

Marketplace perspective

Partnering to win

“Deloitte stands for excellence. The Deloitte team shares the values and vision of what we presented in Singapore and will bring some very talented people with many years of experience. Those skills will be an inseparable part of how we deliver London’s Olympic and Paralympic Games in 2012.”

Sebastian Coe KBE, Chair of LOCOG.

In December, the London Organising Committee of the Olympic Games and Paralympic Games (LOCOG) appointed Deloitte as the official professional services provider to London 2012. We are the exclusive provider of professional advisory services to LOCOG, including tax, human capital, management consulting, and financial support through secondments and advisory work.

Deloitte’s selection by LOCOG reflects the exceptional breadth and scale of our services, the quality of our people, and our enthusiastic support for the London 2012 Games. This is a fabulous opportunity for everyone in our firm, and a great platform for the Deloitte brand. It reflects our long-standing commitment to leadership in the market and in the community, building on our support for grassroots sport and our exceptional track record in voluntary and community support. During the next four years, many of our people will have a once in a lifetime opportunity to help transform London and the UK through the impact of the London 2012 Games. We are proud to be playing our part.

We are leaders in sport. Sport is not suddenly in fashion at Deloitte. It has been core to our organisation for many years and is displayed in many ways – the services we offer, the sporting participation of our people and our investment in grassroots disability sport.

Deloitte is the only Big 4 adviser with a dedicated Sports Business Group, the market leader for over 10 years. We advise on business and commercial issues, working for sports clubs, leagues and competitions, major events, governing bodies, government, financiers and investors.

In 2007, working with the British Paralympic Association, we launched Deloitte Parasport, a ground-breaking online resource that helps disabled people discover the sporting options open to them and encourages them to compete in sport. With SportsAid, we doubled the investment in the Talented Athlete Scholarship Scheme to provide bursaries for sports people with a disability. We’re delighted our commitment to disability sport is already having an impact at grassroots level, and to have 23 Deloitte-funded athletes in the ParalympicsGB squad for Beijing this summer.



Alongside our passion for sport sits our passion for the arts. In March this year, we announced the start of a five-year partnership with the Royal Opera House (ROH). The sponsorship will enable the ROH to stage Deloitte Ignite, an annual three day cultural festival targeted at young professionals. This five-year relationship will allow the ROH to stage a range of new and innovative performances and to reach a more diverse audience. It will also give Deloitte's clients, staff and partners some unique entertainment opportunities and experiences at what is undoubtedly one of the UK's leading arts and culture venues.

The partnership with ROH brings together our appetite for innovation and focus on young people with a commitment to widening access to the arts.

The inaugural Deloitte Ignite Festival will be held on 12 to 14 September, under the creative guidance of Wayne McGregor, Resident Choreographer to The Royal Ballet and founder of Random Dance. This year's festival is inspired by the human senses and includes work by Blast Theory, Julian Opie, famous for his paintings of Blur, and a club night by DJ Scanner. The festival will run alongside the launch of the ROH's 2008/09 season.

"I welcome Deloitte as a new partner of the Royal Opera House for their sponsorship of the new Deloitte Ignite festival. This five-year relationship makes them one of our most important supporters and enables us to present a three-day festival of contemporary and cutting edge work at the beginning of our new season, designed specifically to attract new audiences."

Tony Hall, Chief Executive of the Royal Opera House.

