

# **INFORMATION PACK 2024**

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

[www.svg europe.org](http://www.svg europe.org)



## WHAT IS SVG EUROPE?

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 13 years ago**
- **145 sponsors**
- **SVG Europe Insider newsletter: 100+ per year**
- **19 conference/networking/awards/in-person and online events scheduled for 2024 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
- One Planet
- Sports Broadcasting Fund

## EVENTS

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

## MEDIA

- Online/Website
- Insider newsletter
- Audio Insider newsletter
- Women Insider 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 **8,400\*** 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

### WEBSITE WWW.SVGEUROPE.ORG

- Reaches an average of **20,000\*** unique users per month
- Contains 'Live From' reports about the production of the biggest sporting events, industry news, product launches, upcoming events video and more

### SVG EUROPE ANNUAL SPORTTECH JOURNAL

- Printed journal covering the European sports market
- Also available digitally

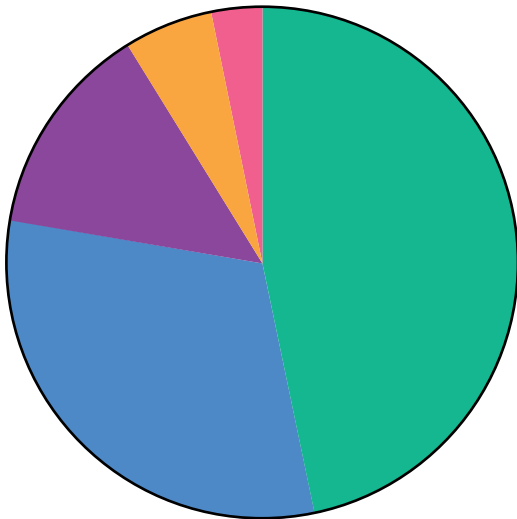
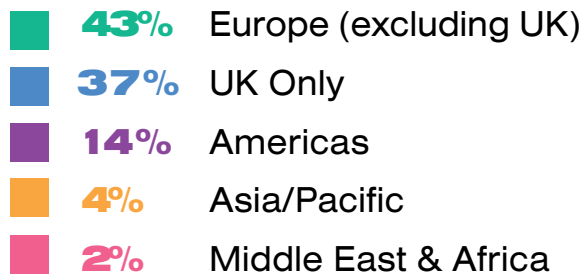
\* Statistics for period May 2023

### SOCIAL MEDIA TWITTER, FACEBOOK & LINKEDIN

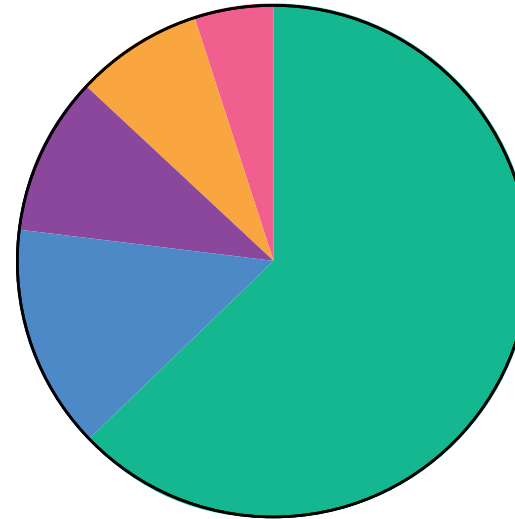
- SVG Europe uses social media to not only promote its own content and events but also to help highlight the work of its sponsors
- As of May 2023, SVG Europe has **6,657** followers on LinkedIn, **5,033** followers on Twitter and **1,174** followers on Facebook



