



PROFILE

Website: www.salientspmgt.co.ke

Contacts and address: Head Office | D3, SK Offices, Raphta Road, Westlands
P. O. Box 34607 - 00100 | Nairobi, Kenya

Tel: +254 208 000 834/ +254 723 779 832 / +44 753 842 7114 / +256 708 076 606

Email: info@salientspmgt.co.ke | salientports7@gmail.com.

Facebook: @SalientSportsManagement

Twitter: @SSMSportsAgency

Content

Contract and Sponsorship Negotiation

Sports Logistics for National Teams and Clubs

Competition Planning and Management

Planning of International Friendly Matches

Tournament, Travelling Arrangements and Sports Logistics

Marketing & Brand Development

PR, Image Building and Athlete Branding

Event Management

Mentorship & Consultancy Services

Organization of International Travel, VISA and Accommodation

Sports Travel Management and Sports Tours Organisation

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Salient Sports Management Limited (SSML) is a Kenyan Sports Management Consulting Firm founded as a business name and later registered as a Limited Liability Company in response to the growing demand for human capital management, sports management, and logistics. We are a fully integrated organization that provides modern solutions in Sports, Media, Logistics, Marketing and Brand Development, Contract and Sponsorship, Event Management, Player Transfer, Executive Search for Head Coaches, Competition and Tournament Planning and Organization, and other arising matters.

Our Vision

To be the preferred sports agency providing world class services that meets the needs of our clients.

Our Mission

To maximize value for our clients by elevating their brands, focusing on their key result areas, pricing for value and nurturing strategic partnerships that stretch beyond optimizing athlete lifestyles to referrals and market outreach arrangements.

Slogan

Make Yourself More



Our Services

a) Contract and sponsorship Negotiation

We have well established relationships and personal approach and our team uses extensive preparation and research to generate maximum compensation for our clients and we make sure that our clients are signing a tailor-made contract.

b) Sports Logistics for National Teams and Clubs

Salient Sports Management provides comprehensive sports logistics solutions, ensuring seamless travel, accommodation, and operational support for national teams and clubs. Our expertise covers all aspects of team movements, from organising transport and securing top-tier accommodation to handling training schedules and match-day preparations. We pride ourselves on delivering efficient, stress-free logistics to keep players and technical staff focused on performance, whether for local matches or international tournaments. With a deep understanding of sports needs, Salient guarantees a smooth and professional experience for all our clients.

c) Competition Planning and Management

We have many years of experience in planning to get our clients into the competition i.e. AFCON and World Cup Qualifiers on behalf of Football Federations, CAFCC/CL on behalf of Football Clubs and even secure high level international friendlies.

d) Planning of International Friendly Matches

We have vast experience of organization of international matches. We organize these events from A-Z harmonized with the requests of our clients. The wide range of matches and the individual needs of every client are part of SSML's exciting challenges. Our administrative concept is flexibly applicable irrespective of whether the matches are taking place in a small stadium or a big arena, working with a small club or Federations, in Africa or elsewhere in the world.

e) Tournament, Travelling Arrangements and Sports Logistics

We offer logistics services for the widest range of sports. We offer specialized services in sports logistics when you need it. You need a reliable service, so we do by helping you in setting up the travel arrangements and make sure that nothing should disturb the concentration.

Thanks to our experience and expertise, SSML is dedicated to delivering professional travelling arrangements and logistics to teams, clubs and sports



groups during competitions and sporting events. We can provide professional group travel planning and travel services; we can coordinate and help your team in preparing your trip. We pride ourselves on delivering a high quality of sports travel packages that allow your team to enjoy special moments that will last a lifetime.

f) Marketing & Brand Development

SSML clients enjoy the benefit of an in-depth, personalized marketing plan. Our marketing associates will assess the client's current brand and develop a plan unique to their position and implement a strategic marketing plan designed to grow name brand recognition and increase their social media presence. SSML aggressively pursues marketing opportunities for every client in order to maximize off-the-field revenue. SSML also advises and assists our clients in the building and maintenance of their social media networks across all platforms.

gg) PR, Image Building and Athlete Branding

Branding yourself therefore requires good thinking and strategy. We are out-of-the-box thinkers coming up with unique and creative content at the right time in traditional and digital media in order to provide customized branding. We stimulate our athletes in being 'game-changers' by creating own platforms and guiding them in building their own audiences. Sports fans are demanding a much more engaging, immersive experience than ever before where unpolished authenticity is golden. We assist our athletes to meet those needs daily.

h) Event Management:

