INFORMATION PACK 2022

ADVANCING THE CREATION, PRODUCTION AND DISTRIBUTION OF SPORTS CONTENT IN EUROPE

www.svggeurope.org
SVG Europe is an independent pan-European trade association run by an advisory board and executive staff.

SVG Europe produces European-based conference events, virtual events, print and digital media, industry initiatives and alliances serving the broadcast sports production industry.

- Launched 11 years ago
- 141 sponsors
- SVG Europe Insider newsletter: 100+ per year
- 24 conference/networking/awards/in-person and online events scheduled for 2022 in Europe and US
- Annual SVG Europe Journal
- Dedicated European editorial, sales and management team
WHAT DOES SVG EUROPE PROVIDE?

INITIATIVES
- SVG Europe Women
- SVG Europe Audio
- Education
- One Planet
- Sports Broadcasting Fund

EVENTS
- In-Person & Online Summits
- Awards
- Stadium Tours
- Networking

MEDIA
- Online/Website
- Insider Newsletter
- Audio Newsletter
- SVG Europe Women newsletter
- Digital and Print Journal
- Social Media
- Video

ALLIANCES
- BAFTA ALBERT
- IBC
- IABM
- NAB
- ISE
TAKES YOU TO THE HEART OF THE EUROPEAN SPORTS PRODUCTION BUSINESS

EMAIL NEWSLETTER
SPORTS VIDEO GROUP EUROPE INSIDER
• Reaches in excess of 7,800* per send
• Europe’s only dedicated newsletter focused on the sport production and technology marketplace. Distributed every Tuesday and Friday
• Plus dedicated monthly Audio Newsletter and bi-monthly SVG Europe Women newsletter

SOCIAL MEDIA
TWITTER, FACEBOOK & LINKEDIN
• SVG Europe uses social media to not only promote its own content and events but also to help highlight the work of its sponsors
• As of August 2021, SVG Europe has 3,645 followers on LinkedIn, 4,164 followers on Twitter and 1,048 followers on Facebook

WEBSITE
WWW.SVGEUROPE.ORG
• Reaches in excess of 18,000* unique users per month
• Contains top stories, headlines, archived info, news, upcoming events, blogs, video, and more

SVG EUROPE ANNUAL SPORTTECH JOURNAL
• Printed journal covering the European sports market
• Also available digitally

* Statistics for period June 2021
**NEWSLETTER BREAKDOWN**

**GLOBAL REGIONS**

- **51%** Europe (not including UK)
- **33%** UK Only
- **16%** Rest of World

**EUROPEAN REGIONS**

- **63%** Rest of Europe (including UK)
- **14%** Dach
- **10%** Benelux
- **8%** Nordics
- **5%** Eastern Europe
A typical SVG Europe event attracts senior delegates from across the industry with representatives from companies like: BBC Sport, Sky Sports, The FA, Sport TV Portugal, ESPN, Eurovision Services, Olympic Broadcasting Services, IMG Studios, ONT, Sky Deutschland, ClaroSports, Deutsche Welle, English Football League, TV2 Norway, HBS, Major League Soccer and more.