## NEWSLETTER BREAKDOWN GLOBAL REGIONS



## NEWSLETTER BREAKDOWN EUROPEAN REGIONS

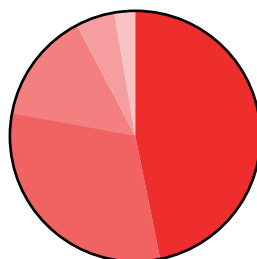
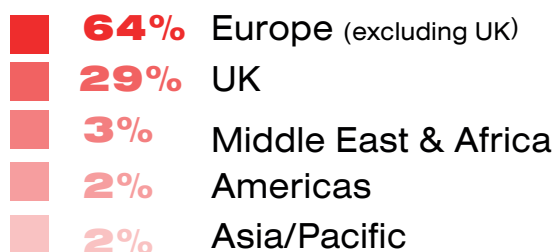


\* Figures based on Newsletter total of 8530, December 2023

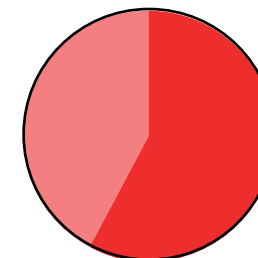
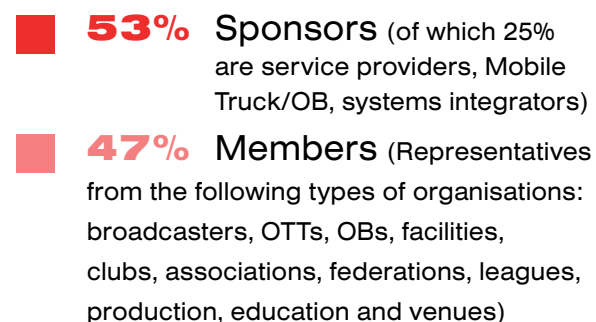


## TYPICAL AUDIENCE AT SVG EUROPE EVENT EXAMPLE SHOWN: FOOTBALL SUMMIT 2023 – IN PERSON HELD IN PARIS

### DELEGATE AUDIENCE BY REGION



### DELEGATE AUDIENCE SPLIT OF SPONSORS VS END USERS



**SVG Europe's Football Summit attracted senior delegates within the sports TV broadcasting industry from the following companies:** Astro, AFC Ajax, Alkass Sports, Amazon Prime Video, Aurora Media, BBC Sport, BeIN Sports, BT Sport, Buzz 16, Canal+, City Football Club, DAZN, DFL, Discovery, Eurosport, FFT, FIFA, HBS, IMG, Mediapro, Orange, Paris 2024, Premier League Productions, RT1, Sky Deutschland, Sky Sports, Sunset+Vine, TF1, Tottenham Hotspur, UEFA, Warner Bros. Discovery and many more.

**With job titles that include:** Assistant Vice President Sports Business, Broadcast Producer, Broadcast Technical Manager, CEO, Creative Producer, CTO, Director Audio Technology, Director Contribution Engineering, Director of Creative Output, Director of Operations, Director of Production, Director of Technology & Technical Operations, Director of Technology & Strategic Operations, Executive Producer Sports Production, Head of Audiovisual, Head of Audiovisual Rights National, Head of Broadcast, Head of Content Management, Head of Engineering, Head of Football & Multisport, Head of Host Broadcast, Head of Operations, Head of Production, Head of Production Technology, Head of Production Services, Head of Sports Digital Content, Head of Technical Operations & Innovations, Head of TV Directors, Head of TV Sports Production, Manager Audiovisual Rights, Live Producer, Live Sports Director, Managing Director, Media & Content Coordinator, Media Director, President, Producer, Production Coordinator, Production Manager, Professor, Senior Broadcast Engineering Expert, Senior Content Operations Manager, Senior Director, Senior Engineering Manager, Senior Lecturer in Sports Media, Senior Live Football Director, Senior Live Production & Operations Manager, Senior Producer, Senior Production Manager, Senior Technical Operations Manager, Senior Vice President Continental Production, Sport Director, Senior Vice President Partnership, SVP, Director of Engineering & Technology Worldwide, Technical Studies & Architecture, TV Director, VP Distribution & Engineering EMEA.

