



BEYOND PERFORMANCE

2025 #1

MADE BY GPS PERFORMANCE
ISSUE #1

Your sports business snack.

In a world where sport evolves faster than the seasons, staying ahead takes more than passion — it takes perspective. This newsletter serves it up: sharp insights, fresh trends, and bold ideas — a smart snack for those shaping tomorrow's sport industry.

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#1

Data drives the athlete. Tech reshapes the game. Brands fuel the story. In today's sports world, performance is built as much off the field as on it — where science, innovation, and image collide.

EVENTS

The official torches for Milano Cortina 2026 have been unveiled. Featuring minimalist design, recycled materials, and a flame powered by bio-LPG, they reflect the Games' sustainability focus. The Olympic version shines in blue-green hues, while the Paralympic torch features bronze tones. Designed by Carlo Ratti Associati, a true symbol of Italian excellence.

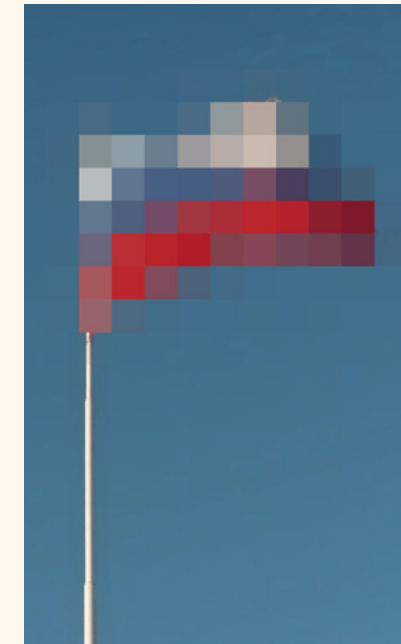
The IOC has confirmed that Russian teams will remain banned from the 2026 Winter Olympics. Only vetted Russian and Belarusian athletes may compete as neutrals. No teams, including Russia's top ice hockey squad, will participate. The decision is part of ongoing sanctions linked to the Ukraine conflict.

Novak Djokovic has reached an extraordinary double milestone recently: his 100th ATP career title and his 100th match victory at Roland-Garros. After lifting his 100th trophy at the Geneva Open, the Serbian legend went on to secure his 100th win on the Parisian clay by defeating Cameron Norrie in straight sets. With this feat, Djokovic joins Rafael Nadal as the only men to reach 100 match wins at Roland-Garros — underscoring his relentless dominance and historic consistency on the biggest stages of the sport.

The first-ever Enhanced Games are set to debut in Las Vegas in May 2026, offering a controversial new model of competition where athletes can use performance-enhancing substances under medical supervision. With events in swimming, athletics, and weightlifting — and \$1M bonuses for world records — the Games challenge the boundaries of sport and science. Backed by investors but condemned by WADA as dangerous, the Enhanced Games are igniting global debate around ethics, health, and the future of elite performance.



Torches Unveiled



IOC reaffirms ban on Russian teams



Double milestone for Novak Djokovic



The first Enhanced games will take place in a year

RESEARCHES

Unlocking New Training Potential: Real-Time Data in VR

A new study from the University of Glasgow shows that integrating real-time swing data visualisation (speed & power) into VR tennis training significantly enhances player engagement, technique consistency, and decision-making. This breakthrough offers clear commercial opportunities for high-performance training centers, federations, and sports brands—turning VR from a gaming tool into a serious, scalable sports performance platform. It opens doors to remote coaching, youth development, data-driven academies, and democratized elite-level training experiences—applicable well beyond tennis to sports like skiing, golf, or BMX.

Concussions Less Detrimental Than Experience

A new study suggests that a child athlete's age and prior sports experience are stronger predictors of their coordination and performance than a history of concussions. Researchers found young players with multiple past concussions performed as well on complex hand-eye tasks as peers without concussions – indicating sports practice may offer some protective benefits to neural skills.

The Future of Smart Sportswear

A Cambridge-led breakthrough brings AI-powered smart sportswear with graphene-based sensors, enabling real-time tracking of breath coordination and muscle symmetry during training. With 92.3% accuracy in analyzing movement and detecting performance flaws, this innovation offers immediate feedback—paving the way for elite training, injury prevention, and personalized coaching. It marks a clear shift from passive wearables to intelligent, performance-optimizing apparel with potential across sports (skiing, golf, BMX) and digital coaching platforms.

New Tech Transforms Sports for Blind Fans

Startups like OneCourt, Field of Vision, and Touch2See are revolutionizing sports viewing for visually impaired fans. Using tactile broadcasters that convert live game data into touch feedback, these technologies allow blind fans to experience real-time action. Already implemented in major arenas like Marvel Stadium and NBA venues, this innovation is enhancing accessibility and emotional connection for blind spectators.



