

# SIDELINE

CREATIVE

A solid red circle is positioned to the right of the word 'SIDELINE', serving as a decorative element or a period.



## HELLO AND WELCOME TO SIDELINE CREATIVE.

We work as an extension of your brand to capture the beauty of every sporting moment. By working closely with you we can understand your key objectives and what makes your audience tick. With years of experience in the sports design industry and a deep passion for artistic story telling we can bring your campaigns to life and turn customers into fans.



**SLC.**

# **CONTENTS**



# PRINT DESIGN

While digital media dominates much of today's marketing and communication strategies, print design offers unique advantages for brands. These can include creating tangible experiences for customers, building trust and credibility as well as enhancing brand identity and awareness at events.

---

[Check out some of the print projects we have worked on.](#)

# SLC

## POS

We have been producing posters and other PoS for BT Sports and TNT Sports for over 5 seasons. In that time we have created artwork for some of the biggest sports events in the world.







## OTHER PRINT MATERIAL

We also have produced other print material such as direct mail, booklets, brochure's and matchday programmes.









**Wi-Fi that covers every corner of your venue**

We know that you and your customers need great Wi-Fi. That's why we've created Venue Wi-Fi with you in mind.

It combines superb broadband with best-in-class customer Wi-Fi that won't let you or your customers down.

That means you can take payments in the beer garden while your customers browse online in the bar.

Visit [www.btwifi.com/venue-wifi](http://www.btwifi.com/venue-wifi) for more information

**BT**

**Venue Wi-Fi gives you...**

**Coverage in every corner of your venue**  
We'll recommend and install up to three access points across your venue to give you fantastic coverage with reliable and secure Wi-Fi.

**A separate connection for you and your customers**  
So you know your data is secure. A Business grade firewall is included as standard, and we have more than 2,000 security experts monitoring our broadband network to keep you safe.

**An ultra-reliable connection**  
Backed up by EE's 4G network if there's ever a problem.

**Superfast speeds, guaranteed**  
Backed with our always connected guarantee or money back.

**BT**

**Back in the Game**  
A guide to getting back to business post lockdown

**BT SPORT**

**Sporting Choices**

Nobody knows your customers like you do, but these general trends could help you find new viewing opportunities to bring fans to your venue.

**Football is King**  
74% of all of home owners watch football in a pub, bar or similar venue, making it the most popular sporting choice.

**74%** of home owners watch football in a pub, bar or similar venue, making it the most popular sporting choice.

10% of home owners watch other sports in a pub, bar or similar venue.

10% of home owners watch other sports in a pub, bar or similar venue.

22% of home owners watch other sports in a pub, bar or similar venue.

47% of home owners watch other sports in a pub, bar or similar venue.

70% of home owners watch other sports in a pub, bar or similar venue.

**Summer of Sport**  
Between July 2020 and the end of October, 6.8 million more people watched live sport than in the same period in 2019. We can expect that number to rise even further with the return of major events such as The Euros and the Soccer Cup.

**Women and Sport**  
6/10 women that watch sport said that their watch habits in 2021 will be the same as in 2020. 42% of women that watch sport in 2021 will be the same as in 2020.

**61% BEST SUMMER OF SPORT EVER**

Summer 2021 - Sport in the







# DIGITAL DESIGN

Digital design plays a crucial role in today's increasingly digital world, where most businesses and services have a significant online presence. It goes beyond just aesthetics—good digital design improves functionality, user experience, and ultimately helps brands meet their objectives.

