

# ESE The Agency Announces New Athlete Division

(Wednesday, January 20<sup>th</sup>, 2021) One of Australia's leading Events, Sponsorship and Entertainment agencies, ESE The Agency announced today the launch of their bespoke athlete division, ESE The Agency - Athlete Division.

ESE The Agency - Athlete Division was formed to satisfy and build the commercial needs of its Athletes, specifically female football athletes. Their aim is to bring like-minded brands together with first-class athletic talent, both on a national and global platform to create meaningful connections and engaging brand experiences.

Founder of ESE The Agency, Leon Spellson said "The team behind ESE The Agency - Athlete Division, led by Managing Director Alexandra Williamson, are experienced and dedicated to establishing a clear path forward for the athlete, with the aim and drive to align our athletes passions with the brands needs and objectives."

ESE The Agency - Athlete Division, Managing Director Alexandra Williamson said "Specifically focusing on female athletes, and namely female footballers, we aspire for our clients to become household names and create lasting legacies on and off the field. We are very humbled by our roster of elite athletes and their amazing achievements."

Some of the athletes within ESE The Agency – Athlete Division include:

- Katrina Gorry
- Chloe Logarzo *in collaboration with Linkt Sports Management*
- Hayley Raso *in collaboration with A&V Sports*

In a joint statement Katrina, Chloe and Hayley said, "We are thrilled to be working with Leon, Alex and the team at ESE The Agency and with some exciting partnerships on the horizon, it's looking like a bright future for us all. It is an exciting time for us on and off the pitch."

Founded in 1998, ESE The Agency has worked with leading brands locally and globally applying their expertise in the world of Events, Sponsorship and Entertainment.

For further information, please contact:

Fiona Gülin  
FGC  
[fi@fionagulin.com.au](mailto:fi@fionagulin.com.au)  
0487 992 333