SPONSORING

Women's Sports Revenue Soars to New Heights

Global women's sports revenues are projected to reach \$2.35 billion in 2025, a 25% jump from last year's record of \$1.88 billion [espn.com](#). A Deloitte report identifies women's basketball as a major growth driver – the sport could exceed \$1 billion alone in 2025 – as superstars and rising fan interest draw unprecedented sponsor investment and media deals into women's leagues.



LA28 Lands First New Sponsors of the Year

The Los Angeles 2028 Olympic Games have secured two major sponsorship agreements in recent weeks. Honda has been named a «Founding Partner» of the Games and will supply a fleet of vehicles for LA28, while also partnering with Team USA for the 2026 Winter Olympics in Milan-Cortina. In parallel, LA28 signed mortgage lender Pennymac as an official sponsor at Tier 2 level alongside brands like Deloitte and Delta. To date, LA28 has secured approximately \$1.2 billion of its \$2.5 billion sponsorship target, with another \$600–800 million expected to be booked by the end of this year.



Allianz Extends Olympic Partnership to 2032

Insurance giant Allianz has renewed its role as a top-tier Worldwide Olympic Partner through 2032, covering the next two Olympic cycles [insurancebusinessmag.com](#). The extension means Allianz will continue as the Official Insurance Partner for the Olympics – providing risk management, coverage and athlete support as it did successfully at Paris 2024 – and reflects the company's positive returns from the sponsorship in brand value and global exposure

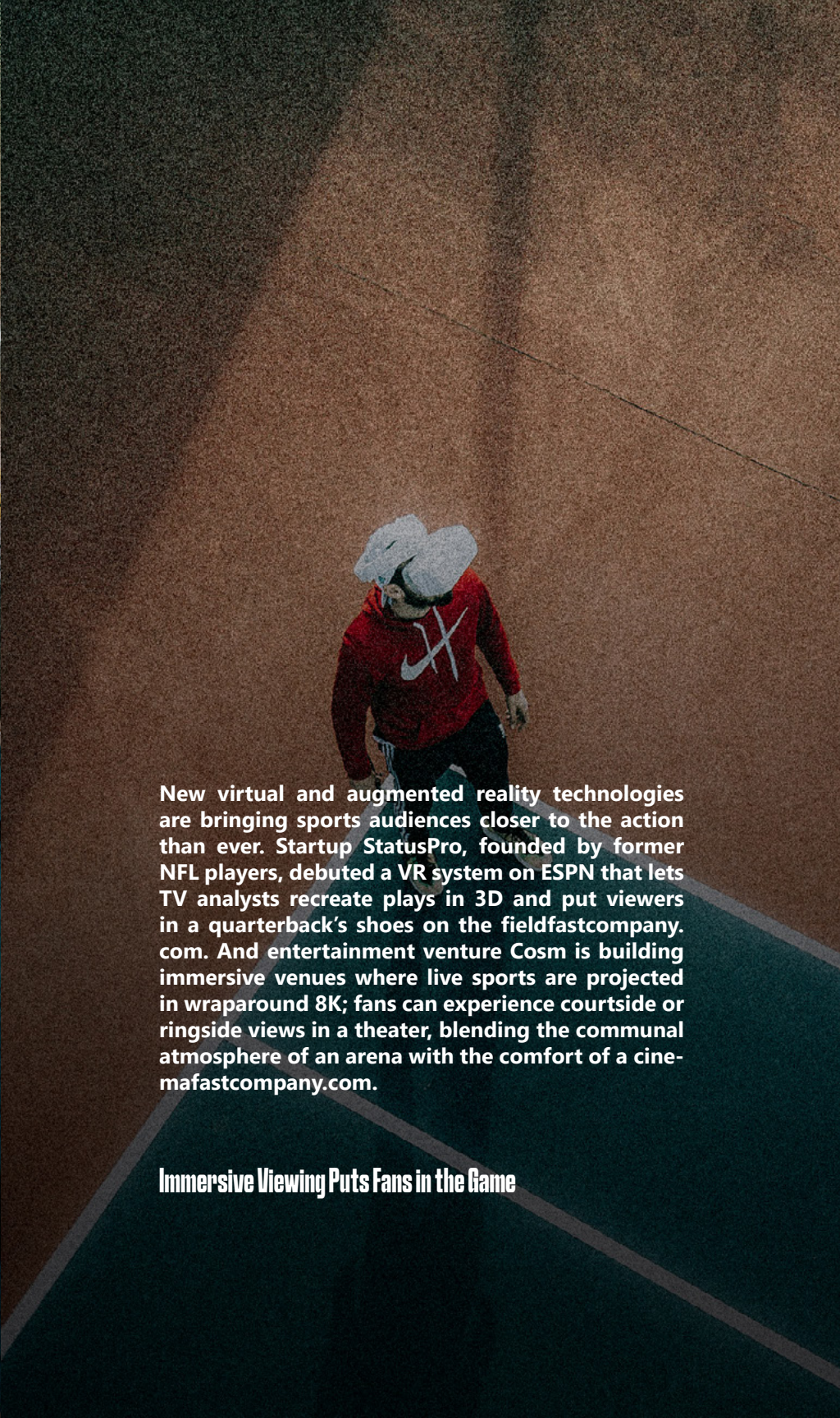


TECH


A person is seen from behind, standing in a swimming pool. They are wearing a VR headset and holding a controller. The pool is dimly lit, with some lights visible in the background.