---

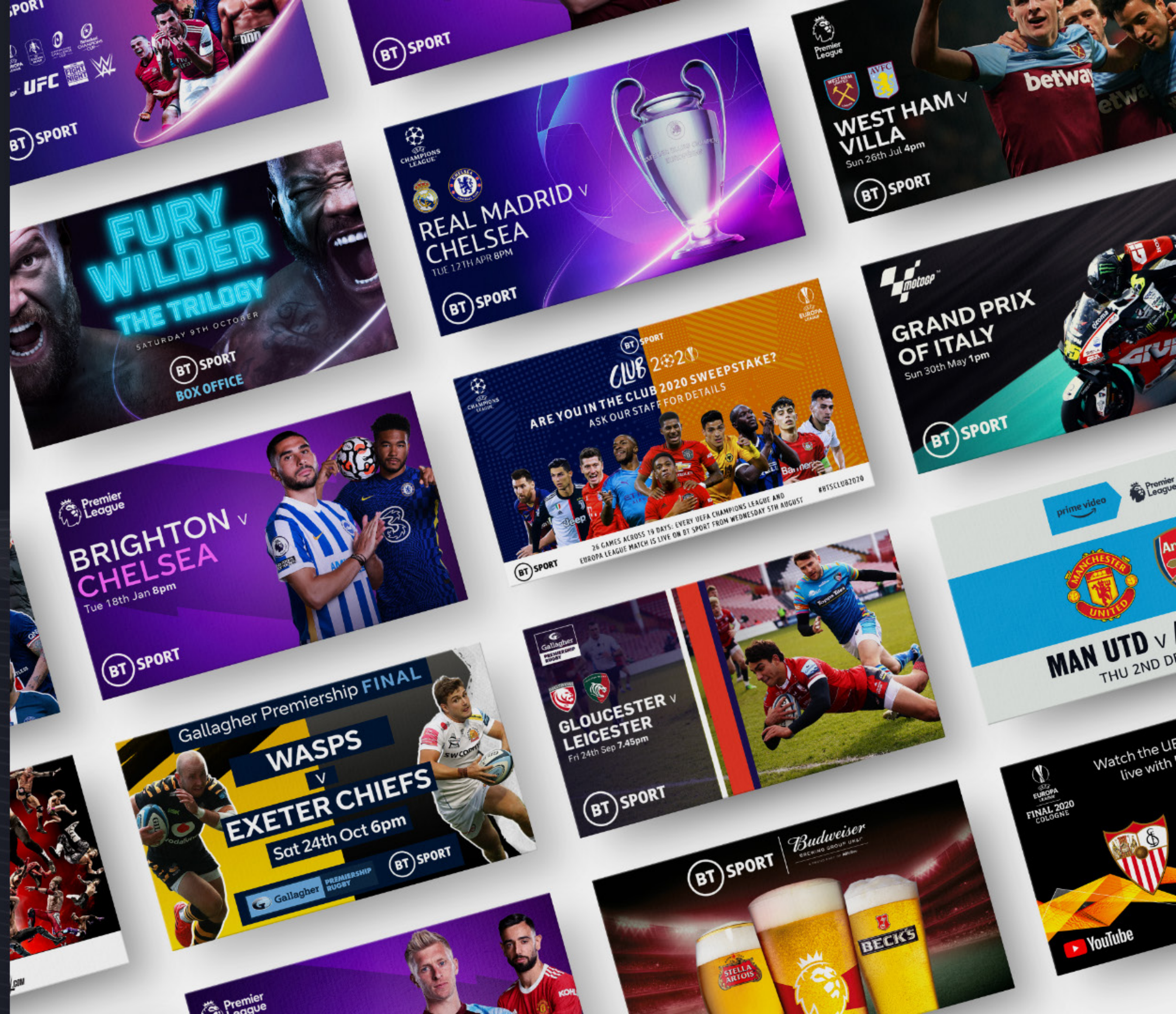
[Check out some of our digital projects we have worked on.](#)

# SLC.

## SOCIAL ASSETS

Making designs stand out while also relaying key information is never easy especially in the crowded market of social media. We have worked with various clients to help their social posts stay on brand and while still grabbing attention.

PORTFOLIO, TNT, BT, FORMULA E, SGP, MANGO, AMAZON



26TH FEB FROM 7PM  
LIVE ONLY ON  
BT SPORT BOX OFFICE  
12.2K 83

PHOTOS WITH US  
POLE POSITION  
94  
Julius Bar  
12.2K 83

Welcome to the  
CHAMPIONS LEAGUE  
TNT SPORTS  
12.2K 83

JOSH MAGENNIS  
BIG HELP PROJECT  
GAN ATHLETIC  
CENTRE FORWARD  
12.2K 83

TIGER IS BACK.  
12.2K 83

EVERETT  
SMITH  
28-3 (25 KO)  
LAND ROVER  
12.2K 83

OLIVIE WATKINS  
ASTON VILLA FC  
TNT SPORTS  
12.2K 83

WATCH MAN CITY IN THE UEFA CHAMPIONS LEAGUE ONLY ON TNT SPORTS  
12.2K 83

BRILLIANT  
WELCOME  
OFFPITCH MANAGEMENT  
12.2K 83

Newcastle  
Everton  
TUESDAY 2 APRIL 7:30PM  
Nott'm Forest  
Fulham  
THURSDAY 4 APRIL 8PM  
West Ham  
Spurs  
SATURDAY 6 APRIL 12:30  
WATCH LIVE AT YOUR PUB ON TNT SPORTS  
12.2K 83