With job titles that include: CEO, COO, Director, Head of Technology, Director Media Production, Head of OTT, Head of Live Production Solutions, Head of Sports Production, Vice President Football, Director of Operations, Head of Sports Graphics and Director of Technology & Technical Operations.
<table>
<thead>
<tr>
<th>EVENT</th>
<th>DATE</th>
<th>LOCATION</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sky Austria in association with SVG Europe</td>
<td>10 February</td>
<td>In-Person Vienna, Austria</td>
<td>The Austrian and Swiss sports broadcasting and production community comes together for its annual day of panel discussions, presentations, and networking, discussing the latest developments in technology, workflows and more.</td>
</tr>
<tr>
<td>Sports Graphics Spotlight</td>
<td>23 February</td>
<td>Online</td>
<td>Bringing together the best creative and technical minds in the industry, this event will showcase the best in 2D, 3D and augmented reality, across on-screen and studio graphics.</td>
</tr>
<tr>
<td>Football Summit 2022: Augmenting the Beautiful Game</td>
<td>10 March</td>
<td>Tottenham Hotspur Stadium, London</td>
<td>Football Summit 2022 will look at how we can continue to augment the beautiful game and examine the ever-evolving role that statistics and data play in match coverage and presentation. Subject focus: women’s football, fan engagement and sustainability.</td>
</tr>
<tr>
<td>Remote Production Workshop</td>
<td>13 April</td>
<td>Online</td>
<td>With IP and cloud-based services providing a foundation to tie together venues, OB vehicles, and centralised production facilities in new ways, this event will focus on best practice for sports remote production - looking at how to gain efficiencies and create more and different sports content.</td>
</tr>
<tr>
<td>Esports Uncovered</td>
<td>18 May</td>
<td>Online</td>
<td>A micro event that will take delegates behind the scenes of live esports productions and go inside the groundbreaking virtualised and cloud-based technologies being used for the coverage of competitive video gaming.</td>
</tr>
<tr>
<td>Sports OTT Summit</td>
<td>15 June</td>
<td>Parc de Prince, Paris</td>
<td>As well as previewing the 2022 Commonwealth Games, the Sports OTT Forum will take a deep dive into how OTT platforms and streaming services are redefining televised sports and offering benefits (and challenges) for viewer and industry alike. Subject focus: fan engagement and fan experiences, cloud production and delivery, piracy &amp; security.</td>
</tr>
<tr>
<td>Sports Delivery Forum: Contributing and Distributing Video Content</td>
<td>13 July</td>
<td>Online</td>
<td>Experts in contribution and distribution discuss the challenges and opportunities affecting this crucial part of the sports broadcasting chain from security and latency to 5G and the cloud.</td>
</tr>
</tbody>
</table>

*Dates and venues are subject to change*
<table>
<thead>
<tr>
<th>EVENT</th>
<th>DATE</th>
<th>LOCATION</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>SVG Europe Italy (regional)</td>
<td>19 July</td>
<td>In-Person, Milan</td>
<td>The Italian sports broadcasting and production community comes together for its annual day of panel discussions, presentations, and networking, discussing the latest developments in technology, workflows and more.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Platinum/Gold/Italy only</td>
<td></td>
</tr>
<tr>
<td>Sport Production Summit + Sports TV Awards</td>
<td>8 September</td>
<td>In-Person, Amsterdam</td>
<td>Open to all sponsors, the flagship conference and networking event brings together the great and good of the European sports production community to highlight recent successes and debate the future of the sector. The event will also include the Sports TV Awards, honouring the outstanding companies, teams and individuals that pushed sports broadcasting and production forward in 2021. Subject focus: Acquisition, Remote/IP production, Diversity.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>All Sponsors</td>
<td></td>
</tr>
<tr>
<td>SVG Audio @ IBC</td>
<td>8 September</td>
<td>In-Person, Amsterdam</td>
<td>SVG brings its SVG Audio online session to the real world as part of Sport Production Summit with a breakout for sound professionals to talk about the technologies, challenges and practical use cases that are leading the way in sports broadcasting.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>All Sponsors</td>
<td></td>
</tr>
<tr>
<td>SVG Europe Women @ IBC</td>
<td>10 September</td>
<td>In-Person, RAI, Amsterdam</td>
<td>An in-person event providing information, education, awareness and networking opportunities for women working in sports broadcasting.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>All Sponsors</td>
<td></td>
</tr>
<tr>
<td>SVG Europe Networking Event</td>
<td>10 September</td>
<td>In-Person, RAI, Amsterdam</td>
<td>Take a break from the hustle and bustle of IBC Show 2022 by joining friends, colleagues and peers from the European sports broadcasting community for drinks and networking in the relaxed surroundings of the 1st Floor Restaurant at the RAI.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>All Sponsors</td>
<td></td>
</tr>
<tr>
<td>SVG Europe DACH (regional)</td>
<td>28 September</td>
<td>In-Person, Munich</td>
<td>The DACH broadcasting and production community comes together for its annual day of panel discussions, presentations, and networking, discussing the latest developments in technology, workflows and more.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Platinum/Gold/ DACH only</td>
<td></td>
</tr>
<tr>
<td>SVG Europe France (regional)</td>
<td>Oct TBC</td>
<td>In-Person, Paris</td>
<td>The French sports broadcasting and production community comes together for panel discussions, presentations, and networking, discussing the latest developments in technology, workflows and more.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Platinum/Gold/ France only</td>
<td></td>
</tr>
</tbody>
</table>

