

# Sponsors' Updated Communications Guide



**Invictus UK**

Delivering TEAM UK to  
The Invictus Games The Hague 2020

Issued October 2019 V2.01

# INVICTUS UK

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## OVERVIEW

### Invictus UK Programme

*\*Please note that the copy below can be used externally to support your comms around Team UK and their recovery journey to The Invictus Games The Hague 2020.*

Sport plays a powerful role in inspiring the recovery and rehabilitation of men and women who were injured or became sick as a result of their service. The Invictus UK programme uses the power of sport to inspire the recovery and rehabilitation of men and men who were wounded, injured or became sick during their service. The programme also recognizes the important role of competitors' friends and families, providing a network where they can meet others in a similar position and support the recovery journey of their loved ones together. Ultimately, the Invictus UK programme empowers competitors and allows those who once served their country to proudly wear the Union Jack again.

Following selection, the Invictus UK programme prepares the Team UK competitors to compete through a series of regular training camps between October 2019 – May 2020. National Governing Body high performance coaches are available across all 9 sports. As well as focusing on developing their sport performance, the competitors are encouraged to set individual goals to maximise the benefits of the recovery experience. This may also include identifying their wider needs for support, outside of the world of sport.

Family play a hugely important role in the recovery process and is a unique strand of the wider Invictus Games programme. The selected team's family are provided with a network of support where they can meet others who are in a similar position, further understand their competitor's journey and watch them gain a sense of achievement.

The Invictus Games The Hague 2020, presented by Jaguar Land Rover, will host the fifth Invictus Games from 9-16 May 2020, bringing together over 500 competitors and 1,000 friends and family from 19 nations to compete in a series of adaptive sports across the city in the Netherlands over the course of a week. The Invictus Games is a powerful demonstration of the dedication our men and women displayed when they served our country. It is a celebration of how they confronted hardship, but refused to be defined by their injury or illness. Team UK will be joining the 18 other nations to achieve personal bests, meet new friends and celebrate a week of achievements with the people who love them the most.

Invictus UK is delivered by a partnership comprising Help for Heroes, The Ministry of Defence, and The Royal British Legion **\*END\***

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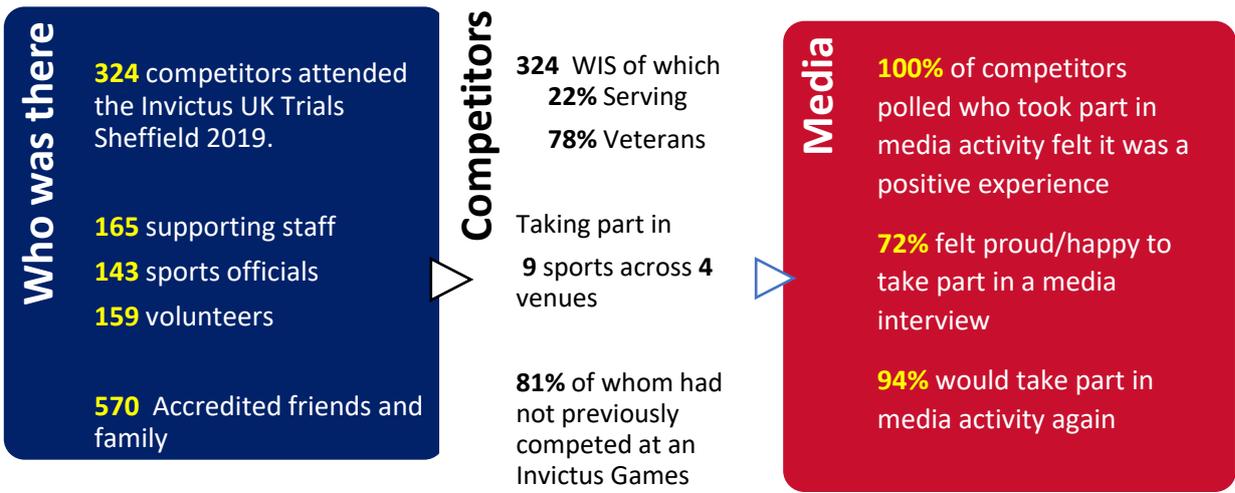
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## The Invictus UK Trials Sheffield 2019

The Invictus UK Trials Sheffield 2019 acted as a selection event for those hoping to compete at the Invictus Games The Hague 2020. It gave hopefuls the opportunity to take part in as many sports as they wish in an environment in part replicating what they might expect during Games-time, with the focus placed on doing their best, as opposed to winning.



