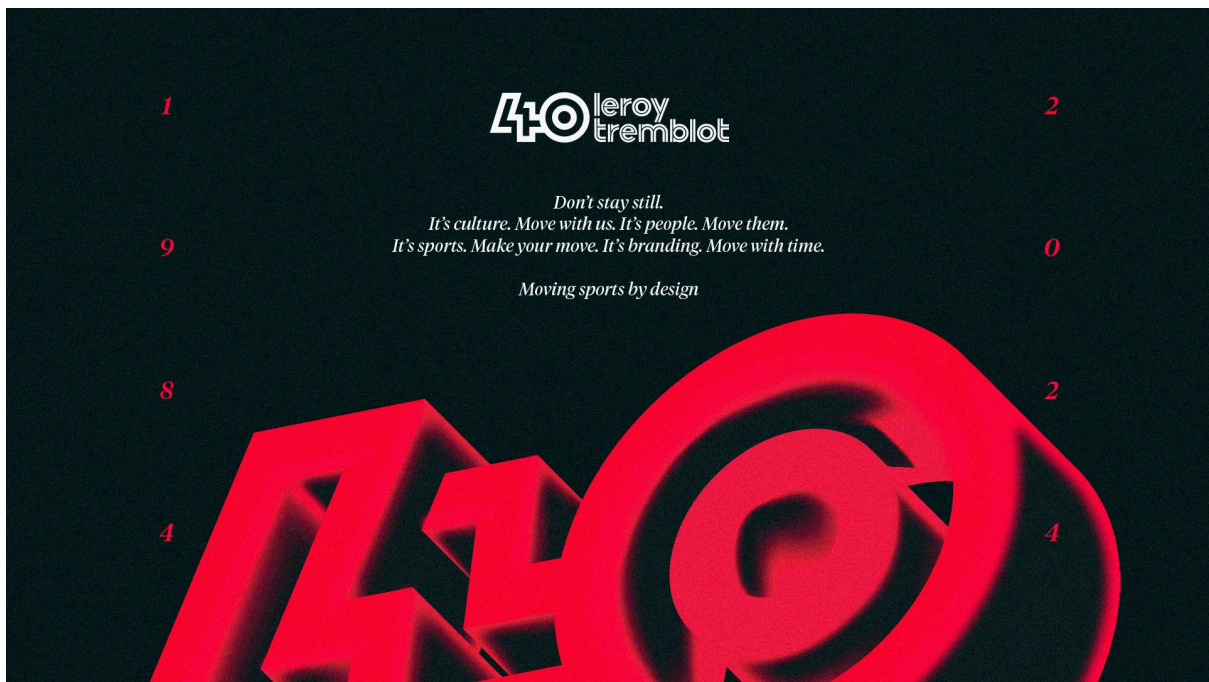


Press release  
Boulogne-Billancourt, October 2

## LEROY TREMBLOT AGENCY CELEBRATES 40 YEARS OF EXCELLENCE IN SPORTS BRANDING



**A pioneer and leader in the sports branding industry**, Leroy Tremblot (part of The Fan Syndicate group) is celebrating its 40th anniversary this year. Since its inception, the agency has continuously advanced brand perception in sports by combining boldness, pragmatism, and innovation, while contributing to the evolution of this unique industry.

Over four decades, **Leroy Tremblot** has diversified its expertise, combining innovation and creativity to serve the leading players in sports both in France and internationally. Initially specialized in graphic design and spatial architecture, the agency now offers a full range of services focused on brand experience. This expansion reflects the agency's ongoing commitment to serving its clients' strategies, **delivering the best possible experience to fans** while honoring the emotion and passion that make sports such a unique and demanding field.

### **An exceptional journey serving the biggest names in sports**

Leroy Tremblot has made a lasting impact on sports design history by collaborating with the most prestigious institutions and brands. Among its most iconic achievements: **the**

**Confederation of African Football, the French National Olympic and Sports Committee (CNOSF), the French Rugby, Tennis, and Football Federations, the 24 Hours of Le Mans, Roland-Garros,** and more recently, the rebranding of the **Ligue 1 and Ligue 2 championships** for the French Professional Football League. Initially forged in motorsports and Formula 1, its expertise now spans almost all Olympic and non-Olympic disciplines, from rights holders to sponsors, equipment manufacturers, media, and sport tech players.

*“Over the past 40 years, we have witnessed the presence of sports brands grow and evolve, becoming more expressive as the global audience skyrocketed. Our mission has always been to balance innovation with the respect that each brand owes to its fans.”* – **Dominique Jubert, Managing Director of Leroy Tremblot.**

*“Acquiring Leroy Tremblot seven years ago was an ambitious bet, and we are proud to see that the agency continues to push the boundaries of innovation and design in the sports world. As a foundational pillar of our group, The Fan Syndicate, it now enables our collective to be a market leader, embodying the values of creativity and excellence. These 40 years are not just a milestone anniversary, but rather a new momentum towards an even bolder future.”* – **Céline Jobert and Thibaut Cornet, Co-founders of The Fan Syndicate Group.**

### **A Celebration in Motion: Moving Sports by Design**

To mark this anniversary, Leroy Tremblot has crafted a communication campaign under the tagline *‘Moving Sports by Design,’* which will unfold throughout the 2024/25 season. This initiative will spotlight 40 years of expertise and iconic collaborations through a series of key moments.

An editorial strategy, released month by month, will resonate with iconic sporting moments and the agency’s collaborations, exploring the evolution of sports design and its role in fan experience.

The highlight will be a showcase presenting an exclusive capsule collection tied to the agency’s most renowned clients and a carte blanche exhibition reflecting on major sporting events that have shaped the collective imagination in France.

### **A Tribute to Sports Design and Its Societal Aspirations**

In an industry where movement is a constant, Leroy Tremblot continues its pursuit of excellence, **blending technical expertise with creative precision.** Its current and future projects, both nationally (French Tennis and Rugby Federations, LFP, RC Lens, LOSC, OC Sports, Roland-Garros) and internationally (UEFA and FIBA), showcase its central role in shaping the visual landscape of sports.

Through this **year-long campaign** and new initiatives, Leroy Tremblot pays tribute to 40 years of sports design while continuing to **reflect on the societal impact of branding,** ensuring it remains aligned with public aspirations.



*Moving sports by design*

**About Leroy Tremblot**

Leroy Tremblot is the first branding agency to be fully dedicated to players in the sports industry, whether these are rights holders, sponsors or event organizers. Since 1996 it has been assisting its clients with branding and strategic services. Leroy Tremblot was acquired by LAFOURMI agency in 2017. It's now a subsidiary of THE FAN SYNDICATE group which has been headed up by Dominique Jubert since January 2020.

For more information: [www.leroytremblot.com](http://www.leroytremblot.com)

**About The Fan Syndicate**

The Fan Syndicate is the first French independent communication group dedicated to the sports industry. The Fan Syndicate has 65 employees and will generate a turnover of 11 M€ in 2022 through its 2 agencies (LEROY TREMBLOT - brand design, LAFOURMI - Advertising). The Fan Syndicate works with some of the best brands in the sports industry, such as Puma, FFF, FFR, beIN SPORTS, Danone, Ballon d'Or®, Intersport, Crédit Agricole, Roland Garros, L'Equipe, Alpine, Lacoste...

For more information: [www.thefansyndicate.com](http://www.thefansyndicate.com)

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