Dates and venues are subject to change
<table>
<thead>
<tr>
<th>EVENT</th>
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<th>LOCATION</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Federations Focus: Inside the Production of Tier 2 and 3 Sports</td>
<td>12 October</td>
<td>Online All Sponsors</td>
<td>A dedicated online event for Tier 2 and 3 sporting federations, leagues, clubs and other rights owners, sharing best practice across in-house and outsourced production as well fan engagement and direct to consumer streaming strategies.</td>
</tr>
<tr>
<td>FutureSPORT</td>
<td>3 November</td>
<td>Lord's Cricket Ground, London All Sponsors</td>
<td>FutureSPORT will focus on where sports production and broadcasting will go next. From 5G and blockchain to 8K and Machine Learning, the event will start looking forward to 2023 and beyond. Subject focus: Sustainability.</td>
</tr>
<tr>
<td>The Sports Audio Forum</td>
<td>November TBC</td>
<td>In-Person, London Invitation Only</td>
<td>An invitation only in-person event exploring the new technologies shaping audio workflows for sports production and broadcasting.</td>
</tr>
</tbody>
</table>

*Dates and venues are subject to change*
**SPORTS BROADCASTING FUND**
The SVG Europe Sports Broadcasting Fund is designed to help those that have fallen on hard times and are looking for short term assistance in getting back on their feet.

**AUDIO GROUP**
SVG Europe Audio is a community-based group for the live sports broadcasting audio industry that comes together throughout the year to discuss sound production challenges, technologies and ideas.

**SVG EUROPE WOMEN**
SVG Europe Women is a powerful network of women that are able to call upon one another for ideas, support, help and advice, with networking and educational events throughout the year.

**ONE PLANET**
In January 2020, SVG Europe launched its One Planet initiative to encourage sustainability in sports production.

One Planet is closely aligned to, and supports, the BAFTA Albert Sports Consortium.
## AUDIO GROUP

In-depth, educational and enlightening online events that bring together the television sound community in order to lift the lid on specific areas of audio within sports broadcasting.

### Event Schedule

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>SVG Audio: Cloud Audio Forum</td>
<td>17 February</td>
<td>Online</td>
</tr>
<tr>
<td>SVG Audio: Immersive Audio Forum, looking back at the Beijing Winter Olympics</td>
<td>9 March</td>
<td>Online</td>
</tr>
<tr>
<td>SVG Audio: IP Audio Forum</td>
<td>26 May</td>
<td>Online</td>
</tr>
<tr>
<td>SVG Audio: AI Audio Forum</td>
<td>4 August</td>
<td>Online</td>
</tr>
<tr>
<td>The Sports Audio Forum</td>
<td>November</td>
<td>In-Person, London</td>
</tr>
</tbody>
</table>

## SVG EUROPE WOMEN

A series of online events providing information, education, awareness and networking opportunities for women working in sports broadcasting.

