



DARTS MANAGEMENT

OUR VISION

“TO REDEFINE DARTS MANAGEMENT BY BUILDING A NEW
GENERATION OF PROFESSIONAL PLAYERS, MODERN, MARKETABLE,
AND CONNECTED TO CULTURE”

THE INVICTUS ROSTER



[TS]GROUP



ABOUT



We represent the next generation of Darts players. Providing tournament management, sponsorship and brand partnerships, event co-ordination, travel management, coaching and welfare support.


KEY SERVICES:

- Representation & Contract Negotiation
- Sponsorships & Brand Partnerships
- Communications & PR
- Professional Services
- Travel, Accommodation & Event co-ordination
- Concierge Services




JURJEN VAN DER VELDE

Player Profile

 **Age:** 23 years old

 **From:** Zevenhuizen, Netherlands.

 **Path:** Grand Slam
PDC World Championships qualifier

 **Profile:** Down-to-earth, hardworking farm life combined with elite performance. A player with charm that won over the masses with his World Championship display



TERGEL KHURELKHUU

Player Profile



Age: 15 years old



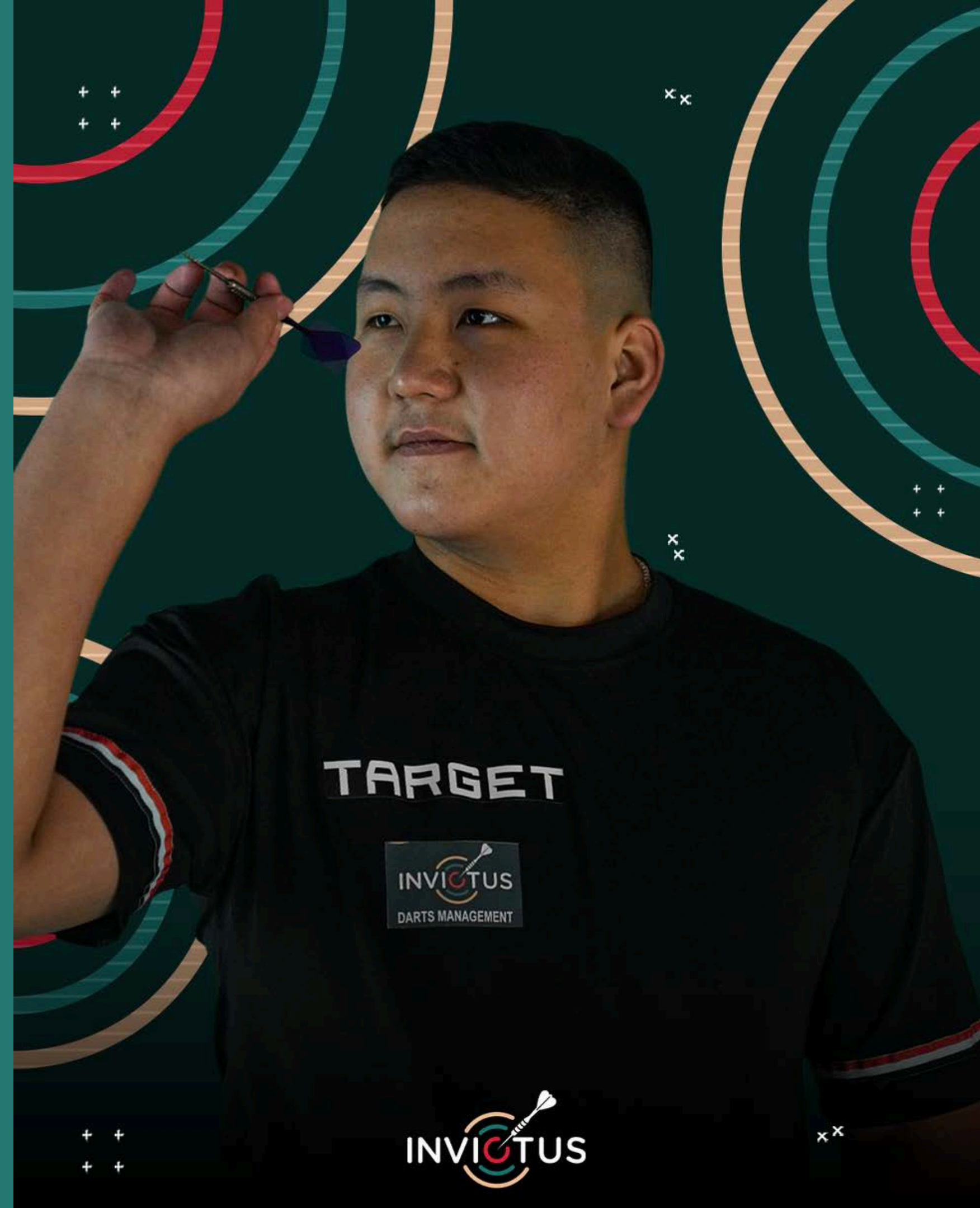
From: Mongolia, now living in the UK.



