



LEGACY RISE
SPORTS



Sharaf Mahama
Chief Executive Officer,
Legacy Rise Sports

“

Sport has the power to change the world. It has the power to inspire. It has the power to unite people in a way that little else does. It speaks to youth in a language they understand. Sport can create hope where once there was only despair. It is more powerful than governments in breaking down racial barriers. It laughs in the face of all types of discrimination. - Nelson Mandela, 2000.

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My journey in sports started with a simple yet transformative moment. This was the first time I tied up a pair of football boots as a child and stepped on the pitch. I was just a kid with a big dream, and those boots felt like a symbol of possibility. It was not just about the game.

It made me realize how passion unites us, teaches us, and fuels our drive for excellence. From my experience in football, I know firsthand the power of sports in shaping lives, building communities, and inspiring greatness. It is this passion that drives the vision for our sports promotion and management company, Legacy Rise Sports.

Guiding our commitment to creating opportunities, nurturing talents, and elevating the standards of sports excellence, our mission is to identify and develop local talents while providing them with the opportunities they need to succeed on both national and international stages.

Exceptional sportsmen and women are often overlooked due to limited resources and exposure. Legacy Rise hopes to address this by providing thorough scouting and development programs to help every athlete reach their full potential.

Given football's international appeal and ability to unite people from all walks of life, it holds a special place in the hearts of Legacy Rise Sports.

Our football management approach will include a development program that addresses physical skills, mental resilience, and strategic insight.

We will concentrate on talents from grassroots to elite levels while working closely with local clubs, schools, and communities to identify and develop promising talents. Our agency will offer training camps and mentorship, as well as opportunities for exposure to international scouts and clubs.

In boxing, the raw determination that defines a champion is evident in every punch thrown, showcasing a boxer's hard work and perseverance. We are committed to discovering boxers with this relentless spirit to provide them with top-tier coaching, state-of-the-art facilities, and the necessary support system needed to reach their full potential. By partnering with renowned trainers and organizing competitive bouts, we will ensure our boxers are well-prepared to shine on national and international stages.

At Legacy Rise Sports, one of our key goals is to secure meaningful and rewarding placements for athletes across various sporting disciplines in international teams. We recognize that the path to becoming a professional athlete is filled with challenges, and we are committed to supporting our athletes throughout this journey. By leveraging on our extensive network in the sports industry, we aim to place talents in prestigious teams worldwide.

These placements will provide our sportsmen and sportswomen with life-changing experiences that will broaden their horizons and inspire others in their communities.

Personally, I look forward to seeing this agency make a lasting impact on the sports community. We are passionate about building a strong platform that not only supports athletes but also enriches the broader sports community in our country.

This involves not just technical training but also fostering values such as teamwork, discipline, and resilience which are qualities that are as important off the field as they are on it. We are here to provide the resources, support, and guidance necessary for young talents to reach their full potential.

Our vision is to not only celebrate individual success but also to grow and nurture local sports. By organizing local tournaments, sports clinics, and outreach programs, we aim to drive positive social change and bring our community together through sportsmanship and healthy competition.

Legacy Rise Sports stands at the intersection of passion and professionalism, driven by a commitment to excellence in sports. Our agency is dedicated to creating a thriving ecosystem where athletes from all disciplines can achieve their full potential. We see ourselves not just as talent scouts, agents, or managers, but as mentors, advocates, and champions for everyone we work with. Join us as we embark on this exciting journey to uncover hidden talents, create new opportunities, and celebrate the amazing impact of sports.



I invite you to join us in building a vibrant sports culture that celebrates every victory, learns from every challenge, and continuously strives for improvement. Together, we can create a lasting impact and inspire the champions of tomorrow.



LEGACY RISE

S P O R T S

At **Legacy Rise Sports**, our mission is to discover and nurture local talent, providing athletes with the opportunities they need to succeed on both national and international stages. We aim to help athletes reach their full potential, not only as competitors but also as influential brands.

By offering these opportunities, we believe we can elevate sports to new heights alongside captivating fans with exciting entertainment and top-notch competition.

We are committed to the long-term growth and development of sports, and by investing in athletes, we strive to provide them with the platforms they need to build lasting legacies.