### KEY MESSAGES FROM THOSE WHO WERE THERE



Sport helps me/my loved one achieve personal bests on and off the field, as part of the recovery journey.



Recovery is about far more than just one person. I'm grateful for the continued support of those around me.



The Invictus UK Trials wouldn't be possible without Help for Heroes, The Royal British Legion, the Ministry of Defence and the sponsors.



Thank you to the City of Sheffield for being a great host!

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## THE ROAD TO THE INVICTUS GAMES THE HAGUE 2020

Following the Trials, a cohort of 65 was selected to represent Team UK at the Invictus Games The Hague 2020 based on the individual benefit of taking part for their recovery, as well as performance and commitment to training.

### The Sports

Competitors can take part in multiple sports and may not have necessarily tried these before or taken part in the sport following their injury or illness. The Invictus UK programme provides competitors the opportunity to learn a new sporting discipline, aiding their recovery journey and encouraging personal development. Nine sports make up the Invictus Games currently. These are listed below.

Archery	Powerlifting	Wheelchair Basketball
Athletics	Indoor Rowing	Wheelchair Rugby
Cycling	Swimming	Sitting Volleyball

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## Team UK Selection

*\*Please note that the copy below can be used externally to support your comms around Team UK and their recovery journey to The Invictus Games The Hague 2020.\**

65 competitors and 6 non travelling reserves have been selected to represent Team UK at the Invictus Games The Hague 2020. The road to the Games will be an opportunity for Team UK to accelerate or maintain their recovery, and for some, to begin a journey that may take them into high performance sports programmes.

Invictus UK's vision is to always select a team to represent the UK that consists of individuals who will seize the recovery opportunities presented to them, compete hard, demonstrate an Invictus Spirit and go on to become advocates for the power of sport in recovery. These individuals have been chosen based on a selection criterion that focuses on their potential recovery benefit, their performance, their attitude and their commitment.

These fall under two criteria to ensure a robust, fair and consistent methodology to selection is applied. The two Team UK selection principles are:

**1. Recovery** - This will look at whether there are clear plans on how the Invictus UK programme will support/accelerate an individual's recovery journey and if there is a passion and commitment to not only their recovery, but that of their fellow team members.

**2. Coachability** - This looks not just at performance but whether they will commit to training, listen and act on coaching advice as well as adhere to the values of the Team Member Agreement.

### The non-selected group

There will be 250+ individuals who put themselves forward and will be disappointed that they didn't make the team. For those not selected, Help for Heroes will remind all individuals of the wider recovery support available through the charity and advertise future events through its' sports recovery programme.

**\*END\***

## Team UK Demographics and Announcement – \*Under Embargo\*

The 65 competitors, plus the 6 non-travelling reserves, will be officially unveiled on Tuesday 29 October at the Honourable Artillery Company, London. Please note that information about team announcement, including the names of selected competitors, remains under strict embargo until this date. We appreciate you will want to celebrate the team announcement

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and we will provide a separate document as to what content will be available and recommended wording for your channels.