LAND  
TNT SPORTS  
UEFA EUROPA LEAGUE AND CONFERENCE LEAGUE  
Goals Show  
12.2K 83

NBC Sports  
TONIGHT 7.30PM  
12.2K 83

HAPPY BIRTHDAY!  
TNTSPORTS Posts  
12.2K 83

TNTSPORTS Posts  
12.2K 83

**BT SPORT**  
connected by **E**

**STOPPI VANDORGEN** | **MARCOZZI** - EQ FORMULA 1 TEAM

**AUTUMN NATIONS SERIES**  
IS ON TNT SPORT FOR SUBSCRIPTION HOLDER

**TNT SPORTS**

**GERMANY**  
SUN 18<sup>TH</sup> JUNE 1PM

**BT SPORT** connected by **E**

**LEINSTER** v **LA ROCHELLE**  
SAT 20<sup>TH</sup> MAY 4.45PM

**BT SPORT** connected by **E**

**LEINSTER** v **LA ROCHELLE**  
SAT 20<sup>TH</sup> MAY 4.45PM

**BT SPORT** connected by **E**

**DOUBLE TROUBLE**  
TWO MUST SEE FIGHTS  
ONE KNOCK OUT PRICE

**JOSHUA DUBOIS**  
SATURDAY 21 SEPTEMBER

**FURY USYK II**  
SATURDAY 21 DECEMBER

**TNT SPORTS BOX OFFICE**

**CHAMPIONS CUP**  
ROAD TO MARSEILLE

**MUNSTER** v **TOULOUSE**  
SAT 7<sup>TH</sup> MAY 3PM

**LA ROCHELLE** v **MONTPELLIER**  
SAT 7<sup>TH</sup> MAY 5.30PM

**FINAL**

**LEICESTER** v **LEINSTER**  
SAT 7<sup>TH</sup> MAY 5.30PM

**RACING 92**  
**SALE SHARK**  
SUN 8<sup>TH</sup> MAY 3PM

WATCH THE CHAMPIONS CUP LIVE ONLY ON BT SPORT **BT SPORT**

**BATTLE OF THE BADDEST**

**FURY** v **NGANNOU**

SATURDAY 28 OCT  
FROM 6PM

**TNT SPORTS BOX OFFICE**

Premier League

**MAN UTD** v **MAN CITY**  
SATURDAY 14<sup>TH</sup> JAN 12.30PM

Live only on **BT SPORT** connected by **8**

**THE AUTUMN NATIONS SERIES**  
IS ONLY ON TNT SPORTS  
EVERY MATCH LIVE

**TNT SPORTS**

**PREMIERSHIP FINAL**

**SARACENS** vs **SALE**

SATURDAY 27<sup>TH</sup> MAY 3PM

**BT SPORT** connected by **8**

**BEIJING 2022**

**YOUR LOCAL RIDERS**

**Zmarzlik #95**  
**Janowski #71**  
**Dudek #692**

**3 DAYS TO GO**

**SCORPION**

**CROATIA**

**The Full English**  
with a Spanish twist

customers back inside  
of Europe's

**SALE SHARK**

**RACING 92**



# CAMPAIGNS

Some of the artwork we create goes beyond a single asset and turns into campaigns. This includes building out master artwork and then repurposing it across marketing banners, socials and out of home.

---

[Check out some of our campaigns projects I have worked on.](#)