### Event Schedule

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>SVG Europe Women</td>
<td>20 January</td>
<td>Online</td>
</tr>
<tr>
<td>SVG Europe Women</td>
<td>31 March</td>
<td>In-Person, Glasgow</td>
</tr>
<tr>
<td>SVG Europe Women with Sky Sports – Elevating Women in Sport</td>
<td>5 July</td>
<td>In-Person, London</td>
</tr>
<tr>
<td>SVG Europe Women @ IBC</td>
<td>10 September</td>
<td>In-Person, Amsterdam</td>
</tr>
<tr>
<td>SVG Europe Women</td>
<td>December</td>
<td>In-Person, London</td>
</tr>
</tbody>
</table>

*Dates and venues are subject to change. Online and in-person events to be confirmed*
ALESSANDRO REITANO
SKY DEUTSCHLAND, SVP OF SPORTS PRODUCTION
CHAIRMAN OF THE ADVISORY BOARD

Tim Achberger, Sportcast, Head of Innovation & Technology Management
Jennifer Angeli, Ten City Media, Consultant
Peter Angeli, Ten City Media, Principal
Manuela Baraschi, Sky Italia, Head of Business Partners & Program Mgmt
Konrad Bartelski, OTL, Consultant
Daragh Bass, NEP Media Solutions UK, Head of Sales
Andy Beale, BT Sport, Chief Engineer
Julia Boettger, Sky Deutschland, Head of Operations, Sky Sports
Riccardo Botta, Sky Italia, Director – Production & Creative Hub
Jonny Bramley, BBC Sport, Executive Producer Major Events
Bridget Bremner, Sky Sports, Production Executive
Robin Broomfield, Consultant
Alan Burns, OBS TV, NEP Broadcasting Services UK, Managing Director
Gordon Castle, Eurosport, Senior Vice President Technology
Brian Clark, NEP Group, Director of Sales
James Clement, Sky Sports, Director of Operations
Charlie Cope, BBC Sport, Head of Operations
Lisa Cosimi, Consultant
Malcolm Cowan, NEP Media Solutions UK, Head of Technology
Tony Coxon, Independent
David Crawford, Ravensbourne, Education Initiative
Michael Crimp, IBG, Chief Executive Officer
Claire Da Silva, DAZN, VP Production Operations
Paul Davies, All England Lawn Tennis Club, Head of Broadcast & Production
Nicolas Deal, Orange Sports & Media, Chief Technology Officer
James Dean, ESL UK, Managing Director
Ronan Donagher, World Rugby, IT & Broadcast Technology Manager
Angela Gibbons, CTV Outside Broadcasts, Commercial Manager
Bevan Gibson, EMG, Chief Technology Officer
Hamish Greig, CTV Outside Broadcasts, Chief Executive Officer