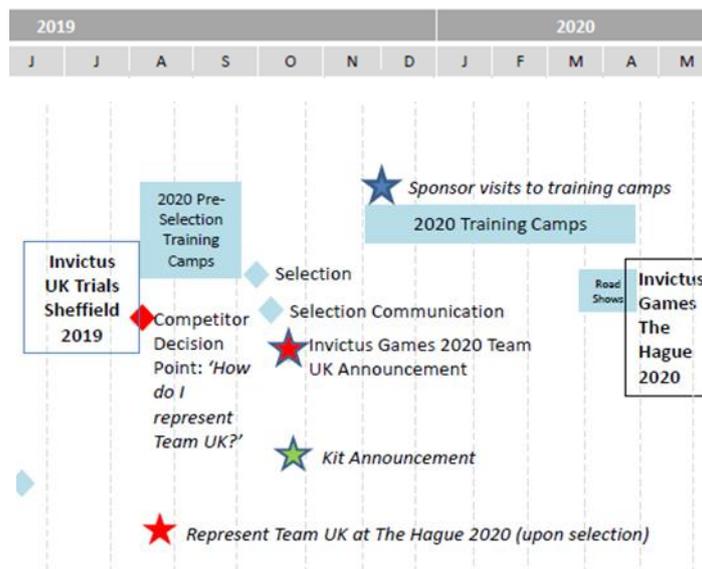
## A SNEAK PREVIEW OF THE TEAM

Male	77%
Female	23%
Serving	32%
Veteran	68%
Army	58%
RAF	31%
Royal Marines	3%
Royal Navy	8%

## Key Dates



### The Road to Invictus Games 2020



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## Team Announcement

**Date:** 29 October 2019  
**Location:** London, England  
**65 competitors**  
**6 reserves**

## Invictus Games The Hague 2020

**Date:** 9-16 May 2020  
**Location:** The Hague, Netherlands  
**500 competitors**  
**9 sports**  
**19 Nations**



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## INVICTUS UK SPONSOR OPPORTUNITIES

### Content Gathering Opportunities



*Content Sharing:* At key events, including team announcement, training camps and during the Invictus Games The Hague 2020, Invictus UK will be gathering our own content (imagery, quotes and videos) to release to the media and via digital channels.

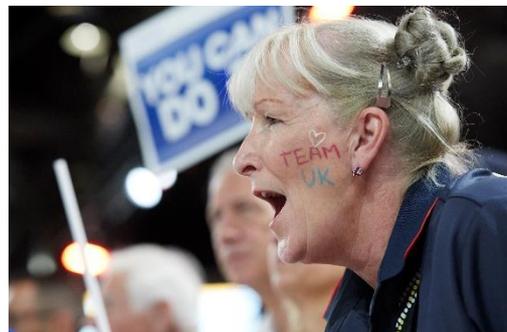
As a sponsor/supporter of Invictus UK, you may receive this content to repurpose and reuse on your channels. However, any use of this content must be done so on the understanding that it is not shared with any other third party and only when appropriate credit is given.

For example: “Image courtesy of Help for Heroes”, “Video courtesy of Invictus UK”. Please ensure the partner from whom the content is received is tagged in your digital posts.

Details of how to access this content via an online file-sharing platform will follow.

*Email Updates:* We recognise that Invictus UK would not be as successful without your ongoing support. During Games-time, and after certain key events, you will receive regular update emails about Team UK’s progress.

Once this email is received by key individuals within your organisation, it may be shared to all employees either as a direct forward or an upload to your company’s intranet. It is not for sharing externally.



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## Access to Competitors

You will be given access to competitors at key Team UK events, overseen by a press officer who will determine which competitors you may interview, in accordance with your relevant sponsorship tier. Here, you will be able to gather your own imagery, video footage and quotes. Any use of that content will then require approval from the Invictus UK Communications Team before it is published.



Should you have any specific requests for the type of competitor you wish to speak to (e.g. gender, military background, injury/illness), that request should be made to your Sports Partnerships Manager via the governance/approvals process in this guide. Each request will be considered but no guarantees will be made. Every competitor and their family have an equally powerful story to tell.

## Competitor/Friends & Family Welfare

The welfare of Team UK competitors, and their friends and family, is our absolute priority when it comes to assessing content requests and putting an individual or family forward for interview. If we are not able to fulfil a specific request or have to postpone/cancel an already pre-arranged appointment due to a change in circumstance, we will do. At this point we would try to offer an alternative

but be aware that we are not trying to be difficult, we are simply putting our wounded, injured and sick competitors, and their families, first.

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## *Training Camps*

As an Invictus UK sponsor, you will be invited to attend the media training camps listed below to gather content. Please discuss this opportunity with your Sports Partnerships Manager to make the appropriate arrangements.

