

# RAF SPORT

## BRAND MARKETING PACK

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# RAF SPORT 'THE BRAND'

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These guidelines are designed to provide an overview of RAF Sport as a brand and a clearer understanding of how the organisations directly involved in the delivery of sport and physical activity across the RAF work together for the benefit of all serving personnel.

## BRAND NAME RAF SPORT

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*RAF Sport* describes the culture and organisation of sport across the entire service from individual physical activities through to Station clubs and Sports Associations.

## POSITIONING STATEMENT

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*RAF Sport* enables serving personnel to be better, faster, stronger and fitter and challenges them to set new standards for themselves. It is the driving force that takes them from where they are now to the road, pool, pitch or arena, with a commitment to be the best they can be, at each and every level, no matter where they start.

# RAF SPORT 'THE BRAND'

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## VISION

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*'Recognised, resourced, rewarding RAF Sport for all, enhancing the operational delivery of air and space power today and tomorrow, by challenging and developing the whole force.'*

## MISSION

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*'Deliver RAF Sport in order to enhance RAF operational effectiveness, fighting spirit and personal development and contribute to the mental and physical health and wellbeing of our people, as part of 'the offer' to help and retain and recruit a diverse and inclusive Whole Force.'*

# **BENEFITS OF RAF SPORT**

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- Provides personal and collective development opportunities.
- Builds mental and physical resilience and helps to safeguard the health and wellbeing of serving personnel.
- Provides a safe and welcoming community through which individuals can broaden their interests and support network.
- It's great fun!



# KEY ORGANISATIONS

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## DIRECTORATE OF RAF SPORT – DRS

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Is the RAF department responsible for sports delivery. DRS is responsible for the strategy, policy, governance and assurance for association sport undertaken in the RAF. DRS also champions unit-level sport and supports athletes and volunteers participating in the conduct of sport or its administration.



## RAF CENTRAL FUND

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Is an independent charity that supports serving RAF personnel principally through its grant funding programmes (Individual, Station and Sports Associations) to enable them to take part in sports and physical activities at all levels. The Fund is home to the Sports Lottery which is its principal fundraising tool.

[www.rafcf.org.uk](http://www.rafcf.org.uk)



## RAF SPORTS FEDERATION

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Is an independent charity that supports the RAF Sports Associations with their non-public charitable governance, financial management and assurance.

[www.rafsportsfederation.uk](http://www.rafsportsfederation.uk)

# LOGO USAGE

The RAF Sport logo is official Royal Air Force branding and should therefore be used in accordance with the **Royal Air Force 'Rules for using our Identity'** document.