Jamie Hindhaugh, BT Sport, Chief Operating Officer
Steve Jenkins, President, NEP UK & Ireland
Barry Johnstone, CTV Outside Broadcasts, Chairman
Robert Kis, TV Skyline, Chief Executive Officer
Jens Cornelius Knudsen, TV 2 Norway, VP Production News and Sports
Timo Koch, Euro Media Group, Director of Operations
Michael Koegler, ORF, ORF Sport, Head of Directors
Dean Locke, Formula One Management, Executive Director, TV Production
Róisín McKeniry, Timeline Television, Head of Production Technology
Dan Miodownik, Host Broadcast Services, Chief Executive Officer
Florin Mitu, FIFA, Head of Host Broadcast Production
Nick Morgan, Premier League Productions, Managing Director
Eric Orrego, UEFA, Broadcast Engineer Manager
Chirster Pålsson, NEP Europe, VP Sales
James Pearce, DAZN, Head of Global Engineering
Roger Pearce, ITV Sport, Technical Director
Emil Pianas, Mediapro, CTO and Operations Manager
Inga Ruehl, Sky Production Services, Director
Marcin Serafin, Ekstraklasa Live Park, Head of Operations
Sotiris Salamouris, Olympic Broadcasting Services, Chief Technical Officer
David Shield, IMG, SVP Global Director of Engineering & Technology
Geert-Paul Slee, Broadcast Rental, Owner
David Tippett, Sunset-Vine, Head of Broadcast
Henk van Meerkerk, Director, Producer, Consultant
Anna Ward, Premier League Productions, Head of Production
Shane Warden, ATP Media, Chief Technology Officer
Dom Wedgwood, Perform Group, Director of Broadcast and Technology Services
Joachim Wildt, Red Bull Media House, Global Head of Content Distribution
John Williams, Gravity Media, Head of Projects
Tom Woods, Woods Communications, President
<table>
<thead>
<tr>
<th>EVENT:</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>BRONZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delegates to SVG Europe Summits a minimum of four to be held in the year (unlimited number of delegates for virtual)</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Delegate to SVG Europe Regional Summits – a minimum of three to be held in the year</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Delegate to SVG Europe Regional Summits – one event of your choice (virtual unlimited)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A Delegate to attend the Chairmans Forum in Europe</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Delegates to attend the Sports TV Awards</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>A Technology Showcase at an event of your choice (either a tabletop or Video Advert) subject to availability</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Associate Sponsor to be on a Thought leadership perspective panel at a relevant event (subject to availability)</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NEWSLETTER:</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Rotating Top Banner on the SVG Europe insider Newsletter</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hyperlinked Logo on SVG Europe Insider newsletter</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hyperlinked Text on SVG Europe Insider newsletter</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>All relevant sponsor news to be posted on the SVG Europe insider newsletter</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Provide us with your relevant upcoming events, webinars,white-papers and case studies and we will post and promote them on our newsletter</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>WEBSITE:</td>
<td>PLATINUM</td>
<td>GOLD</td>
<td>BRONZE</td>
</tr>
<tr>
<td>----------------------------------------------</td>
<td>----------</td>
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</tr>
<tr>
<td>Company Listing on Sponsor contact directory</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Rotating 728 x 90 Top and Bottom Banners on all web pages</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rotating 468 x 60 Top and Bottom Banners on all web pages</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Editorial inclusion on all SVG Europe trade show coverage including NAB, IBC</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Logo on ‘Sponsor’ web page, linked to websites</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PLATINUM PLATFORM:</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A Delegate to attend the Chairmans Forum (physical and virtual)</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>On joining, an exclusive CEO thought leadership interview</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Two exclusive ‘sit down’ interviews with an SVG Europe Editor at IBC and NAB</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 x case study presentation at an event to be agreed with editorial</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The opportunity to feature video content of products on the SVG Europe YouTube channel</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>JOURNAL:</th>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertisement in SVG Europe Sports Technology Annual Journal. The SVG Europe Journal is distributed digitally in early September 2021 and remains online for 12 months</td>
<td>Full Page</td>
<td>Half Page</td>
<td>Half Page</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ANNUAL SPONSORSHIP:</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>€16,500</td>
<td>€8,600</td>
<td>€4,600</td>
</tr>
</tbody>
</table>
**Presentations and case studies** should be pre-recorded in advance unless there is a very compelling reason to do it live. For live presentations, SVG Europe will arrange to do a technical run-through ahead of the event. For...will be asked to deliver their content as an .mp4 ahead of the event so that SVG Europe can do a technical run-through.

