



Johnno Spence Consulting Ltd.

Welcome to JSC

Sports Media Relations & Sponsorship Consultancy

Facilitating your plan, Inspiring your tactics

JSC is a vibrant independent agency that specialises in using sponsorship, PR and Events to drive value for our clients. JSC's client-centric approach has allowed the company to uphold an exceptional track record across these disciplines and build an extensive portfolio of clients, ranging from sports personalities to governing bodies.

Skill Set

- PR consultancy and management of consumer brands
- Complete understanding of PR and related marketing disciplines
- Sports Media Relations specialising in horse racing, betting and rugby
- Crisis and Reputation Management
- Talent Management
- Excellent national and regional tri media contacts in sports, business and consumer publications
- Measurability of PR work
- Extensive brand experience
- Corporate Hospitality
- Event Management
- Sponsorship experts across consultancy, activation and exploitation

“ They are the most professional PR agency I have ever worked with ”

John Motson - BBC Football

“ JSC are creative in their thinking, efficient in their organisation, extremely personable to deal with and excellent in all respects ”

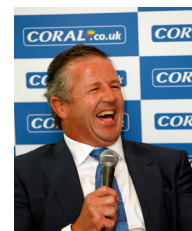
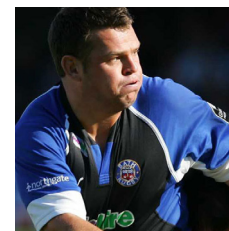
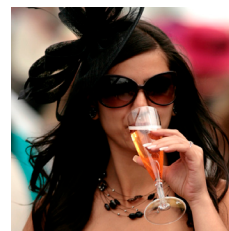
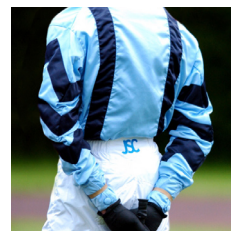
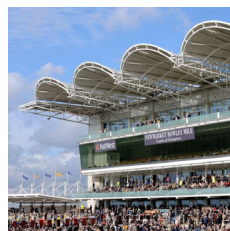
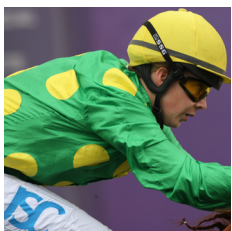
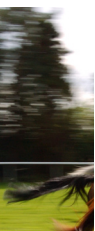
Clare Balding - BBC Presenter

“ From the strategic planning of sponsorship activation to hands on event support the JSC team delivered ”

Richard Jaques – Sponsorship Manager at Blue Square

“ JSC are hands-on, readily available to the media and far stronger in their contacts and relationships than their rivals ”

Alan Lee - Times Racing Correspondent



Johnno Spence

Johnno set up JSC in January 2004 and remains its Managing Director. JSC has quickly established a reputation as one of the most creative and reputable agencies in the sports and consumer PR industry with a wide variety of clients.

Johnno started his career at Craigie Taylor International (now Brand Rapport) as a PR executive where his first clients included Vodafone and The Famous Grouse.

After two years, Johnno was promoted to an account director and started to focus on horse racing accounts, working specifically on the PR for Kempton Park, Sandown Park and Epsom Downs, venue for The Epsom Derby.

Johnno specialises in working with major brands to develop their reputation amongst high-end clients. To this end, JSC is retained by major international names such as The Investec Derby and Sodexo.





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