



Fanatics

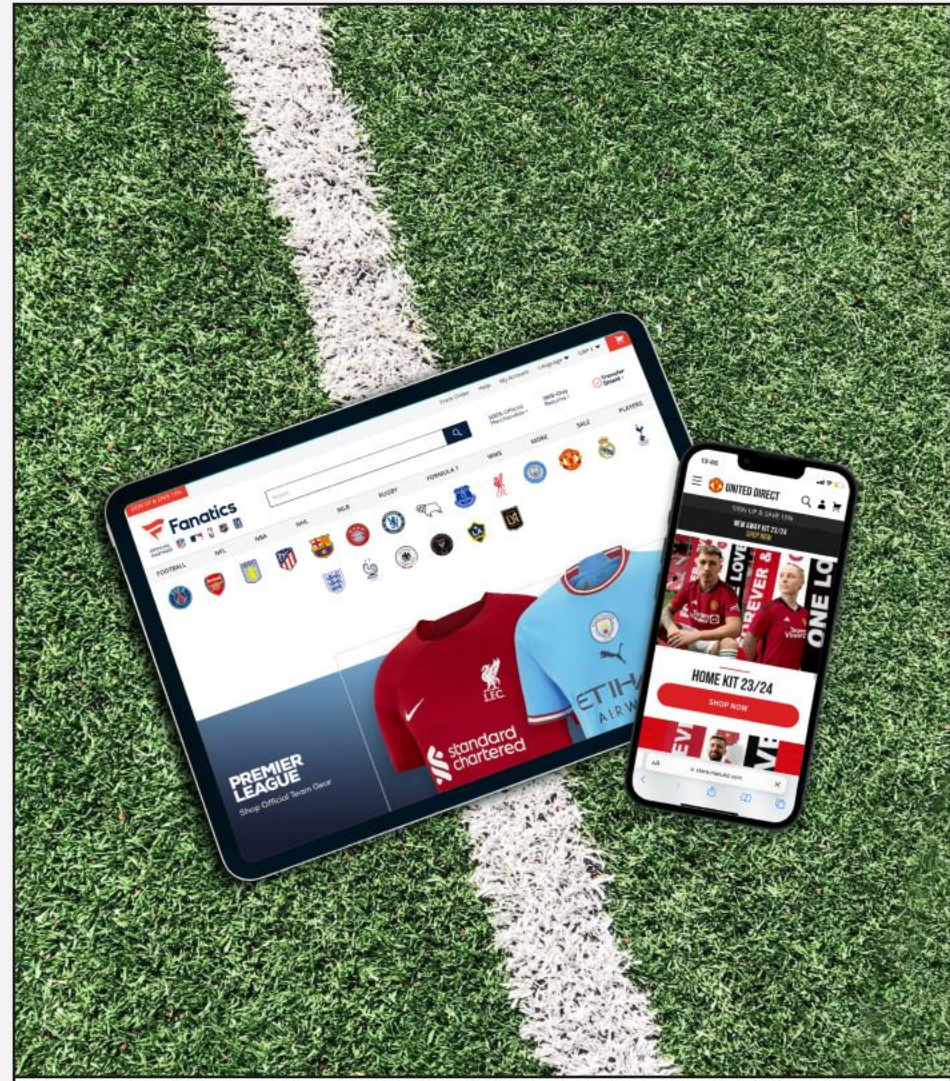
WHO ARE FANATICS?

A blue-tinted photograph of a crowd of people at a sports event. In the foreground, a person is seen from the side, wearing a white shirt with 'SCOPE' printed on the sleeve. The background is filled with many other people, some with their hands raised, suggesting a moment of excitement or celebration.

FANATICS' MISSION

To ignite **the passions of sports fans** around the world and **maximise the presence and reach** of our hundreds of sports partners globally.