Dates	Location	Sports
14 <sup>th</sup> – 15 <sup>th</sup> December 2019	Nottingham	All 9 Sports
3 <sup>rd</sup> , 4 <sup>th</sup> & 5 <sup>th</sup> April 2020	Tidworth	All 9 Sports

Specific details outlining the event itself and content approval process will be confirmed in due course via an Ops Note.

## **The Invictus Games The Hague 2020**

The next Invictus Games will take place in The Hague in 2020, between 9<sup>th</sup> and 16<sup>th</sup> May. The Sportcampus Zuiderpark will be the main hub of competition hosting the nine Invictus Games sports. In 2020, it will be 75 years since the liberation of the Netherlands and the end of the Second World War. As such, the Invictus Games The Hague 2020 will form part of the commemorations of 75 years of freedom in the Netherlands.

Over the course of the Games, Invictus UK will share regular updates of Team UK's successes. Further details will be published in due course.

During Games-time for the Invictus Games The Hague 2020, the responsibility for organisation and access for content-gathering opportunities within venues/sport shifts to the local Invictus Games organising committee.

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## INVICTUS UK KEY MESSAGES

**\*PLEASE NOTE – where possible, we ask that sponsors include these in external and internal comms.**

- Sport can play a significant role in recovery and the maintenance of physical and mental health
- Behind every team member, there are friends and family members playing an important role in their recovery
- 89% of the selected team are new to the Invictus Games – the Games are inspiring more individuals to use sport as a tool for recovery.
- Getting involved with Invictus UK and IG2020 can inspire and help generate transferrable ways of overcoming adversity and helps to build resilience
- Involvement with the Invictus UK programme is a life changing experience. The significant mental and physical health benefits can be translated outside of sport and into everyday life.

## Invictus UK Communications Objectives

The Invictus Games' vision is to use the power of sport to inspire recovery, support rehabilitation and generate a wider understanding and respect for wounded, injured or sick Servicemen and women.

Invictus UK's overarching communications aim is to showcase the achievements and abilities of the WIS community to as wide an audience as possible.

Our communications objectives are:

- *To generate widespread positive media coverage* of Team UK competitors and their friends and family, by highlighting their achievements and inspirational stories.  
KPIs: Positive media coverage and strong social engagement
- *To demonstrate that Invictus UK works collaboratively* with other service charities and the private sector to provide significant and effective support to the wounded, injured and sick military community.  
KPIs: Feedback from partners, media coverage and social engagement figures
- *To ensure Team UK competitors and their families have a positive experience* when engaging in communications activity.  
KPIs: Feedback from competitors, friends and family, positive media coverage and social engagement
- *To increase key audiences' understanding* of the long-term needs of the wounded, injured or sick military community.

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KPIs: Media coverage and social engagement figures, an increase in public sentiment as shown via Brandwatch

Our key themes (delivered through communications activity) are:

- We work together
- We are a strong partnership
- We can deliver
- We care about our competitors and their family and friends

Our key audiences are:

- Our competitors, friends and family
- Sponsors
- Partners
- Media
- General public

## Reporting

Within six weeks of the Invictus Games The Hague 2020 closing, we will produce a report including comms outputs, outcomes and outtakes of key activity, which we will share with you. We would like your input into this. Please see info in the next section.

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## WHAT WE ASK OF YOU

### Communications Plans

As a key supporter of Invictus UK, we understand that you will want to communicate to your audiences about your involvement with us, and we actively encourage this. To ensure we are all on the same page, we request that you produce a comms plan with your intended activity for the Games-time period. We will then meet with you if necessary to review these and support you with your plans in terms of the opportunities available to you under your relevant sponsorship package, the support we are able to offer and with the welfare of Team UK competitors in mind.

### Conduct (Beneficiary Welfare)

As referenced above, the welfare of Team UK competitors and their family/friends is our priority regarding communications activity. They take precedence over all else. As such we ask that you respect our management of content requests of this nature and follow the processes within the approvals guide below.



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## Governance/Approvals

*Point of Contact* – Your key point of contact for all queries related to communications activity, approvals, sign off, comms activations, comms plans, content requests and reporting are:

Lauren Mills, Sports Partnership Executive.