Path: U16 World #1
Development Tour 2026



Profile: Inspirational global story, first Mongolian darts star. A symbol of determination and international ambition.



TYLER THORPE

Player Profile - "Thunder"



Age: 23 years old



From: Norwich, UK.



Path: PDC Tour card holder
Competing in elite tournaments



Profile: Tyler gave up his degree in Astrophysics at University to dedicate himself to becoming a professional darts player. A decision that has paid off so far and is an inspiration to anyone who has a dream



BEN TOWNLEY

Player Profile



Age: 17 years old



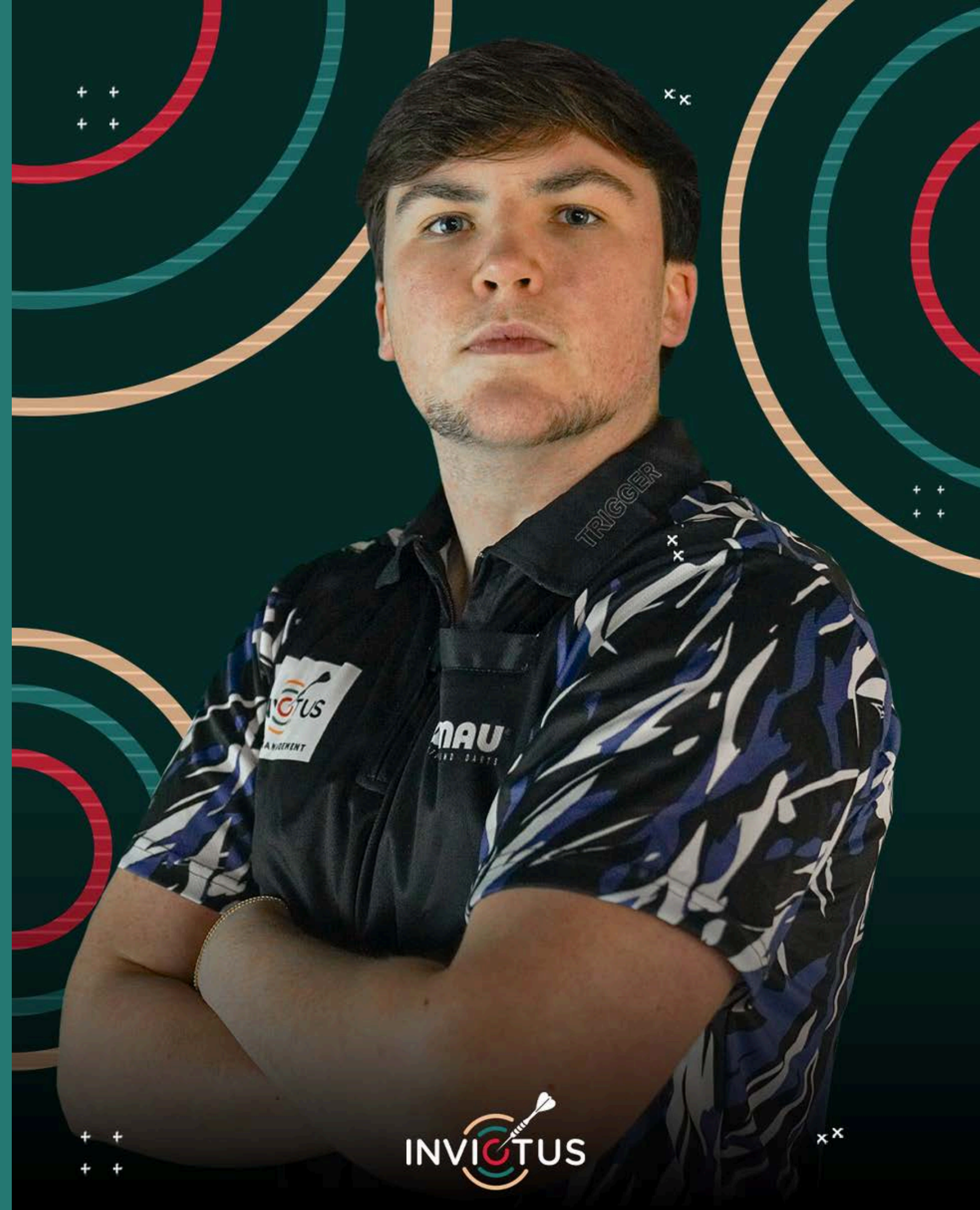
From: Liverpool, UK.