# CALENDAR OF EVENTS 2024

EVENT	DATE	LOCATION
<b>Sky Sport Austria Summit 2024 in cooperation with SVG Europe (Regional Summit)</b>	25 January	In-Person Salzburg, Austria Platinum/Gold/ Austria only
<b>SVG Europe Audio: IP Audio Forum – Discipline and culture</b>	15 February	Online All Sponsors
<b>Football Summit</b>	29 February	In-Person Brussels All Sponsors
<b>SVG Europe Women</b>	21 March	In-Person Glasgow All Sponsors
<b>SVG Europe Audio: NAB Roundtable</b>	15 April	In-Person Las Vegas, All Sponsors
<b>Create, Share, Engage</b>	23 May	In-Person London All Sponsors
<b>SVG Europe Audio</b>	13 June	Online All Sponsors
<b>Sky Sport Italy Summit 2024 in cooperation with SVG Europe (Regional Summit)</b>	27 June	In-Person, Milan Platinum/Gold/ Italian only

EVENT	DATE	LOCATION
<b>Sport Production Summit, Amsterdam</b>	12 September	In-Person, Amsterdam All Sponsors
<b>SVG Europe Women Networking @ IBC 2024</b>	14 September	In-Person, Amsterdam All Sponsors
<b>SVG Europe Networking @ IBC 2024</b>	14 September	In-Person, Amsterdam All Sponsors
<b>Sky Sport DACH Summit 2024 in cooperation with SVG Europe (Regional Summit)</b>	10 October	In-Person, Munich Platinum/Gold/ DACH only
<b>FutureSPORT</b>	23 October	In-Person, London All Sponsors
<b>SVG Europe Audio Summit</b>	21 November	In-Person, London All Sponsors
<b>SVG Europe France (Regional Summit)</b>	November TBC	In-Person, Paris Platinum/Gold/ France only

*Dates and venues are subject to change*

## SVG EUROPE AUDIO

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.

## 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.

## 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.



# SVG COMMUNITY INITIATIVES 2024

## SVG EUROPE AUDIO

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	DATE	LOCATION
<b>SVG Europe Audio: IP Audio Forum – Discipline and culture</b>	15 February	Online
<b>SVG Europe Audio: NAB Roundtable</b>	15 April	In-Person, Las Vegas TBC
<b>SVG Europe Audio</b>	13 June	Online
<b>SVG Europe Audio Summit</b>	21 November	In-Person, London TBC

*Dates and venues are subject to change. Online and in-person events to be confirmed*

## TESTIMONIALS

“SVG Europe Audio is an important hub for the European broadcast audio industry, guaranteeing an outstanding network within the audio community. It provides a high-quality calendar of events, making it fundamental for the professional ecosystem within sports broadcasting.”

**Nuno Duarte, Olympic Broadcasting Services (OBS), Senior Manager Audio**

“SVG Europe Audio provides events for peers to connect and a platform to share knowledge and achievements in an industry where it’s easy to be technically and operationally isolated. It provides inspiration too, encouraging me to be more progressive and forward thinking.”

**Pete Mercer, Warner Bros. Discovery Sports, Senior Sound Manager**

“SVG Europe Audio fosters a strongly connected community of broadcast audio specialists, operators, managers, technologists, and solutions providers, across Europe, engaged in a lively exchange of new ideas, best practices, and opportunities for innovation.”

**Roger Charlesworth, Independent Industry Consultant**

## SVG EUROPE WOMEN

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

EVENT	DATE	LOCATION
SVG Europe Women	21 March	In-Person, Glasgow
SVG Europe Women @ IBC2024	14 September	In-Person, Amsterdam

## TESTIMONIALS

*“Alone we go faster, together we go further.” This African proverb sums up the very essence of collective intelligence. This is exactly what SVG Europe Women has been able to infuse since its creation.”*

**Lise Cosimi, Comité National Olympique et Sportif Français, General Manager, Chair of SVG Europe Women**

*“At Sky we are constantly evolving our diversity initiatives and continue to break down barriers. To be effective in this we need great partners and SVG Europe Women offers us an essential window into the sports production world that was previously fragmented, largely without a voice and rarely brought together.”*