✓ Yes



✓ Yes



✗ No



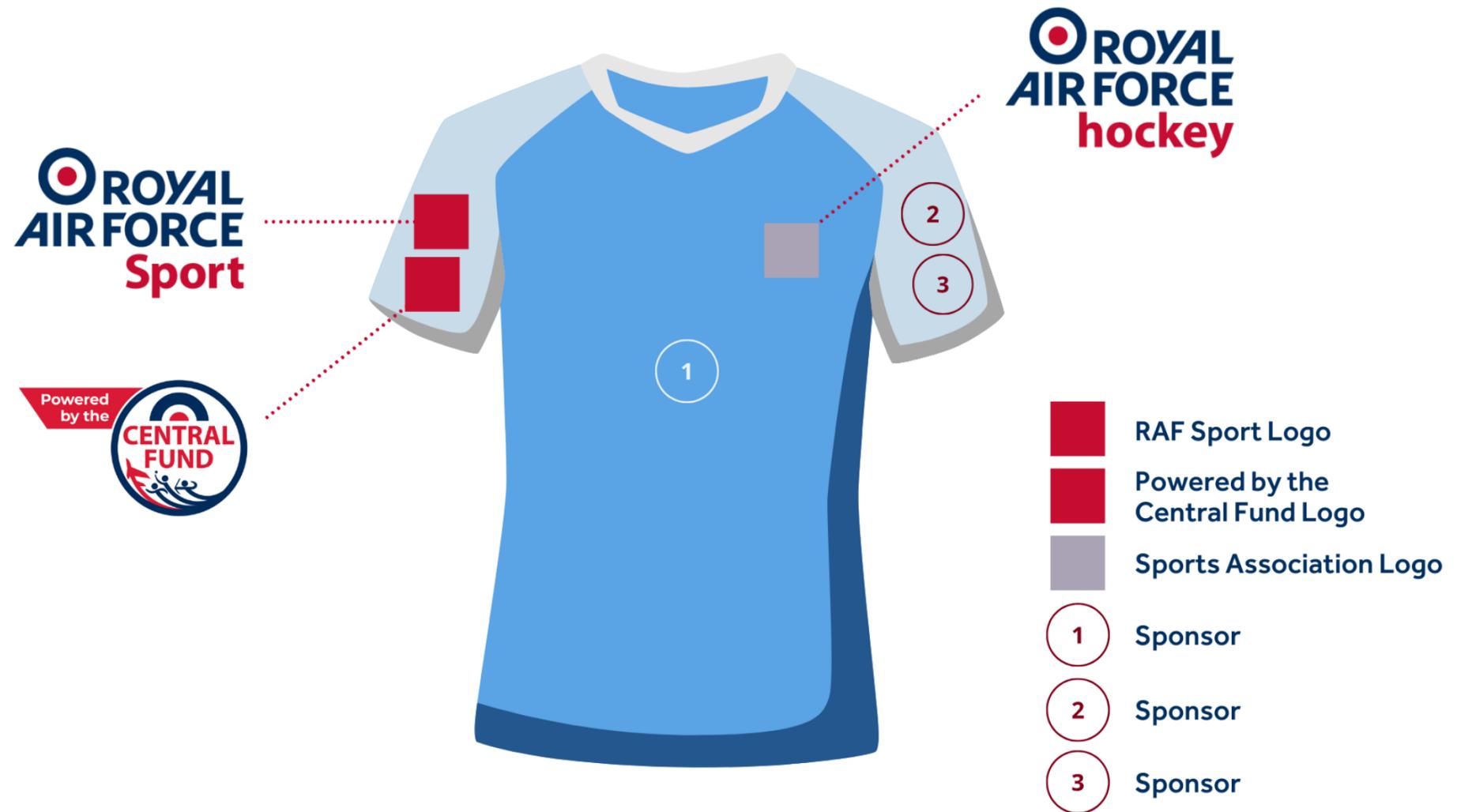
Use the appropriate logo for the background colour. Do not change the colour combination; this often reduces readability. Only use the official logos on the Defence Brand Portal.

