

Supporting the Transformation of a Sports Federation

Modern Partnership Strategy



Client

FFEPGV, the French Health & Wellness Sports Federation

Target Audience

FFEPGV members and potential partners from several industries

Services

- Internal Audit
- Voice of Customer
- Sales & Sponsorship
- Marketing Collaterals

- Building Prospects Database
- Negotiating
- Contract Analysis & Contracting

MCI Expertise



Association
Services



Sales &
Sponsorships



About the Federation



16912

Sports Leaders



7013

Professional Sports Coaches



5390

Sports Clubs through the Country

[Contact us](#) to **transform** your organisation

Challenge

FFEPGV, the French Health & Wellness Sport Federation, is 130 years old with more than half a million members. It is the pioneer and expert of “Healthy Sport” and focuses on non-competitive practice.

FFEPGV faced the challenge of supporting the federation transformation, overcoming the current downward trend of members decrease and diversifying income sources. The federation was also in need to increase the reach of a new brand platform and onboard new partnerships.

Solution

MCI has been appointed by the French Health & Wellness Sport Federation, for building and activating a brand-new partnership strategy in to drive additional revenues during these times of changes for sport federations.

After a deep dive in the Federation history and its ecosystem, including an extended VOC (Voice of Customer), MCI Sports developed an end to end partnership strategy in accordance with the federation’s values and its members’ feedbacks.

Despite the sanitary crisis, MCI was able to successfully conduct meaningful meetings resulting in several positive outcomes with the health, food, cosmetic, and sports goods industries, allowing the federation to hope new partners’ engagement.