**James Clement, Sky Sports, Director of Operations**

*“I always come away from an SVG Europe Women’s event with so many new ideas on how to improve engagement with women in the industry. Even though we’re dealing with an age-old problem, every event is fresh and enlightening, and the networking alone has led to new business and successful recruitment and new collaborations; working with SVG Europe Women has been an unmitigated success.”*

**Lucy Lake, QTV, Human Resources Manager**

# PLATINUM SPONSORS



# GOLD SPONSORS





# BRONZE SPONSORS





# SPONSORSHIP PACKAGES

EDITORIAL:	PLATINUM	GOLD	BRONZE
All relevant sponsor news to be posted on the SVG Europe website and included in the twice-weekly Insider newsletter	✓	✓	✓
On joining or renewing, an exclusive CEO thought leadership interview (video or written)**	✓		
New sponsor Spotlight video interview in the Newsletter	✓	✓	
Editorial inclusion on all SVG Europe trade show coverage including NAB, IBC	✓	✓	✓
Two exclusive 'sit down' interviews with an SVG Europe Editor at IBC and NAB	✓		
The opportunity to feature video content of products on the SVG Europe YouTube channel	✓		
End of year review/New Year byline article	2	1	
EVENTS:			
A case study presentation at an event to be agreed with editorial, plus use of GDPR compliant data across 2 chosen events	✓		
A Delegate to attend all Advisory Board meetings/dinner in Europe	✓		
Delegates to SVG Europe Summits – a minimum of four to be held in the year	4	2	1
Delegate to SVG Europe Regional Summits – a minimum of three to be held in the year	1		
Delegate to SVG Europe Regional Summits – two events of your choice		1	
A Delegate to attend the Chairmans Forum in the US (NAB)	1		
A Technology Showcase at an event of your choice (either a tabletop or Video Advert) subject to availability	✓		

# SPONSORSHIP PACKAGES

<b>MEDIA:</b>	<b>PLATINUM</b>	<b>GOLD</b>	<b>BRONZE</b>
Rotating Top Banner on the SVG Europe insider Newsletter	1		
Hyperlinked Logo on SVG Europe Insider newsletter	✓		
Hyperlinked Text on SVG Europe Insider newsletter	✓		
Provide us with your relevant upcoming events, webinars, white-papers and case studies and we will post and promote them on our newsletter	4	2	1
Company Listing on Sponsor contact directory	✓	✓	✓
Rotating 728 x 90 Top and Bottom Banners on all web pages	✓		
Rotating 468 x 60 Top and Bottom Banners on all web pages		✓	
Logo on 'Sponsor' web page, linked to websites	✓	✓	✓
<b>PLATINUM PLATFORM:</b>			
A delegate to attend all Advisory Board meetings /Dinner in Europe	✓		
On joining or renewing, an exclusive CEO thought leadership interview	✓		
New sponsor Spotlight video interview in the Newsletter	✓		
NAB and IBC product preview interview/technology showcase	✓		
Editorial inclusion on all SVG Europe trade show coverage including NAB, IBC	✓		

# SPONSORSHIP PACKAGES

<b>PLATINUM PLATFORM (CONTINUED):</b>			
Two exclusive 'sit down' interviews with an SVG Europe Editor at IBC and NAB	✓		
A Case Study presentation at an event to be agreed with editorial plus the use of GDPR compliant data across 2 chosen events	✓		
End of year review/New Year byline articles	2		
<b>JOURNAL:</b>			
Advertisement in SVG Europe SportTech annual journal. The SVG Europe Journal is distributed digitally in the autumn and remains online for 12 months	<b>Full Page</b>	<b>Half Page</b>	<b>Half Page</b>
<b>ANNUAL SPONSORSHIP:</b>			
	<b>€ 18,500</b>	<b>€9,000</b>	<b>€5,250</b>

# IN-PERSON EVENT SPONSORSHIP OPPORTUNITIES

## TITLE SPONSOR

**€7,500**

**1 AVAILABLE**

- 5-minute in-person or video introduction/welcome/opening remarks during the event
- 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 email 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
- Recording of the event made available on SVG Europe's Youtube channel and made available to SVG Europe website and promoted on an SVG Europe newsletter and via social media.
- Use of delegate list before the show. The GDPR compliant delegate list may be used for marketing your goods or services.