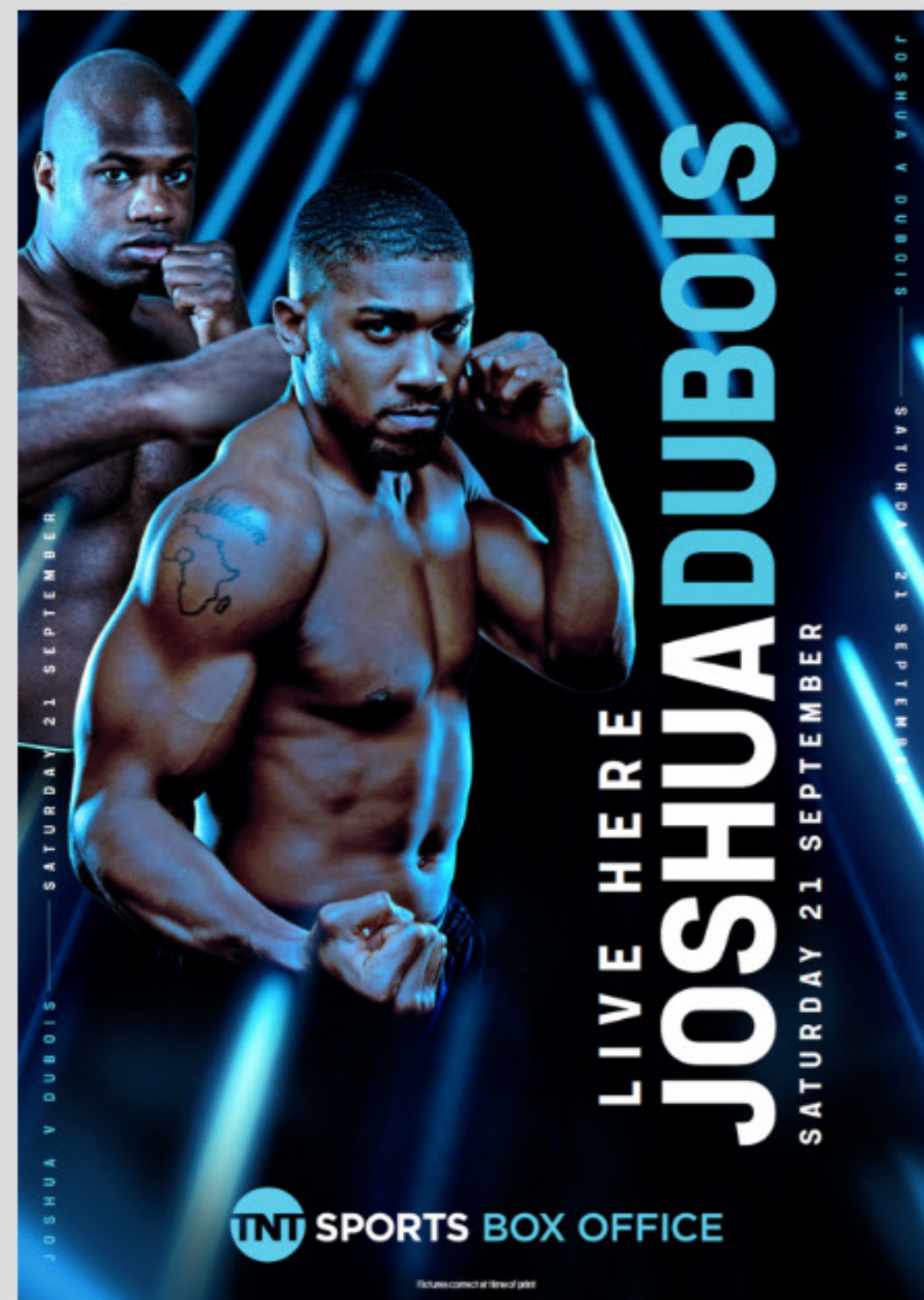
# TNT SPORTS BOX OFFICE

We created master artwork for Joshua v Dubois and Fury v Usyk II. The artwork was then resized and repurposed for website, socials, posters as well as out of home for a whole 360 campaign.

FACEBOOK BANNER



JOSHUA V DUBOIS POSTER



STONEGATE TILL SCREEN



MASTER ARTWORK



FURY V USYK II SOCIAL ASSET



JOSHUA V DUBOIS SOCIAL ASSET





# AUTUMN NATIONS SERIES

With the Autumn Nations Series new to TNT Sports.  
We was tasked with creating the lead creative  
based off ANS brand guidelines to help promote it  
across TNT Sports touchpoints.



