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FOR IMMEDIATE RELEASE

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Protocol Strengthens Ties With Emerging Sports, Signs Tug of War Distribution and Sponsorship Pact

Protocol Sports Marketing Ltd. today announced at SPORTELMonaco 2019 that it has been appointed the worldwide media rights and sponsorship agency by the Tug of War International Federation (TWIF).

Known for their experience in cultivating, nurturing and growing emerging and niche sports, Protocol Sports Marketing will be tasked with the sale of media rights and sponsorship assets for TWIF.

Tug of War has had a long and illustrious history, being one of the first sports featured in both the Modern Day Olympics and the World Games. The sport has seen a surge in popularity thanks for the work of TWIF and its member nations to prioritise agendas such as inclusivity and accessibility which has led to an increase in participation around the world, particularly amongst younger age groups, whilst the introduction of mixed gender weight classes at both senior and youth level, have proved to be very popular in recent years. The senior mixed 580Kg weight class will also feature for the first time during World Games 2021 in Birmingham, USA and will bring a totally new dimension to the tug of war programme.

TWIF has enlisted the help of a full-service agency in Protocol Sports to increase the commercial appeal of the federation. TWIF and Protocol Sports will work together to build the sport within traditional territories whilst simultaneously introducing the sport to new and emerging markets.

“We are delighted to have Protocol Sports working with Tug of War International Federation to support our strategic planning and develop commercial opportunities,” says TWIF President Anton Rabe. “We look forward to working closely with the Protocol Sports team to leverage our assets to the wider sports business world.”

Protocol Sports Marketing President Lowell Conn says that he and his team are locked in, as the agency to showcase the emerging TWIF and its content to broadcasters, streaming platforms and brands worldwide. “Our team has shown an adept ability at crafting narratives to attract commercial interest to niche and emerging sports,” says Conn. “We regard Tug of War as a classic sport that exemplifies grit and determination. It is a sport that everybody knows. We are looking forward to collaborating with TWIF to make Tug of War a sport that everybody watches.”

ABOUT PROTOCOL SPORTS MARKETING LTD.

Protocol Sports Marketing Ltd. (www.protocolsports.com) is the global rights distributor, sponsorship agency and sports marketing agent that specializes in developing new and meaningful opportunities for rights holders and sports federations who sanction and/or produce live sports events and sports-related content. The company avoids the big box bubble approach to distribution, preferring instead to provide broadcasters, streaming platforms and rights holders with a personalized approach that prioritizes organic and sustainable exponential growth. For more information, please contact Aaron Schenk at aschenk@protocolsports.com or +1-416-449-9400.