Path: PDC Development Tour 2026
Q School Jan 2026



Profile: Charismatic, outspoken, self-assured,
embodies youthful confidence and winning mindset.



LEO HOWARD

Player Profile



Age: 16 years old



From: Portsmouth, UK.



Path: Development Tour 2026
Plumbing apprentice



Profile: Humble, hardworking, relatable. An inspiring story of balancing college life and professional sport.



PADDY WILLIAMS

Player Profile



Age: 23 years old



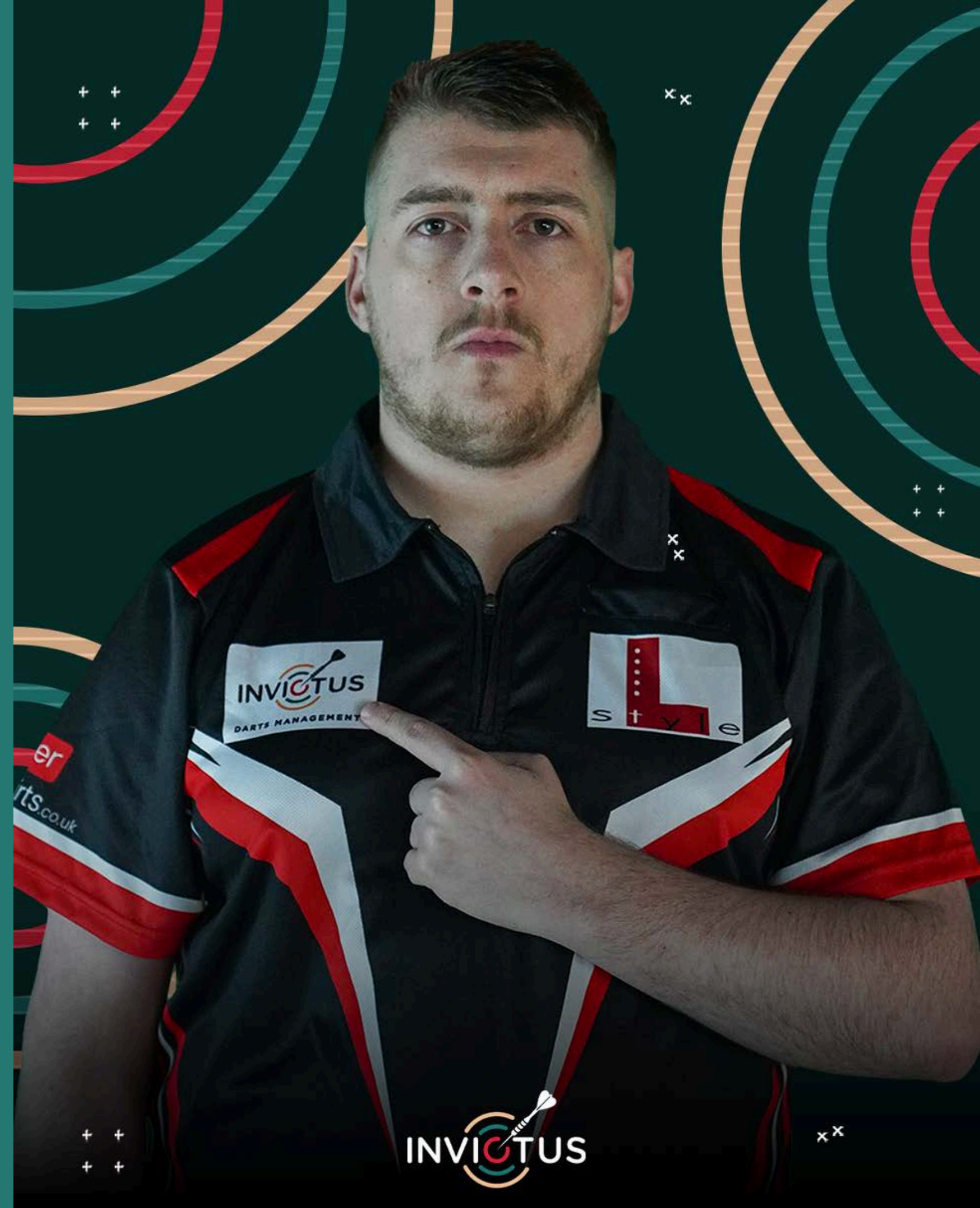
From: Liverpool, UK.



Path: Top 8 Development Tour 2024
Masters & UK Open 2025



Profile: A charismatic Scouser with heart and promise, who balances elite sport alongside working with special needs kids.



ARCHIE SELF

Player Profile- "The Archer"