**Exclusion Zone** – there must always be clear space around the logo equivalent to the height of the R in Royal.

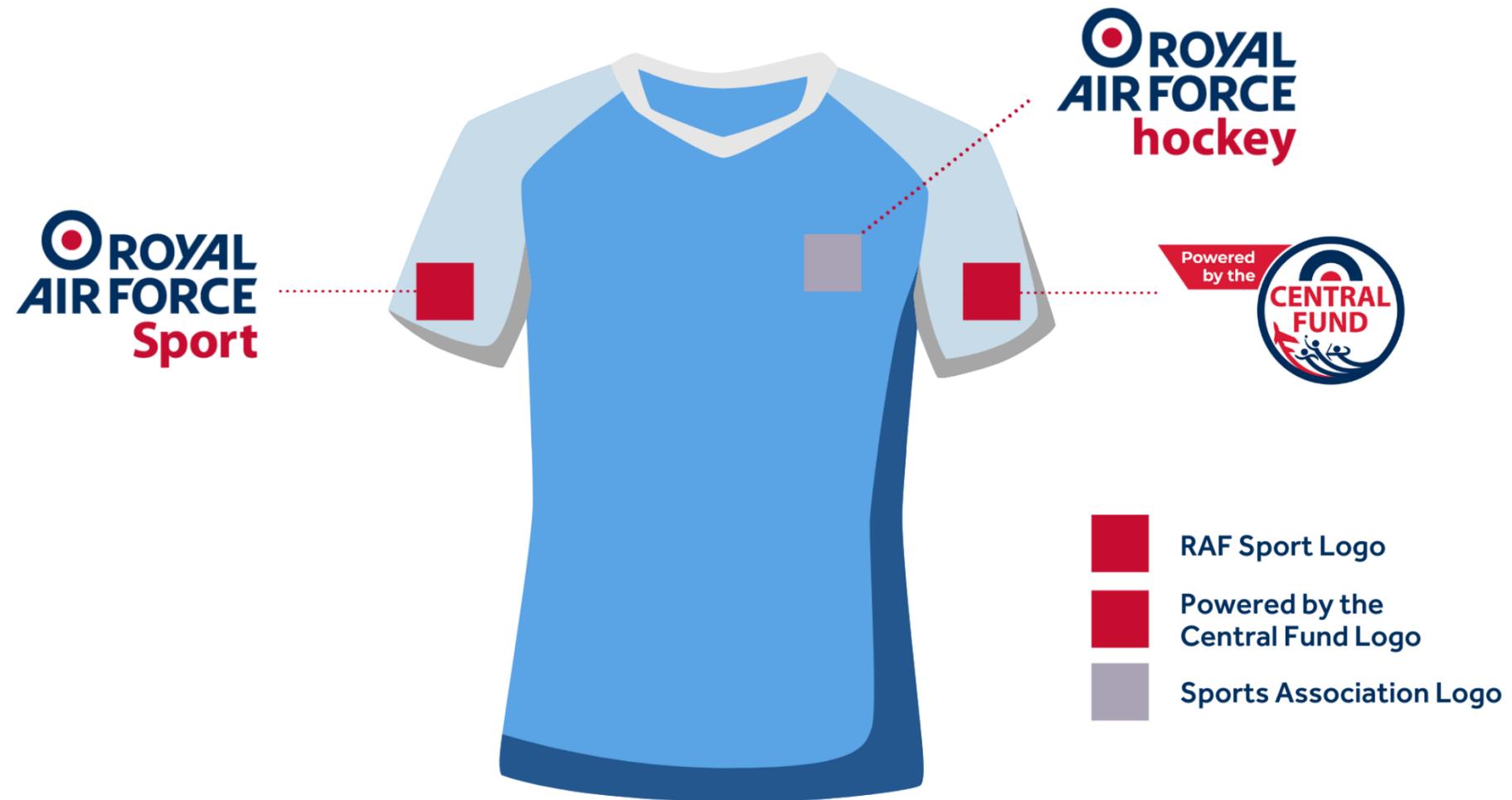
# LOGO PLACEMENT

These are the RAF Sport, Sport Association and RAF Central Fund logo placement guidelines for sports gear. Detailed here are two options depending on whether the RAF Sport team has or is seeking sponsorship or does not have sponsors. Not all kit is covered here so if you have specific queries about branding then please use the contact details at the bottom of the document.

## 1. With Sponsorship



## 2. Without Sponsorship



# ENCOURAGING PARTICIPATION

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## 'SHOW SOMEONE - TELL SOMEONE'

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- Everyone involved in RAF Sport can play their part in increasing participation by demonstrating what is great about their chosen sport and persuading others to give a try.
- Particular emphasis should be given to highlighting the inclusive nature of any sport in the RAF, i.e., you don't have to have tried a sport before to get involved and everyone is welcome.
- Sports Associations need to work to counter a misconception that Association sport in the RAF is only for those who already play that sport at a relatively high level.

