

Nick Webb

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Trevor Twamley and Declan Bourke of Sport Endorse

Sport endorse picks up the pace

The platform for Sport Endorse, run by Trevor Twamley and Declan Bourke, has just gone live and the lads are looking for almost €1m to bulk up the business. Sports Endorse is training its tech on teaming brands with sports stars. Twamley, a former Setanta Sports commercial director, and Bourke, who ran spread-better IG here, have created, what they describe as “the easiest way to book sports talent, athletes and legends as brand ambassadors, for promotions, speaking, events, and sponsorship”.

Ireland and Sheffield United centre back John Egan is a client, and Twamley told me “a boxer in London, an Aussie Rules player in Melbourne, a footballer from Ferbane and a US Olympian” signed up to the platform on the same day last week.