Age: 16 years old



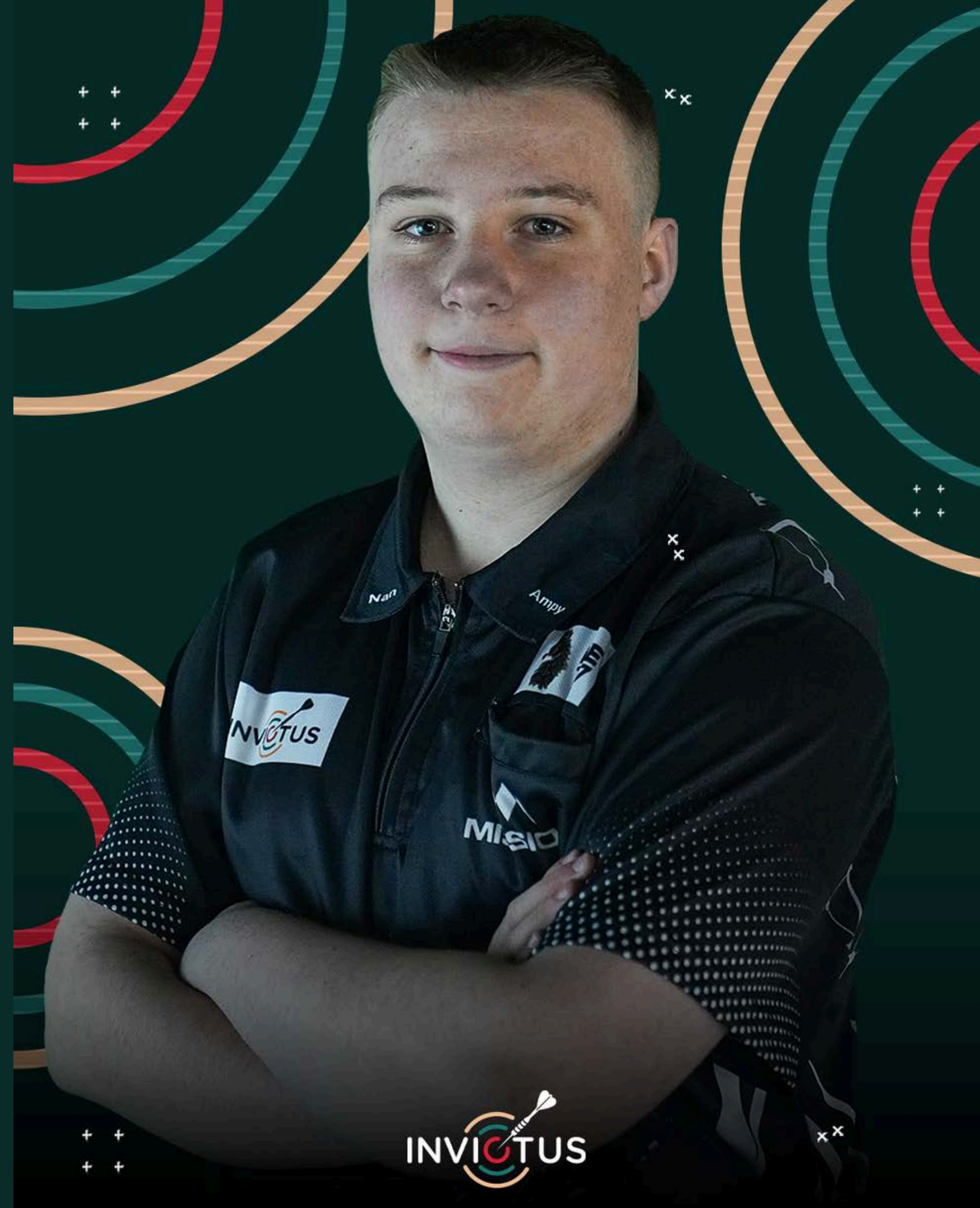
From: Berkshire, UK.



Path: PDC Development & Challenge Tour



Profile: One of the brightest prospects in World Darts. Archie has already won the 2024 WDF Youth World Championship title, and the 2024 Europe Youth Cup for his country




CAYDEN SMITH

Player Profile


 **Age:** 19 years old

 **From:** Worcestershire, UK.

 **Path:** Development Tour 2025
Q School Jan 2026

 **Profile:** Recently winning the Romanian Open, Cayden is proving worthy of the hype. Now earning his stripes on the Challenge Tour, it's an exciting time for Cayden's career.



A portrait of darts player Raymond van Barneveld saluting, wearing a white shirt with various tournament logos. The image is overlaid with a teal tint and surrounded by colorful circular patterns. The name 'RAYMOND VAN BARNEVELD' is written in large white letters across the center.

RAYMOND VAN BARNEVELD

RAYMOND VAN BARNEVELD

“BARNEY”

Five-time World Champion and one of the most iconic players in Darts history, ‘Barney’ needs little introduction. The Dutchman defined an era of the sport, putting him on the Mount Rushmore of Darts alongside the likes of Eric Bristow & Phil Taylor, subsequently holding a strong cult fan base within darts.

Partnering with Invictus and Raymond Van Barneveld allows you to support the future of darts, whilst benefiting from the already established excellence of Barney.

With a strong social presence of 430k+ followers and a name that instantly commands attention, any partnership with Van Barneveld will hold an instant boost of brand awareness and association with an elite performer.