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**VIRTUAL EVENT SPONSORSHIP OPPORTUNITIES**

<table>
<thead>
<tr>
<th>TITLE SPONSOR</th>
<th>CASE STUDY SPONSOR</th>
<th>REGISTRATION SPONSOR</th>
<th>VIDEO ADVERT SPONSOR</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>€5,000</strong> 1 AVAILABLE</td>
<td><strong>€4,000 BASED ON AVAILABILITY</strong></td>
<td><strong>€3,500 1 AVAILABLE</strong></td>
<td><strong>€2,000 BASED ON AVAILABILITY</strong></td>
</tr>
<tr>
<td>• 5 minute video* introduction/welcome /opening remarks during the event</td>
<td>• 8-10 minute case study* presentation to take place during one of the virtual events</td>
<td>• Large advert position on the registration page of the event website linking to a destination of the sponsor’s choosing</td>
<td>• 30 to 90-second video*** showreel, sizzle reel, promo reel or advert to premiere during the event between editorial segments (subject to editorial approval and schedule)</td>
</tr>
<tr>
<td>• Recording of the event made available on SVG Europe Youtube channel and SVG Europe website and promoted on an SVG Europe newsletter and via social media channels</td>
<td>• Recording of the event made available on SVG Europe Youtube channel and SVG Europe website and promoted on an SVG Europe newsletter and via social media channels</td>
<td>• Logo on the homepage of the event website</td>
<td>• Recording of the event made available on SVG Europe Youtube channel and SVG Europe website and promoted on an SVG Europe newsletter and via social media channels</td>
</tr>
<tr>
<td>• Sponsor logo on event web page</td>
<td>• Sponsor logo on event web page</td>
<td>• Dedicated sponsor profile page on event website</td>
<td>• Sponsor logo on event web page</td>
</tr>
<tr>
<td>• Sponsor logo on all pre- and post-web and e-mail promotions for the event</td>
<td>• Sponsor logo on all pre- and post-web and e-mail promotions for the event</td>
<td>• Logo on all promotional materials for the event</td>
<td>• Sponsor logo on all pre- and post-web and e-mail promotions for the event</td>
</tr>
<tr>
<td>• Sponsor logo inclusion in intros to ALL the event videos</td>
<td>• Sponsor name inclusion in all the event editorial coverage including social media</td>
<td>• A story about the sponsorship on the SVG Europe website</td>
<td>• Sponsor name inclusion in all the event editorial coverage including social media</td>
</tr>
<tr>
<td>• Sponsor name inclusion in all the event editorial coverage including social media</td>
<td>• Use of delegate list after the show. The GDPR compliant delegate list may be used for marketing your goods or services.</td>
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<td></td>
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<td></td>
</tr>
</tbody>
</table>

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*Presentations and case studies should be pre-recorded in advance unless there is a very compelling reason to do it live. In all cases, it is the responsibility of the sponsor to ensure that any slides and video work ahead of the event and that there is a strong internet connection for the presenter. For live presentations, SVG Europe will arrange to do a technical run-through ahead of the event. For pre-recorded video presentations, sponsors will be asked to deliver their content as an .mp4 ahead of the event so that SVG Europe can do a technical run through. All post-event videos will be hosted on SVG Europe Youtube channel and embedded into the SVG Europe website. It is the sponsor’s responsibility to ensure that any copyrighted material and brand names within their presentation are cleared for use.

**Thought Leadership Perspective speakers will be asked to provide thought leadership and expertise, not a sales pitch. The panel will be recorded ‘as live’ and then edited for length. SVG Europe reserves the right to make any edits in the interest of editorial fairness, accuracy or balance.

***Sponsors will be asked to deliver their content as an .mp4 file ahead of the event so that SVG Europe can do a technical test. As post-event videos will be hosted on SVG Europe Youtube channel and embedded into the SVG Europe website, it is the sponsor’s responsibility to ensure that any copyrighted material and brand names within their video are cleared for use.
VIRTUAL EVENT SPONSORSHIP OPPORTUNITIES

SPONSOR WEBINAR
SUPPORTED BY SVG EUROPE

€8,000
BASED ON AVAILABILITY

- 45 to 60-minute webinar hosted and produced by SVG Europe
- Subject matter and format to be agreed between sponsor and SVG Europe
- Sponsor sources and invites speakers and provides any video or presentation collateral
- SVG Europe provides a moderator/chair and manages technical operation
- SVG Europe manages registration and provides a comprehensive marketing package combining dedicated e-blasts, plus promotion of the event on the SVG Europe and SVG Europe social media, newsletters and on the SVG Europe website
- Sponsor provides all graphics for e-blasts, social media and website banners as well as any on-screen graphics to be shown
- Sponsor gets use of delegate list after the show. The GDPR compliant delegate list may be used for marketing your goods or services
- Recording made available on SVG Europe Youtube channel and SVG Europe website post event and promoted on an SVG Europe newsletter and via social media channels. Recording also made available to sponsor.

