



PRESS RELEASE

Sportiw Wins the Gold Trophy at the 2025 SPORSORA Sports Marketing Awards

A Major Recognition for the Platform Revolutionizing Sports Networking, from Amateurs to Professionals

Paris, March 7, 2025 — Sportiw, the innovative platform connecting talent and key players in the sports industry worldwide, is proud to announce its victory at the **2025 SPORSORA Sports Marketing Awards**, where it won the **Gold Trophy in the Innovation category**. This award recognizes Sportiw's commitment and mission: **transforming the sports ecosystem by facilitating access to opportunities for everyone—regardless of their level, sport, location, or role (athletes, coaches, staff, volunteers, etc.).**

The **SPORSORA Awards**, a benchmark in sports marketing, highlight the boldest and most impactful projects in the ecosystem each year. Under the presidency of **Florent Manaudou and Alexis Hanquingant**, the jury selected Sportiw from a pool of outstanding candidates, alongside major sports organizations, institutions, and the most innovative startups.

"Receiving this award is a tremendous honor. It is a testament to the hard work of our entire team and the trust of our community. This recognition strengthens our ambition: to make sports more accessible and fairer, ensuring that every talent finds their place."

— **Léa Gaget**, co-founder of Sportiw

Sportiw: More Than Just a Recruitment Tool—A Game-Changer in the Sports Industry

Sportiw is more than a platform connecting athletes and recruiters. Its impact extends across the entire sports ecosystem by providing solutions for clubs, coaches, volunteers, and sports institutions. The goal: ensuring equal opportunities for all to grow, thrive, and succeed through sports.

- **Supporting Education and Sports:** Sportiw helps athletes balance their studies and sports careers, particularly through its partnership with **CAPEVO**.
- **Commitment to Equality and Inclusion:** Through the **adidas Breaking Barriers program**, Sportiw has already provided opportunities to over **150 young female athletes**, promoting their visibility and career development.

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- **Supporting Clubs and Sports Organizations:** Beyond athlete recruitment, Sportiw also facilitates the hiring of **coaches, educators, and volunteers**, addressing a major challenge in amateur sports.
- **Technology and Innovation for Sports:** With intelligent matching tools and data analysis, Sportiw simplifies connections between key sports stakeholders, creating thousands of opportunities every year.

An Invitation to Shape the Future of Sports Together

Building on this momentum, Sportiw is calling on sports federations, clubs, and industry leaders to join forces in creating a more inclusive, equitable, and sustainable future for sports.

By combining innovation and inclusion, Sportiw addresses a genuine need in the sports sector—connecting athletes, clubs, coaches, recruiters, institutions, professionals, and companies through advanced technology. This impact translates into thousands of career opportunities and transformed sports journeys worldwide.

The awards ceremony, held on March 6, 2025, at the Adidas Arena, brought together the most influential players in the sports and marketing industry. More than 1,000 professionals from SPORSORA's network took part in selecting the winners.

Sportiw extends its heartfelt thanks to **SPORSORA, the jury, and all its partners and users** who contributed to this achievement. This award marks a significant milestone in Sportiw's growth and reinforces its ambition to expand further, providing even more opportunities to sports talent worldwide.

Find Out More:

- 🏆 SPORSORA Sports Marketing Awards Website: <https://trophees.sporsora.com>
- 🏅 List of Winners: https://www.sporsora.com/images/CP_Trophees_Sporsora_2025_Annonce_palmares.pdf

About Sportiw

Launched in **2020**, Sportiw is the first **intelligent networking platform** dedicated to the sports ecosystem. By connecting **athletes, clubs, coaches, sports professionals, companies, and institutions**, it is **redefining how talent is discovered and recruited in sports**. With cutting-edge technology and a commitment to fairness, Sportiw has already created **thousands of opportunities** worldwide, helping sports talents take their careers to the next level.

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About SPORSORA

SPORSORA is the leading **organization shaping the responsible development of the sports economy** through collective expertise, influence, and an engaged network. Founded in **1994**, SPORSORA represents **over 265 members** (brands, agencies, rights holders, media, venues, research, and training institutions) and unites a **network of over 2,000 professionals** who collaborate through events, workshops, and strategic committees to advance the sports industry.

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