Lauren can be contacted on: [lauren.mills@helpforheroes.org.uk](mailto:lauren.mills@helpforheroes.org.uk) or 07483 052242

Should Lauren not be available her out of office response will indicate when they will pick up your request or direct to another appropriate contact.

*Approvals/Sign Off* – For all comms activity (internal and external) we need to approve and provide sign off to ensure things like the correct terminology is being used, our competitors and family/friends are being portrayed fairly and key people (those involved directly in the activity as well as Invictus UK management) are aware that the activity is due to take place. This will also help us maximise your activity by ensuring we share content etc where possible.

*Sponsorship Communications Activation* – we understand that you will want to announce your partnership with Invictus UK once contracts are signed. We would like to support you in doing this and will be keen to help maximise this opportunity based on your thoughts around how you would like to activate. To enable all parties to ensure plans align, we will look to agree to activate comms surrounding our partnership no sooner than five working days following the signing of the contract. This is to allow enough time to agree wording, gain sign off for relevant activity where required and book social channel slots.

*Competitor/Friends and Family content requests* – while you will have access to competitors as specific events under the terms of your agreement and as per your comms plan, any requests outside of pre-programmed events should be made with at least 10 working days' notice. This will give us the time to assess your request, source the best person for your needs and allow them enough time to respond to us re their participation.

## Reporting

To allow us to produce a fully informed communications report post the Invictus Games The Hague 2020, we would like to include key elements of your outputs, outcomes and outtakes to give a full picture of activity.

To be able to do this within our six week deadline, we ask that you send us an overview of your comms activity and evaluation of that activity within four weeks of the Trials/Games ending.

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## INVICTUS UK TOOLKIT

### Style Guide

The following will help you shape your content by understanding how certain terminology should be used. If in doubt, please do ask! We are here to support you.

#### *General guidance when referring to Invictus UK*

- Any content relating to Invictus UK must reference Help for Heroes, The Royal British Legion and the Ministry of Defence, as the delivery partners. Suggested wording “Invictus UK is delivered by a partnership comprising Help for Heroes, The Ministry of Defence, and The Royal British Legion.”
- Invictus UK should never be shortened to ‘Invictus’ (please see further details below). Invictus UK sponsors must not imply that they are sponsors of the Games and clearly show that they are sponsors of Invictus UK only.
- Team UK refers to the competitors and their friends and family.
- The Invictus Games must only be referred to in a recovery context. We have provided appropriate copy for sponsors use on page 4.

#### *Invictus UK Trials*

- In first use, the July event should be referred to by its full name of the “Invictus UK Trials Sheffield 2019” (or similar e.g. the Invictus UK Trials taking place in Sheffield in July 2019). Following that (for example, in a press release or web article) you may revert to “the Invictus UK Trials” or simply “the Trials”. The Trials should never be referred to (and is not) the Invictus Games, the Games, Invictus (as a standalone) or any variation of. It is the Invictus UK Trials.

#### *Invictus Games The Hague 2020 references*

- It must never be implied that any Invictus UK sponsor is sponsoring The Invictus Games The Hague 2020 or The Invictus Games Foundation. Any mention of the Invictus Games must be in a recovery context as outlined above.
- The correct name of the event is the ‘Invictus Games The Hague 2020 presented by Jaguar Land Rover’ or the ‘Invictus Games The Hague 2020’ depending on the context. Use of the name “Invictus Games” is acceptable but in this instance, it should be clear whether the reference is to the 2020 Games, previous or future Games or generically to the Games. When appropriate to do so, the name can be shortened to just “the Games” (using an upper-case G) however “the Games” should not be used in headlines.

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- Jaguar Land Rover is the Presenting Partner of the Invictus Games. The event should therefore be referred to as the “Invictus Games The Hague 2020 presented by Jaguar Land Rover” wherever possible and always in the first mention, and then shortened as required.
- The name of the Invictus Games should never be shortened to just “Invictus”. The word Invictus can be used on its own when used as an adjective (e.g. the Invictus spirit) or when referring to the Invictus poem, however when referring to the Invictus Games, the full name should always be used.
- Avoid referring to the Invictus Games as a “Paralympic-style event”. The preferred description is “an international adaptive sporting event”. For the Trials, it is “a domestic adaptive multi-sport event”.
- The Invictus Games is referred to in the singular form when referred to as an event, e.g. “The Invictus Games is an international sporting event” but otherwise plural i.e. “The Invictus Games are coming to The Hague.”