**IT IS OUR AIM TO
INSPIRE THE NEXT
GENERATION OF
GHANAIAN WORLD
CHAMPIONS.**

OUR SERVICES

■ MANAGEMENT SERVICES

We are intentional about our management services in providing the following:

Negotiating Best Deals and Endorsement Contracts: We work tirelessly to secure the most favorable deals and endorsement opportunities for our athletes.

Handling Training, Travel, and Itineraries: Our team maximizes athletes performance by efficiently managing their training programs, travel arrangements, and schedules.

Financial Planning and Oversight: We provide expert financial planning and oversight to protect athletes' earnings and investments, ensuring their long-term financial security.

■ PROMOTIONAL SERVICES

Our promotional services ensure best outcomes for all sportsmen we work in the following ways:

Securing High-Profile Opportunities: We connect our athletes with high-profile opportunities both in Ghana and on the global stage, showcasing their talents to a wider audience.

Building Brand and Personality: Through strategic media, social, and marketing initiatives, we help athletes build their brand and personality, enhancing their public presence and appeal.



A NEW ERA IN GHANA'S SPORTS DEVELOPMENT

Legacy Rise Sports Launch



The successful launch of Legacy Rise Sports marks the beginning of a new chapter in Ghana's sports management and promotion industry.

The launch, held on the 10th August 2024, brought together renowned sports figures, various dignitaries and sports enthusiasts in an electrifying atmosphere that showcased the future of sports in the country.

The presence of numerous Ghanaian sports legends, along with members of the diplomatic corps, emphasized the significance of the

Legacy Rise's efforts to develop and elevate sports talent for global recognition.

The launch was highlighted by thrilling boxing bouts, including standout performances by rising boxing stars who are under the management of Legacy Rise Sports.

These fights symbolized our commitment to nurturing young talent and driving growth of Ghanaian sports. The launch was more than just a ceremonial start, it was a bold statement of our commitment to discovering, nurturing, and promoting sport talent.

With heartfelt speeches, inspiring testimonies, and a showcase of talent, the evening captured the essence of what Legacy Rise Sports stands for:

a platform for equal opportunity, growth, and global recognition for all athletes, regardless of background.





The CEO of Legacy Rise Sports, Sharaf Mahama, articulated the vision clearly during his speech, stating that Legacy Rise Sports seeks to empower the next generation of athletes while promoting Ghanaian culture and talent on the international stage.

He stated that Legacy Rise Sports is dedicated to pushing the boundaries of sports while using it as a platform for social change.

Our mission is to discover, develop, and promote sportsmanship while offering athletes the resources they need to succeed on a global stage.



As Legacy Rise Sports embarks on its journey, it has established itself as a key player in shaping the future of sports on a global scale.

With a successful launch, Legacy Rise is set to unlock and elevate talent from around the world while driving the growth and development of sports. Focused on building lasting legacies, fostering community impact, and promoting excellence on both national and international stages.

Legacy Rise Sports is poised to leave a lasting mark on the global sports industry.



EMPOWERING ATHLETES:

The Vision of Legacy Rise Sports

Legacy Rise Sports is built on the belief that exceptional talent in sports transcends borders. While we are incredibly proud of our Ghanaian heritage and dedicated to advancing sports in Ghana, we are guided by a bold vision, which is to elevate sports both nationally and internationally to unprecedented levels.

Through strategic partnerships and a focus on youth empowerment, we aim to create a meaningful impact on the lives of young athletes and the broader sporting community.

Our mission is to identify and nurture talents from all around the globe and provide them with the requisite tools, resources, and opportunities necessary for success. We are committed to offering support, both on and off the field, through the negotiation of contracts and endorsements, efficient management of training and travel logistics, and expert financial planning to ensure the long-term security and success of our athletes.

Legacy Rise Sports is devoted to creating an all-inclusive environment where athletes from diverse backgrounds will reach their full potential. Alongside our management services, we prioritize promoting athletes by securing high-profile opportunities and helping them build personal brands.



Through strategic media and marketing efforts, we enhance their visibility to ensure they are recognized both within the field of sports and in the public domain.

As we continue to build a global roster of top-tier talent, our ultimate goal is to establish a pathway for world-class athletes who will excel on their respective national stages and international stages as well.

While Ghana remains our home, Legacy Rise Sports is open to international signings, bringing together the best athletes from



around the world to compete at the highest levels.

With an international outlook and a strong local foundation, Legacy Rise Sports is uniquely positioned to shape the future of sports, fostering legacies that will pave the way for the next generation of world champions.