We are experts in designing, developing and managing different types of sport events, in diverse locations and challenging venues. We also offer a completely flexible event management service, providing as much support as you require. We provide cost-effective solutions to organize both large and small events. Driven by attention to detail, we plan carefully, budget effectively, schedule accurately and leave nothing to chance. Our standards are high, our approach is collaborative, and we pride ourselves on running successful events.

i) **Mentorship & Consultancy Services**

Our core beliefs that sports professionals have no shortage of advice and support at certain critical stages of their career, but that there are huge voids in their career when there may not be a plentiful supply of advice and support available. At full Contact, we provide a full mentoring service to our clients, operated by ex-sports professionals who have been there, done it and seen it all. The legends are available to assist our clients with practical and emotional support and advice, throughout the ups and downs of their career, always – as much or as little as needed.



j) Organization of International Travel, VISA and Accommodation:

World class athletes need to train and perform on a world class level. Our international network allows us to open doors resulting in opportunities that benefit best our client's needs.

k) Sports Travel Management and Sports Tours Organisation:

We assist our clients in growing their events and in developing their revenue by providing housing services to many top sporting organization/ club, Sports Commissions and Sports Facilities. What sets us apart from other housing services, is our focus on our relationships with hotels combined with our extensive hospitality and competitive sports experience.

We help you to plan and prepare your tour and organize games, accommodation, transport, assistance. Tournaments, playing tours or friendly matches, whether for pleasure or sport, we help you in your preparation and in the organization of the tour from the beginning to the end.

l) Outsourcing For Sports Equipments And Kitting

Salient Sports Management limited is the “sports Hub” for sports gears, equipments and promotional items deals in the goods, equipments and apparels of reputable international brands in all fields of sporting activity such as Football, Basketball, Cricket, Volleyball, Tennis, Badminton, Table Tennis, Dart, Fishing etc. SSML is in partnership with several International Sports Equipments and Kit manufacturers as regional representatives through whom we help our clients to purchase the most modern sports equipment as well as organize for personalized kit sponsorships to federations, teams and clubs at discounted rates for both kits and replicas.

We are one of the fastest growing sports firms in Kenya dealing in sports, promotional items, educational, communication, entertainment, hiking, camping, fishing & other equipment like games, shoes, apparels, accessories, scientific equipments, indoor & outdoor playing equipments, electronic games, body building, physical exercise equipment, trophies etc, and we deal with clients all over the country and outside the country in sport gears, apparels, equipments, Sports facilities, promotion goods, medals and trophies

m) Agent Representation

We act as your representative in your target market and undertake several activities on your behalf by representing sporting professionals, sporting and football federations and clubs. Our team offers you a trusted service that you can rely on – with a clear commitment to being available to you as and when you need us. For all sports other than football, we represent you as your 'sports lawyer' and must meet the strict regulations. From your perspective, this means that you can rest assured that we will not only provide expert advice from a legal perspective, but that we have a duty to act only in your best interests. Our aim is to support you as you build your career in your field of sport, and we will always agree fees in advance, in an open and clear way, and offering a variety of affordable and realistic methods of financing.

Salient Sports Management's Capability Statement

Salient Sports Management have extensive experience in Contract and sponsorship Negotiations, Marketing and Brand Development, Events Management, Public Relations, Branding and Image Building, Player Transfers, Executive Search of Head Coaches, planning of International friendly matches, planning and organization of competitions i.e. AFCON Qualifiers, CAFCL/CC, Tournament and Traveling Arrangements (Sports Logistics), Mentorship, facilitating training and capacity building programs in a number of areas including sports management, financial management, communication, Mainstream media – Print, TV, Radio, Digital and New media – Web, social media, Public Relations, Media Ethics among many others for many organizations both in public and private sectors i.e. different clubs, federations and organizations through our highly specialized and experienced consultants and resource persons.

Our Team of Professionals

Our professional teams of specialist consultants have a broad range of experience covering the private, public and development sectors including sporting federations and clubs and are committed to delivering fast and effective high quality services. We have a team of highly qualified Sports, Media, Marketing, and management consultants who have extensive experience of conducting major change programmes in a variety of organizations and sectors both locally and internationally and also drawn from the various industries.

Salient Sports Management is dynamic enough to tailor solutions according to unique requirements of our esteemed clients.

Selected Clients/Partners

Salient Sports has extensive and demonstrable experience managing a wide range of portfolios, and has previously worked with a variety of sporting federations, clubs, and organizations to suit their requirements.

We have provided bespoke designed solutions to some of the clients listed below but not limited to including federations, clubs, and organizations, with practically complete trust and exceptional customer services:



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