*Presentations and case studies should be pre-recorded in advance unless there is a very compelling reason to do it live. In all cases, it is the responsibility of the sponsor to ensure that any slides and video work ahead of the event and that there is a strong internet connection for the presenter. For live presentations, SVG Europe will arrange to do a technical run-through ahead of the event. For pre-recorded video presentations, sponsors will be asked to deliver their content as an .mp4 file ahead of the event so that SVG Europe can do a technical run through.

**Thought Leadership Perspective speakers will be asked to provide thought leadership and expertise, not a sales pitch. The panel will be recorded as live and then edited for length. SVG Europe reserves the right to make any edits in the interest of editorial fairness, accuracy or balance.

***Sponsors will be asked to deliver their content as an .mp4 file ahead of the event so that SVG Europe can do a technical test. As post-event videos will be hosted on SVG Europe YouTube channel and embedded into the SVG Europe website, it is the sponsor’s responsibility to ensure that any copyrighted material and brand names within their video are cleared for use.
IN-PERSON EVENT SPONSORSHIP OPPORTUNITIES

**TITLE SPONSOR**

€6,000

1 AVAILABLE

- 5 minute executive introduction/welcome (recorded/live)
- Company branding around the venue and on Holding Slides before and during the conference
- Video interview recorded during the event that will be edited and published on SVG Europe Youtube channel and SVG Europe website
- Branding on available digital signage (where available)
- Company logo on event webpage
- Company logo on all pre and post web and e-mail promotions for the event
- Company logo featured on on-screen graphics during the event
- Sponsor inclusion in all Editorial Coverage of the Event
- Tabletop – 1.5 metre long table with 2 x chairs including a 240 volt power supply
- Literature distribution around the event
- Dedicated pre-event coverage in the Event Guide emailed to all event attendees
- Video recording* of the event to be made available on the SVG Europe Youtube channel and SVG Europe website
- Use of delegate list after the show. The GDPR compliant delegate list may be used for marketing your goods or services.

**REGISTRATION SPONSOR**

€4,000

1 AVAILABLE

- Physical signage on the Registration table as well as on-screen digital signage (where available)
- Video interview recorded during the event that will be edited and published on SVG Europe Youtube channel and SVG Europe website
- Opportunity to have a company executive stand at the Registration table and to greet guests
- Advert position on the registration page of the event website linking to a destination of the sponsor’s choosing
- Dedicated profile page on the event website (sponsor may supply 800 words and/or video)
- Literature distribution on registration table

**TABLE TOP SPONSOR**

€2,000

NUMBER AVAILABLE DEPENDING ON VENUE SIZE

- Tabletop – 1.5 metre long table with 2 x chairs including a 240 volt power supply
- Branding on digital signage if available at the event (where available)
- Dedicated pre-event coverage in the Event Guide emailed to all event attendees
- Company logo on event webpage
- Company logo and banner on main event registration page
- Company logo on all pre and post web and e-mail promotions for the event
- Use of delegate list after the show. The GDPR compliant delegate list may be used for marketing your goods or services.