## *Invictus Games Logo*

- Sponsors are permitted to use the Invictus UK logo, however this must be approved on a case by case basis. Please allow 5 days’ notice for this approval process.
- Invictus UK sponsors are NOT permitted to use any of the logo belonging to Invictus Games Foundation or Invictus Games The Hague 2020 (this includes the I AM icon). Use of these logos is reserved for sponsors of the Invictus Games Foundation.
- As an Invictus UK sponsor, you do not have a sublicense agreement to do so.
- Invictus UK logo cannot be used by commercial sponsors.

## *Competitors, not athletes*

- Refer to those taking part as “competitors”, not “athletes”. The Invictus Games are not about sport at the elite level, but about using the power of sport to inspire and support recovery from life-changing injury or illness. Many of those participating in the Games will have only taken up sport recently and just getting to the start line will be a remarkable achievement.

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## *Wounded, Injured and Sick*

- The competitors have a wide range of disabilities, so it is important to focus not only on those who have been physically wounded. The full phrase “wounded, injured or sick” should be used as appropriate.

## *Titles*

- Our preference is that you do not refer to His Royal Highness The Duke of Sussex when speaking about Invictus UK as there is no formal link.
- The correct way of referring to Prince Harry in written materials is either His Royal Highness The Duke of Sussex, or HRH The Duke of Sussex or if a shortened version is required, The Duke of Sussex.
- Although the Duke of Sussex is the Patron of the Invictus Games Foundation, please do not refer to the Games as “Prince Harry’s Invictus Games” or similar.

## *Content*

- Content should not focus on the winning of medals. No official medal tally is kept for the Invictus Games. Instead, priority should be placed on personal bests and the recovery stories of each individual competitor.
- Invictus UK are able to provide approved case studies to support your internal and external content. Please speak to your Partnership Manager to request these.

Please submit all your comms and marketing to the Sports Partnerships Executive for approval with 3-5 days’ notice. Please note - requests for case studies can take up to two weeks.

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## Video Endplates

We will provide each sponsor with relevant endplates for use with your own video content using the correct logos/wording for Invictus UK and those delivering it, as well as your own approved organisation logos. These will be produced by 25 October for Team Announcement content and April for Games-time content.

## Social

We encourage you to post on your social channels to share your commitment to and support of Invictus UK and Team UK. We have outlined some suggested posts for Twitter, which can be adapted to suit your organisation's tone and audience.

- We're proud to be a supporter of #InvictusUK helping #TeamUK on their recovery journey to the #InvictusGames The Hague 2020 @HelpforHeroes @PoppyLegion @DefenceHQ
- We are proud to help Team UK on their recovery journey @HelpforHeroes @PoppyLegion @DefenceHQ
- Invictus UK programme are giving our #TeamUK competitors a second chance at life. We are proud to be a supporter @HelpforHeroes @PoppyLegion @DefenceHQ
- The Invictus UK programme empowers competitors to proudly serve their country again. We are proud to support #TeamUK @HelpforHeroes @PoppyLegion @DefenceHQ

### Hashtags

#InvictusUK

#TeamUK

#IG2020 (for Games-time related content, in a recovery context only)

### Key Social Handles



Owner	Twitter	Facebook	Instagram	LinkedIn
Help for Heroes	@HelpforHeroes	@HelpforHeroesOfficial	@helpforheroes	help-for-heroes
The Royal British Legion	@PoppyLegion	@OfficialPoppyLegion	@royalbritishlegion	the-royal-british-legion
Ministry of Defence	@DefenceHQ	@TheMinistryofDefence	@ministryofdefence	uk-ministry-of-defence

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## FEEDBACK

As ever, we are grateful of your support and hope you find this communications guide of use during our journey together.

If any questions arise from reviewing this guide or you feel there is content missing that would be useful, please do feed back to us and we will respond with the information you need and take your comments on board for any future updates.



END

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