## NEW MEMBER ENGAGEMENT (NME) EVENTS

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- Station clubs and Sports Associations should be pro-actively seeking new members by holding events and conducting activities (physical and virtual) to encourage personnel to give it a try and become a new member.
- Station Health & Wellbeing days provide a great opportunity for personnel to find out what RAF Sport opportunities there are on their unit.
- DRS and the RAF Central Fund can help promote NME events so remember to keep them updated.

# PROMOTING YOUR SPORT

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Personnel who are involved in the running of Station sports clubs and Association level sport have a role to play in promoting their club or association activities. Below are some things to consider:

## MEDIA & COMMUNICATION OFFICERS (MCOS)

- Work with your unit or Station MCO if it has one to see if they can help promote your sport through their internal channels.

## SOCIAL MEDIA

- Those with their own pages should keep these regularly updated with engaging content.
- Tag relevant organisations to encourage them to share your post to increase engagement, these include:
  - o RAF Sport – Instagram – **@rafsporthq**
  - o RAF Central Fund – Facebook / Instagram / Twitter – **@rafcentralfund**
  - o RAF Active – Facebook / Instagram / Twitter – **@rafactivemag**
  - o RAF News – Facebook / Instagram – **@rafnews** / Twitter – **@rafnewsreporter** and **@rafnewssport**
  - o Station pages

# PROMOTING YOUR SPORT

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## RAF NEWS

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- Published every two weeks, the ‘official voice of the Royal Air Force’ has a sizeable sports section. The Sports Editor is Dan Abrahams: [sports@rafnews.co.uk](mailto:sports@rafnews.co.uk) who is always looking for content.

## RAF ACTIVE MAGAZINE

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- Always keen for content, this magazine is widely distributed in hard copies across the RAF and available digitally on the RAF Sports Federation and RAF Central Fund websites. The Editor-in-Chief is Rachael Lee: [rafactivemag+editor@gmail.com](mailto:rafactivemag+editor@gmail.com).

## BFBS

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- Provides radio and television programmes for the armed forces. The Sports Editor is Jon Knighton: [jon.knighton@bfbs.com](mailto:jon.knighton@bfbs.com).

## MODNET

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- If you are a Sports Association committee member or media officer then make sure your Sports Association pages are up to date, these can be found on MODNet under RAF Sport. Remember to keep contact details updated and promote events, particularly those that are open to new members.
- If you run a Station or Unit club then make sure you use your Station's pages on MODNet to encourage personnel on station to join. Each of the Station pages are laid out differently so find out who the person responsible is and seek their support in getting your content uploaded.

## PHOTOS & VIDEOS

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- Great imagery is vital in helping to promote your chosen sport.
- Smartphones now mean content generation is available to all.
- Make sure you get permission off those featured in the photo or video before publishing.
- If you want professional images then see if the Station photographer can help if the event is happening on your Station.
- Don't forget to share the images with DRS and the Central Fund so they can help promote your sport.

# KEY MESSAGES

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- Sport has mattered in the RAF for over 100 years and continues to be at the heart of service life with thousands enjoying participation every day.
- Sport adds value to the RAF and its personnel through their development, increasing physical fitness, improving mental health, and relieving stress.
- Sport helps service personnel reach their full potential, it strengthens their resilience and improves their decision making and leadership skills.
- There is a sport or physical activity opportunity for everyone in the RAF regardless of whether that is going out for a jog, attending a gym session for the first time, playing station level sport, pushing for elite status, or supporting clubs and associations by taking on a coaching or management role.
- Sport in the RAF also includes non-participatory opportunities including admin support or media lead.
- Sport is an integral part of RAF culture; it encourages all involved to be the best version of themselves.
- RAF Sport is Powered by the Central Fund, the RAF charity for sport and physical activities.
- The RAF Sports Lottery is the Central Fund's principle fundraising tool and a vital lifeline for sport in the RAF.

# **CONTACTS**

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## **DRS - AIMEE ELLIOT**

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## **RAF CENTRAL FUND - ZOE WILLIAMSON**

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