*Where applicable
IN-PERSON EVENT SPONSORSHIP OPPORTUNITIES

SESSION SPONSOR

€2,000
BASED ON AVAILABILITY

- Introduction to the session (to be confirmed with Editorial)
- Dedicated pre-event coverage in the Event Guide emailed to all event attendees
- Company logo exposure throughout the entire session
- Company branding included around the venue, on digital signage (where available), on Holding Slides and on on-screen graphics before and during the conference
- Branding on digital signage if available at the event (where available)
- Company logo on event webpage
- Company logo on all pre and post web and e-mail promotions for the event
- Use of delegate list after the show. The GDPR compliant delegate list may be used for marketing your goods or services.
- Literature distribution
- Video recording* of the event to be made available on the SVG Europe Youtube channel and SVG Europe website

NETWORKING BREAKS & EVENING RECEPTION SPONSOR

€5,000
1 AVAILABLE

- Branding in the reception area
- Video interview recorded during the event that will be edited and published on SVG Europe Youtube channel and SVG Europe website
- Branding on digital signage if available at the event (where available)
- Dedicated pre-event coverage in the Event Guide emailed to all event attendees
- Company logo on event webpage
- Company logo on all pre and post web and e-mail promotions for the event
- Tabletop – 1.5 metre long table with 2 x chairs including a 240 volt power supply
- Use of delegate list after the show. The GDPR compliant delegate list may be used for marketing your goods or services.
- Literature distribution

CASE STUDY SPONSOR

€5,500
BASED ON AVAILABILITY

- Case Study Presentation: 8-10 minutes (subject to editorial approval)
- + 3 Registrations
- Company branding included around the venue, on digital signage (where available), on Holding Slides and on on-screen graphics before and during the conference
- Company logo on event webpage
- Company logo on all pre and post web and e-mail promotions for the event
- Video interview recorded during the event that will be edited and published on SVG Europe Youtube channel and SVG Europe website
- Sponsor inclusion in all Editorial coverage of the event
- Tabletop – 1.5 metre long table with 2 x chairs including a 240 volt power supply
- Literature distribution around the event
- Use of delegate list after the show. The GDPR compliant delegate list may be used for marketing your goods or services.
- Dedicated pre-event coverage in the Event Guide emailed to all event attendees
- Video recording* of the event to be made available on the SVG Europe Youtube channel and SVG Europe website

VIDEO ADVERT SPONSOR

€2,000
BASED ON AVAILABILITY

- 30 to 90-second video*** showreel, sizzle reel, promo reel or advert to premiere during the event between editorial segments (subject to editorial approval and schedule)
- Recording of the event made available on SVG Europe Youtube channel and SVG Europe website and promoted on an SVG Europe newsletter and via social media channels
- Sponsor logo on event web page
- Sponsor logo on all pre- and post-web and e-mail promotions for the event
- Sponsor name inclusion in all the event editorial coverage including social media
- Use of delegate list after the show. The GDPR compliant delegate list may be used for marketing your goods or services.
- Dedicated pre-event coverage in the Event Guide emailed to all event attendees
- Video recording* of the event to be made available on the SVG Europe Youtube channel and SVG Europe website

*Where applicable
SUMMIT SUCCESS IN 2020 & 2021

- **SPORTS TV AWARDS 2021**
  March 2021, live on Zoom and on-demand on Youtube
  283 unique live viewers, 500+ on-demand views

- **FOOTBALL SUMMIT 2021**
  21 April 2021, live on Zoom and on-demand on Youtube
  321 unique live viewers, 1000+ on-demand views

- **BACK IN THE GAME 2021**
  28 July, in-person, London, and on-demand on Youtube
  81 attendees at COVID-safe event, 750+ on-demand views

- **SPORT PRODUCTION & TECHNOLOGY SUMMIT 2021**
  28 October, in-person, London, live on Vimeo
  276 attendees, 118 live online viewers

- **SKY SPORT SUMMIT 2021**
  23 November, live and on-demand on Vimeo
  276 unique live viewers, 500+ on-demand views

*Figures correct as of February 2022

BROAD INTERNATIONAL SPREAD: UK, THE NETHERLANDS, GERMANY, FRANCE, SPAIN, IRELAND, EASTERN EUROPE, USA