## REGISTRATION SPONSOR

**€5,500**

**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
- Tabletop – 1.5 metre long table with 2 x chairs including a 240 volt power supply in networking area †
- 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 email promotions for the event
- Use of delegate list before the show. The GDPR compliant delegate list may be used for marketing your goods or services.

## TABLE TOP SPONSOR

**€2,950**

**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)
- Company logo on event webpage
- Company logo on all pre and post web and email promotions for the event
- Dedicated pre-event coverage in the Event Guide emailed to all event attendees
- Use of delegate list before the show. The GDPR compliant delegate list may be used for marketing your goods or services.

## ENHANCED TABLE TOP SPONSOR

**€4,750**

- Same as Table Top Sponsor package, plus a one-to-one interview on your tabletop at the event.

† Please let us know as soon as possible after securing your sponsorship package if you are going to require additional items for your tabletop exhibition stand, such as a dedicated connection to the internet, or a specific internet speed, a display monitor and stand, or extra power sockets. These will be charged separately. Prices depend on the venue and vary from event to event. Availability cannot be guaranteed.

# IN-PERSON EVENT SPONSORSHIP OPPORTUNITIES

## SESSION SPONSOR

**€4,000**

**1 AVAILABLE**

- 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
- Company logo on event webpage
- Company logo on all pre and post web and email promotions for the event
- The choice of either a Tabletop or 1 to 1 interview at the event †
- Literature distribution
- Video recording of the event to be made available on the SVG Europe Youtube channel and SVG Europe website
- Use of delegate list before the show. The GDPR compliant delegate list may be used for marketing your goods or services.

## CONTRIBUTING SPONSOR

**€5,000**

**1 AVAILABLE**

- A speaker slot on an editorially-relevant panel at an SVG Europe in-person event
- Company logo/name listed on programme next to editorial session as 'Session supporter'
- Dedicated pre-event coverage in the Event Guide emailed to all event attendees
- Company logo exposure throughout the 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
- Company logo on event webpage
- Company logo on all pre and post web and email promotions for the event
- The choice of either a Tabletop or 1 to 1 interview at the event †
- Literature distribution
- Video recording of the event to be made available on the SVG Europe Youtube channel and SVG Europe website
- Use of delegate list before the show. The GDPR compliant delegate list may be used for marketing your goods or services.

## VIDEO ADVERT SPONSOR

**€2,500**

**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's Youtube channel and made available to SVG Europe website and promoted on an SVG Europe newsletter and via social media.
- Sponsor logo on event web page
- Sponsor logo on all pre- and post-web and email promotions for the event
- Sponsor name inclusion in all the event editorial coverage including social media
- Dedicated pre-event coverage in the Event Guide emailed to all event attendees
- Use of delegate list before the show. The GDPR compliant delegate list may be used for marketing your goods or services.

## ENHANCED VIDEO ADVERT SPONSOR

**€3,950**

- Same as the Video Advert Sponsor package, plus a 3-minute presentation

\*\*\* Sponsors will be asked to deliver a 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). The content should be provided as an .mp4 file at least seven days 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.

† Please let us know as soon as possible after securing your sponsorship package if you are going to require additional items for your tabletop exhibition stand, such as a dedicated connection to the internet, or a specific internet speed, a display monitor and stand, or extra power sockets. These will be charged separately. Prices depend on the venue and vary from event to event. Availability cannot be guaranteed.



# IN-PERSON EVENT SPONSORSHIP OPPORTUNITIES

## 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 email promotions for the event
- Recording of the event made available on SVG Europe's YouTube channel and made available to SVG Europe website and promoted on an SVG Europe newsletter and via social media
- 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 before 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 to be published on the SVG Europe YouTube channel and made available to view on-demand as part of the post-event coverage on the SVG Europe website.