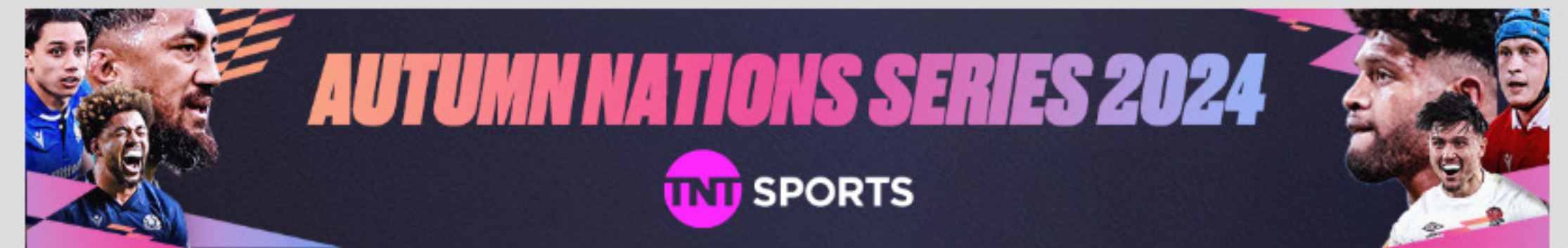
ALTERNATIVE MASTER ARTWORK



TWITTER BANNER



LEADERBOARD BANNER



ENGLAND POSTER



SCOTLAND POSTER



MASTER ARTWORK



**SLC.**

# BRANDING

In essence, brand identity design is about crafting a cohesive visual and emotional experience that communicates who the brand is, what it stands for, and how it wants to be remembered by its audience. As designers it is our job to visually tell a brands story and make sure the brand elements such as logos, colours, typography and patterns work on various touchpoints.

---

**Check out some of our branding projects we have worked on.**



## LONDON XI

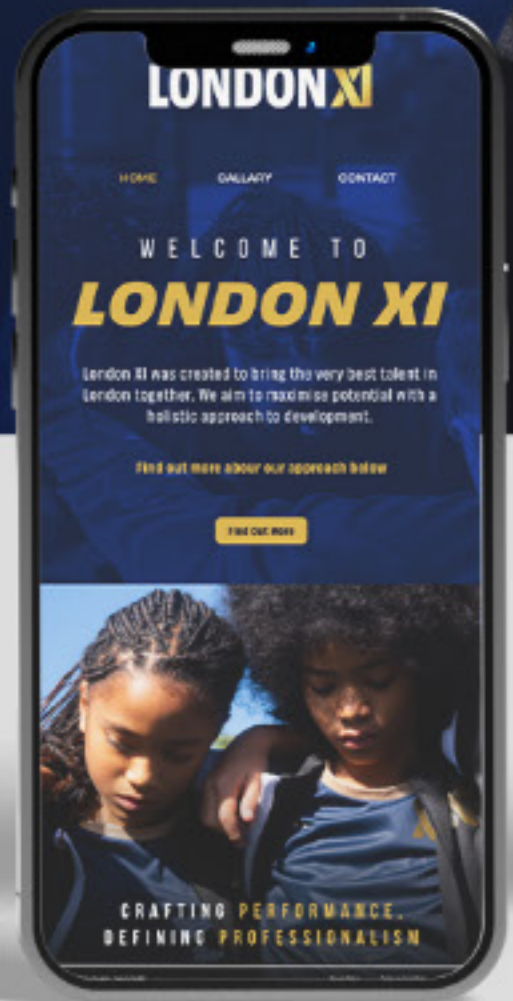
We recently embarked on a branding project for a client who was starting a elite football academy. The client wanted the brand to look established and exclusive. We believe we was able to create this look and feel while keeping the brand modern and dynamic.













**SLC.**

# VIDEO

Strong video plays a pivotal role in capturing attention, conveying messages effectively, and creating memorable experiences. Over the last year I have improved both my editing in Premier Pro as well as my camera skills which has allowed me to produce a number of short videos for my clients.

---

**Check out some of our video projects we have worked on.**

## Client MANGO FOOTBALL

We edited the final of the of Mango Football Cup held at Benfica Football Complex. Here I used a mix of B-roll, match highlights as well as voice over from Marin Tyler himself who was at the match commentating.



## Client TNT SPORTS

We worked on TNT start of season video for the commercial space. We edited the video to get customers excited for the new season as well as informing them on what new content is coming their way.



## Client TNT SPORTS

TNT called on us to create a short promo video promoting TNT Sports in the commercial pubs space. We decided to hero Newcastle returning to the Champions League after 20 years by shooting in a local pub on an epic Champions League night.



**SLC.**

# THANK YOU

**LIKE WHAT YOU SEE?**

Planning your next creative project? Get in touch to see how we can help.



**FREDDIE OLDFIELD**

Designer

 **EMAIL**

 **LINKEDIN**



**KENT NEEDHAM**

Designer

 **EMAIL**

 **LINKEDIN**