METHODS OF PARTNERSHIP

- Your brand’s logo featured prominently on Barney’s shirt
- Your logo featured across Barney’s TV appearances, including the World Championships
- Public endorsement/advertisement of your brand’s services by a 5x World Champion
- Brand exposure through Barney’s social media posts to his 430k+ loyal followers

AUDIENCE REACH



Our players not only hold the ability to showcase your brand to a wide audience, immediately, but offer you the opportunity to create an intrinsic link between the players and your brand, as they fly up the rankings. Achieving strong brand association, building an impactful partnership for the present and future.

KEY AREAS OF REACH:

- Clear featuring of your brands logo across all players' shirts
- Live TV brand placement
- Ability to feature players in commercials
- Direct exposure to engaged audiences on players socials



GLOBAL BROADCAST AUDIENCE OF MORE THAN 85 MILLION



UK & IRELAND

sky sports itv4

SETANTA SPORTS viaplay

EUROPE

DAZN sport1 nova sport VIASAT TVP

L'ÉQUIPE SPTV vtm PRAGOSPORT

AMERICAS

peacock DAZN

ASIA

CCTV SETANTA SPORTS DAZN

OCEANIA

FOX SPORTS sky SPORT

AFRICA

SuperSport
World of Champions

STREAMING WORLDWIDE ON **PDC TV**



THE 'LUKE LITTLER' EFFECT



The rise of Luke Littler has fired darts into the world's vision. There is simply no better time to become involved in the sport capturing the world's attention. Viewership is up by over 100% since Littler's emergence. Your support for the sport's next biggest stars will make your brand visible on the world stage in the coming years.

THE FIGURES:

4.8 million viewers watched 2024 Final
+13% year-on-year viewership

+39% viewership in early year events
Darts PL fund increased by **£250k**

23m more UK adults interested in darts
Junior academic **doubled** since 2024





WHY PARTNER WITH INVICTUS?

By partnering with Invictus, you're supporting the most ethical agency in the sport. We put players first and ensure our support for a **minimum** of two years, and invite you to do the same.

Supporting Invictus gives you direct access and association to a sport that's capturing the world's attention, investing in the next generation of players on the precipice of stardom.

A partnership with your brand would directly enable us to support and guide more young players, allowing them to have the opportunity to pursue their dreams that they otherwise wouldn't have the means to do.

SUPPORTIVE

ETHICAL

IMPACTFUL

CSR PARTNERSHIP OPPORTUNITY



Due to the age of our players and our commitment to ethically supporting their sporting passions, we are delighted to offer a CSR partnership opportunity with your brand.

Young people in the modern age lack active socialisation. Nearly half of young people say they feel lonely, with 36% saying cost-of-living pressures mean they feel more lonely, without the ability to afford social activities.

Darts is a connector of young people. We want to fund not just young players' dreams, but their ability to connect and feel part of a close-knit, competitive community.

We therefore pledge each time we support a player that we will do so for at least two years, also ensuring our representation of them is ethical - not exploitive.



OUR PROPSAL



We want to support more young people, and do so through the medium of darts. With your investment and our expertise, we can not only fund the support of the players who wouldn't be able to have a shot at their dreams on their own, but also ethically look after them.

The darts schedule is relentless. Without the right, experienced management players can feel exhausted, exploited and out of love with the sport. Invictus bucks that trend with player-first, bespoke management for young players.

Your CSR funding would directly be utilised to:

- Fund the travel, support and admin for aspiring darts players
- Aid grassroots-level schemes and support to ensure there's a safe and affordable way for young people to enjoy darts
- Ensure our two-year commitment to young darts players and expand our roster to fund more young people's dreams

WE PROVIDE ELITE, PERSONALISED MANAGEMENT AND SUPPORT
FOR PROFESSIONAL DARTS PLAYERS.

WE HELP OUR PLAYERS FOCUS ON WHAT THEY DO BEST –
COMPETING AT THE HIGHEST LEVEL