Artificial intelligence is now helping both talent scouting and media production in sports. For example, the AI-powered app AiScout lets young players upload skill videos that are analyzed and rated by computer vision – and top European soccer clubs have started using it to discover prospects remotely[fastcompany.com](https://www.fieldfastcompany.com). At the same time, companies like WSC Sports are employing AI to instantly generate customized highlight clips from game broadcasts, tailoring content for teams, leagues and fans on the fly.

AI Scouting and Automated Highlights

A person is seen from behind, wearing a VR headset and holding a controller. They are standing in a virtual environment that looks like a sports arena. The person is wearing a red hoodie with a white 'X' on it.

Immersive Viewing Puts Fans in the Game

A football player in a green jersey with the number 5 is running with the ball. He is wearing a helmet and gloves. The background is a blurred stadium.

Tech Tackles Concussions in Real Time

FEI Dressage European Championship

From August 26 to 31, 2025, the FEI Dressage European Championship will take place in France for the very first time, in the exceptional setting of Jiva Hill Stables, facing Mont-Blanc.

Treat yourself to a unique experience in one of the VIP areas: the VIP Terrace with a breathtaking view of the arena, Casa Jiva, an exclusive and refined lounge, or the Sponsors' Lounge, designed for networking. A setting where sport, prestige, and conviviality come together to fully experience this elite event.

World Rowing

Rowing is making waves this season. Last week's European Championships brought Europe's best together in an intense showcase of endurance and precision — with standout performances setting the tone for a packed summer of international events.

From the World Rowing Cup series to the World Championships, these events offer sponsors a premium platform: a sport rooted in tradition, excellence, and values of performance — with an engaged international audience. A unique opportunity to activate partnerships and connect with a powerful community.

Lavaux Ladies Open 2025

On September 16, 2025, enjoy a unique experience on the course of the Golf Club de Lavaux: the Pro-Am of the Lavaux Ladies Open offers you the chance to play alongside the rising stars of European women's golf. A day of sport and networking in an exceptional setting, in the heart of the Lavaux vineyards. GPS Performance is proud to support the organization of this unmissable event.

Zoé Claessens comes back after injury

Just weeks after breaking her collarbone, Zoé Claessens is already back on her BMX. With medical clearance, she's resumed training and managed to grab the podium during the BMX World Cup in Papendal. Proud to support her comeback — let's go Zoé !

Mattia Casse: Back to training and to charity

After undergoing surgery at the end of the season, Mattia Casse is now back in training with strong ambitions. Last month, he's also raced on two wheels at the Castelli24h to support the neonatal unit of Bergamo's hospital. A great example of commitment — on and off the slopes!

GPS PERFORMANCE

Crafting Collaborations That Shape the Sports Industry

Founded in Lausanne at the heart of the global sports ecosystem, GPS Performance is a strategic agency dedicated to advancing elite sports. With over 25 years of experience, we support athletes, brands, federations, and events—helping them thrive in an increasingly competitive and dynamic environment.

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Empowering Athletes

We help world-class athletes build sustainable careers. From commercial optimization to personal branding, contract management, legal guidance, and communication strategy, GPS Performance provides tailored support so athletes can focus fully on their sport.

Amplifying Brands

We enable brands to maximize their impact through sport. Our services include sponsorship strategy, athlete and event partnerships, activation planning, and performance measurement—ensuring that every collaboration delivers both visibility and value.

Elevating Events

GPS Performance brings expert support to sporting events: from sponsor acquisition and hospitality concepts to global promotion and operational management. We create high-impact experiences that resonate with audiences and partners alike.

Driving Federation Growth

We help federations and sports institutions professionalize and expand their activities—through strategic consulting, sponsorship development, and enhanced management practices.

DISCLAIMER

This document is intended for a selected audience within GPS Performance's professional network — partners, sponsors, athletes, and trusted contacts. It is the result of GPS Performance's independent research and ongoing industry monitoring. The insights and perspectives shared herein do not aim to cover all developments in the sports industry and are provided for informational purposes only. They do not constitute professional, legal, or commercial advice.

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