The essential and inclusive community for all professionals working in sponsorship

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European Sponsorship Association honours Andy Westlake as fifth recipient of ESA Fellowship

Thursday 16 November, 2023

The Board of the European Sponsorship Association (ESA) has bestowed the ESA Fellowship on **Andy Westlake** in recognition of his 30+ years working in sponsorship and six years' service as ESA Chair.

Andy becomes the fifth recipient of the honour after the ESA Fellowship was inaugurated during the 2023 ESA Awards in London eight months ago.

Having stepped down as ESA Chair in September, Andy was presented with his Fellowship certificate by Vice-Chair Nigel Geach during the ESA Diploma 2022/23 Graduation on 2 November.

His successor as Chair, **Sophie Morris**, led the tributes by saying: "An ESA Fellowship is the greatest honour we can bestow. It serves to recognise truly outstanding contributions to the sponsorship industry and Andy is an enormously worthy recipient. I wholeheartedly thank him for the work he has done for ESA and beyond."

Nigel Geach added: "I was delighted to present the ESA Fellowship to Andy, whose contribution to ESA as Chair for the past six years has been inspiring. The Association has grown immensely during his tenure and in its 35th year now is universally recognised in our industry, pioneering education courses and hosting interesting events along with our annual ESA Awards. Many thanks, Andy!"

ESA Fellow **Andy Westlake** said of his award: "There's no other way to feel apart from immensely proud! I've worked in the sponsorship industry for over 30 years and it's a business I love. That's why I so willingly and enthusiastically gave my time to support the European Sponsorship Association's work back in 2014. To have served as Chair for six years was an enormous honour and to now be recognised as an ESA Fellow really is the

icing on the cake. I'm really delighted to be recognised in this way and look forward to many more years supporting the work of ESA."

Andy worked for nine years in commercial radio, driving revenue growth and bringing innovation to clients across the independent radio network. He worked on some of the leading radio brands and the biggest partnerships of the time.

Moving agency side in 1998, he joined CIA Medianetwork as Head of Sponsorship & Promotions, latterly becoming MD of the newly formed Total Sponsorship, which alongside a Board position with CIA's fledgling digital business Outrider, took him in to the world of sport for the first time.

Four years later Andy moved to Fast Track having been appointed MD in March 2010 and CEO in November 2011. Fast Track established a reputation as one of the best businesses in the industry, in the UK and abroad – with offices in the UAE, Asia and Australia. Fast Track was Marketing Magazine's Agency of the Year in 2011 and secured a place in the Sunday Times Best Small Companies To Work For. This in addition to a long list of award-winning work with some of the world's leading brands. Fast Track was acquired as the founding business within CSM.

In 2014 Andy was appointed to the European Sponsorship Association Board and served as the organisation's Chair for six years. He established Westlake Consulting in 2015 and now combines that with a role as Director of Reg&Co. He is also Chairman of Chesham United Ladies FC (playing in the FA Women's National League Division 1 South East) and a Director of Chesham United FC.

- Read our Q&A with Andy Westlake, ESA Fellow

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About ESA

ESA's mission is to be the essential and inclusive community for all professionals working in sponsorship. Our purpose is to inspire more successful sponsorships, drive confidence in decision making and grow a diverse community through world-leading education, events and resources, industry connections and recognition of excellence.

ESA's reach encompasses all types of sponsorship activity from sport, broadcast, education, charity, the arts and culture, to environment and the community. Its members include sponsors, rights holders, agencies and consultants, professional advisors and suppliers. Visit sponsorship.org for more information.

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