THE ECOSYSTEM



E-COMMERCE



VERTICAL MANUFACTURING



LICENSING



PHYSICAL RETAIL



COLLECTIBLES

THE WHY BEHIND WHAT WE DO



Fanatics

FACTS & FIGURES



70M

PURCHASING CUSTOMERS



52M

UNITS MANUFACTURED IN 2022



16

LANGUAGES



9

CURRENCIES



34M

PACKAGES SHIPPED IN 2022



467

EVENTS IN 2023



1000+

IN FANATICS' LICENSEE NETWORK



2.7B

TRADING CARDS MANUFACTURED IN 2022



INCLUSION
DIVERSITY
EQUALITY
ADVOCACY

THE FOUNDATION AND STRENGTH OF WHICH OUR CORE VALUES ARE BUILT ON



INCLUSION

Belonging, a welcoming culture that recognizes and accepts all



DIVERSITY

Representation, what makes each of us unique (identities, perspectives, life experiences and more)



EQUALITY

Being equitable, especially in status, rights and access to opportunities



ADVOCACY

Being a champion, sponsor or an ally to support someone not like you

IDEA: THE POWER TO CONNECT, UNITE AND TO BELONG!



Our Values

BY FANS, FOR FANS

By Fans = Bringing passion and pride to the work we do.
For Fans = Exceeding fan expectations.

ONE FANATICS... WIN AS A TEAM

Our combined effort mean growing and succeeding together.
WE before ME.

MISSIONARY NOT MERCENARY

At Fanatics, working here is more than a paycheck, it's doing what you love everyday.

INNOVATIVE PRODUCTS & FAN EXPERIENCES

Offering fans unique products and ultimate experiences – there is no one else doing what we do, better than we do it.

EXECUTION & AGILITY OVER TALK

Quickly adapting and delivering our best in a fast-paced, high growth environment.

AMPLIFY PRIDE AND CREATE CONNECTIONS FOR ALL FANS

THE OPPORTUNITY: FANATICS VERTICAL BRANDS TEAM: MARKET RESEARCH

As part of your Fanatics Vertical Brands Placement Experience, you will work with a team that is transforming the way fan gear and apparel is designed, manufactured and delivered. They do this while offering a wide range of fan gear across all categories and channels regardless of size, gender identity, location, or team and player preference.

The Global Vertical Brands team consists of Merchandisers, Product Designers + Developers, Graphic Designers, Supply Chain, Customer Service, Sales and Marketing.

This work placement with Fanatics will be an opportunity for the candidate to work alongside multiple areas of the Brands business, and gain a direct understanding of those disciplines, and what the Brands departments do day to day. Most of all we hope that this will be an exciting and informative experience for you, and we truly hope you have some fun on this journey with us.

The successful Market Research candidate will be set a research project that will support the growth of the Vertical Brands business and be given the opportunity to directly contribute to their 2025 plans.

- Conducting online market research of key retailers in the UK & Mainland Europe.
- Visiting local UK retail stores to conduct in-person market research.
- Research criteria will include considering competitor product ranges, pricing, Point of Sale (POS), and customer segmentation.
- Meeting with all the business functions to gain an understanding of their business.
- Presenting your findings back to the team at the end of the internship to assist them in how to win in these channels and make recommendations for future strategies.

We would love you to be;

- Passionate about what we do
- Curious in nature
- A clear communicator

You may be curious about other business areas, and we welcome this passion for learning more – please ask us about what other business areas make up Fanatics and help to support the Vertical Brands team

That's it!

We are excited for you to join #OneFanatics and like to support you to thrive during this 2-week placement!

We are an equal opportunity employer and celebrate diversity and inclusivity at Fanatics.

Our commitment to inclusion drives us forward every day; across all races, gender, gender identities, age, sexual orientation, religion & spiritual beliefs, neurodiversity, disability and all identities of our people both current and future.

If you have any requirement(s) for reasonable accommodations to participate in the job application or interview process, and/or to perform essential job functions, please contact the Raise Your Game Team so we can ensure a great application experience.



OVERVIEW OF OPPORTUNITY

THE ACTIVITIES

WHAT ELSE I NEED TO KNOW

DIVERSITY STATEMENT

WE CANNOT WAIT TO WELCOME YOU TO A TWO-WEEK PLACEMENT

An aerial, high-angle view of a baseball stadium, likely Fenway Park, showing the seating bowl and the field. The image is heavily stylized with a red and blue color palette. The text "Fanatics" is centered in the middle of the image.

Fanatics

#ONEFANATICS