANNUAL PROGRAMS
- CONSULTING SERVICES

Corporate sports: events, leagues and tournaments, training with professional athletes

Mental health: stress management programs, emotional intelligence training

Technologies and innovations: platforms and mobile applications, combined with performance analytics

HR expertise: inviting experts from international corporations, implementing best practices, and tailoring solutions to specific business needs.

Collaborations with sports stars: motivational speeches, athlete participation in corporate events

Community and ambassadors: focus on building strong corporate communities and establishing an effective ambassador program





LEVEL UP WITH SPORTUPPER!

Unlock the benefits of corporate sports and wellbeing programs.

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