

Orchard.Connects

Creating powerful partnerships

01 about us.

purpose.

Creating powerful partnerships

We connect brands, rights holders and audiences through engaging, innovative, creative and purposeful partnerships.

We believe in a collaborative approach and creating mutually beneficial and sustainable relationships. We deliver the highest level of client service, advice and support.

By connecting the likeminded, we build reputations and turn common interests into commercial opportunities, enhancing experiences and developing loyalty.



team.

Kerry McDonald (Managing Partner)

Kerry has over 15 years experience of working across sport in the UK and internationally. Specialising in all areas commercial, Kerry has a proven track record of connecting brands and rights holders to create successful long term, mutually beneficial partnerships.

During the course of his career, Kerry has worked with and advised a number of leading rights holders, national governing bodies and blue-chip brands, delivering significant commercial growth and income.

A well respected industry figure, Kerry has been part of government working groups and presently sits on the board of Welsh Netball, Celtic Dragons and Active Surrey.

The Orchard Group

The Orchard Group is a creative & strategic hub for bringing ideas to life. The group has several business units, the largest of which is a leading independent integrated agency.

Head quartered in central Cardiff and employing over 70 staff, the agency offers a range of creative content and communications services for a huge range of blue chip private clients, as well as public sector organisations across many sectors.

Formed by a merger in 2010, Orchard is one of South Wales' success stories, and has grown into a company that is able to compete on an international level, delivering projects across the globe, and promoting Wales to the world.

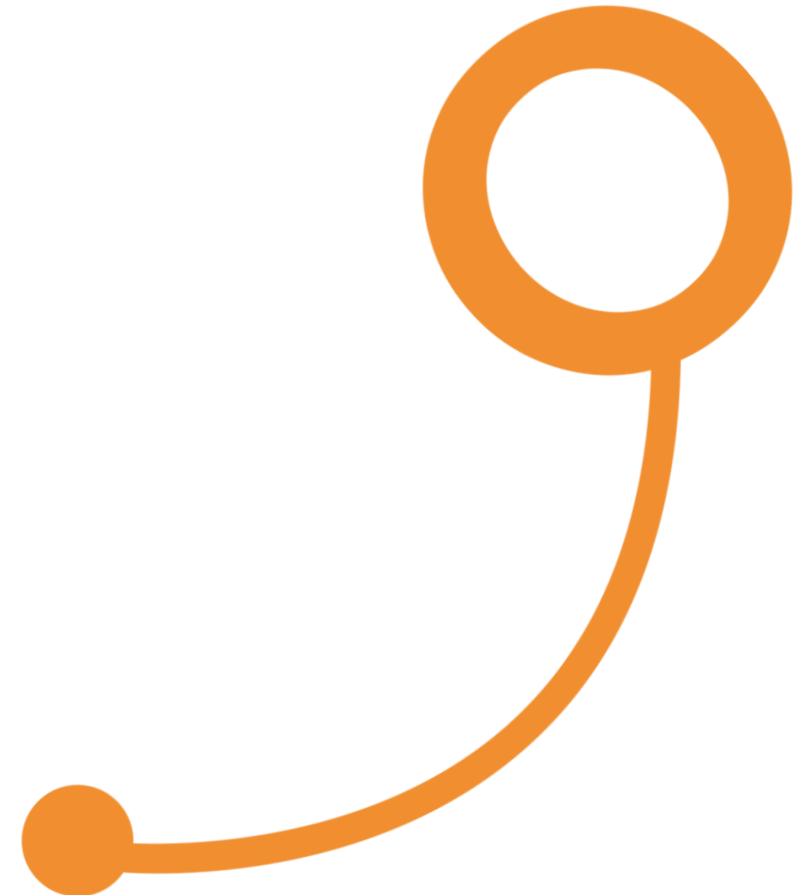
02 services.

consulting.

We advise brands, sporting bodies, athletes, event owners and not-for-profit organisations, on creating innovative, meaningful and profitable partnerships.

We ensure the challenging questions are asked and objectives clearly defined so the right partnerships are created and values maximised.

Ultimately, we ensure our clients are always positioned for success.



partnership sales.

We negotiate and secure commercial partnerships on behalf of our brand and rights holder clients all around the world.

In order to maximise value we ensure the partnerships we broker are carefully tailored to meet each partners aims and objectives.

Naming Rights

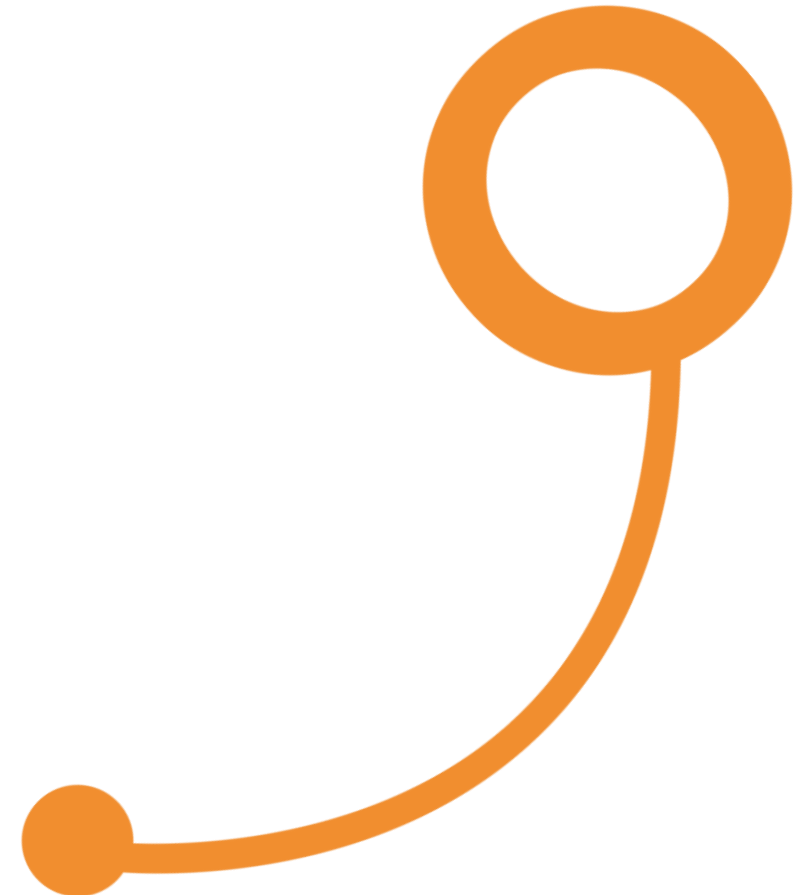
We negotiate naming rights partnerships for stadium and arena owners, cultural and leisure venues across the UK and internationally.

partnership management.

Working with our sister agency Orchard, we provide expert guidance and support services to help you successfully activate and deliver your partnership programme.

We are able to provide end to end management of your partnership activation to ensure your needs are fully taken care of.

Whether its event management, experiential and consumer marketing activities, VIP & hospitality programmes, nurturing business connectivity, media relations and publicity, social media management, VR production or tracking and measuring partnerships, our team of experts makes sure your partnerships are destined for success.



training & mentoring.

We recognise that in some cases our clients have existing commercial teams with knowledge gaps or are in need of upskilling.

Orchard Connects offers training courses, workshops and mentoring on all topics related to increasing revenue, commercial partnerships and business development.

We deliver tailored sessions to empower you and your team.

03 who we've worked with.

right holders & brands.

Just some of the organisations we've worked and brokered deals with...



Orchard.Connects

your journey starts here.

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