EMBRACING COLLABORATIONS AND PARTNERSHIPS FOR SPORTS EXCELLENCE

At Legacy Rise Sports, we recognize that collaboration is essential to achieving our mission of elevating sports on a global scale and empowering talent worldwide. We actively seek partnerships with organizations, businesses, and individuals who share our vision.

By working together, we can drive the meaningful change needed to transform communities and unlock the full potential of athletes across borders.

By joining hands with both private and public sector institutions, we aspire to expand our reach and amplify the impact of our work.

We believe that through these sponsorships, joint initiatives, or strategic partnerships, we can offer athletes the comprehensive support they need, whether it is securing endorsement deals, providing access to top-tier training facilities, or promoting their personal brands.

OUR OPENNESS TO COLLABORATION EXTENDS BEYOND THE SPORTS ARENA.





We welcome sponsorships and joint initiatives that align with our commitment to social responsibility, as we firmly believe that collaborative efforts are a powerful tool for driving positive social change.

Together, with like-minded partners, we can create a more inclusive, empowered, and thriving society while ensuring that our athletes not only succeed on the field but also inspire others and leave a lasting legacy.

We invite organizations, institutions, and individuals to join us in our mission.

As we work together, we can unlock the full potential of Ghanaian sports and create opportunities for future generations of athletes to shine on both national and international stages.

To learn more about how you can get involved or support us, please visit our social media platforms. Let's unite to build a brighter and inclusive future for everyone.

 @legacyrise_



Together, let's create a lasting legacy by harnessing the power of collaboration to advance Ghanaian sports and make a positive impact.

SHARAF MAHAMA FOUNDATION

The Sharaf Mahama Foundation is committed to creating equal opportunities for all, particularly for the less privileged in our society.

Through our flagship initiatives, the Foundation strives to drive community development and enhance the lives of young people, women, and other vulnerable groups.

WE PRIORITISE KEY INTERVENTIONS IN:

- **SPORTS**
- **EDUCATION**
- **WATER & SANITATION**
- **HEALTHCARE**



Our Mission

Our mission is to create a platform for support and to drive social change while empowering the less privileged youth to achieve their dreams.

Our Vision

Our vision is to become globally recognized Ghanaian Foundation that promotes youth empowerment, education, healthcare, and sports.

PRIORITY AREAS

Sports

We use sports as a tool for development and empowerment. By organizing sports events, training programs, and competitions, we provide young talents with the opportunity to shine and develop their skills. We believe sports can eliminate barriers, foster teamwork, and build confidence, providing a pathway to success for many underprivileged young people.

Education

Education is the foundation for a better future. We support educational initiatives by providing scholarships, learning materials, and building infrastructure to ensure that every young person has access to quality education. By empowering the youth with knowledge, we aim to create a generation of informed and capable leaders.

Water and Sanitation

Access to clean water and proper sanitation is a basic human right. Recognizing this, we undertake projects to provide safe drinking water and improve sanitation facilities in underserved communities. These initiatives not only improve health but also enhance the quality of life for many individuals.

Healthcare

Good health is essential for a productive life. Therefore, we support healthcare initiatives by organizing medical camps, providing essential medicines, and improving healthcare infrastructure. Our aim is to ensure that even the most vulnerable have access to the healthcare services they need. Our signature outreach program is themed **"Healthy Heart Campaign"** aim to drive awareness for preventive heart care.

Collaboration and Partnership

We are open to partnering with sister organizations to embark on projects of similar interest. We recognise collaboration is key to maximizing our impact, and we welcome private and state institutions to sponsor our activities in line with their corporate social responsibility objectives.

By working together, we can create a more inclusive and empowered society.





JOIN US

AT THE SHARAF MAHAMA FOUNDATION, WE BELIEVE IN THE STRENGTH OF COMMUNITY AND THE UNTAPPED POTENTIAL WITHIN EVERY PERSON.

We invite you to join us in our mission to create equal opportunities, uplift the less privileged, and celebrate Ghana's vibrant sports and cultural heritage. Together, we can make a meaningful difference and foster lasting positive change.

To learn more about how you can get involved or support our initiatives, please visit our social media platforms. Let's unite to build a brighter and more inclusive future for everyone.

 @sharaf.mahama



RISE ABOVE




LEGACY RISE
SPORTS



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PROMOTION | MANAGEMENT | AGENCY

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