### TIMELINE FOR DELIVERY OF CASE STUDY

- When registration opens: sponsor to supply title, topic and brief synopsis for the case study
- Four weeks before the event: briefing call with sponsor. Speaker name and job title to be supplied
- Two weeks before the event: sponsor to supply speaker biog and photo
- One week before the event: sponsor to supply slides and/or video material

## NETWORKING BREAKS & EVENING RECEPTION SPONSOR

**€5,500**

### 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 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 email promotions for the event
- Tabletop – 1.5 metre long table with 2 x chairs including a 240 volt power supply †
- Use of delegate list before the show. The GDPR compliant delegate list may be used for marketing your goods or services
- Literature distribution.

† Please let us know as soon as possible after securing your sponsorship package if you are going to require additional items for your tabletop exhibition stand, such as a dedicated connection to the internet, or a specific internet speed, a display monitor and stand, or extra power sockets. These will be charged separately. Prices depend on the venue and vary from event to event. Availability cannot be guaranteed.

# VIRTUAL EVENT SPONSORSHIP OPPORTUNITIES

## TITLE SPONSOR

**€3,500**

**1 AVAILABLE**

- 5 minute video introduction/welcome /opening remarks during the event \*
- 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 email promotions for the event
- Sponsor logo inclusion in intros to ALL the event videos
- Sponsor name inclusion in all the event editorial coverage including social media
- Use of delegate list before the show. The GDPR compliant delegate list may be used for marketing your goods or services.

## REGISTRATION SPONSOR

**€3,500**

**1 AVAILABLE**

- Large advert position on the registration page of the event website linking to a destination of the sponsor's choosing
- Logo on the homepage of the event website
- Dedicated sponsor profile page on event website
- Logo on all promotional materials for the event
- A story about the sponsorship on the SVG Europe website
- Use of delegate list before the show. The GDPR compliant delegate list may be used for marketing your goods or services.

## VIDEO ADVERT SPONSOR

**€1,500**

**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 email promotions for the event
- Sponsor name inclusion in all the event editorial coverage including social media
- Use of delegate list before the show. The GDPR compliant delegate list may be used for marketing your goods or services.

## CASE STUDY SPONSOR

**€2,750**

**BASED ON AVAILABILITY**

- 8-10 minute case study presentation to take place during one of the virtual events \*
- 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 email promotions for the event
- Sponsor name inclusion in all the event editorial coverage including social media
- Use of delegate list before the show. The GDPR compliant delegate list may be used for marketing your goods or services.

### **TIMELINE FOR DELIVERY OF CASE STUDY**

- When registration opens: sponsor to supply title, topic and brief synopsis for the case study
- Four weeks before the event: briefing call with sponsor. Speaker name and job title to be supplied
- Two weeks before the event: sponsor to supply speaker bio and photo
- One week before the event: sponsor to supply slides and/or video material

\* 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 at least seven days 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.

\*\*\* Sponsors will be asked to deliver a 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). The content should be provided as an .mp4 file at least seven days 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

## SESSION SPONSOR

**€2,500**

### 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
- Branding on digital signage if available at the event
- Company logo on event webpage
- Company logo on all pre and post web and email promotions for the event
- 1 to 1 interview at the event
- Literature distribution
- Video recording of the event to be made available on the SVG Europe Youtube channel and SVG Europe website
- Use of delegate list before the show. The GDPR compliant delegate list may be used for marketing your goods or services.

## SPONSOR WEBINAR SUPPORTED BY SVG EUROPE

**€10,000**

### 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 website, social media and newsletters
- 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.

## SUMMIT SUCCESS IN 2022

- SPORTS GRAPHICS SPOTLIGHT 2022**  
 23 February 2022, live and on-demand on Vimeo and YouTube  
 210 unique live viewers, 1000+ on-demand views
- FOOTBALL SUMMIT 2022**  
 10 March 2022, in-person, London and on-demand on YouTube  
 236 attendee, 1000+ on-demand views
- REMOTE PRODUCTION WORKSHOP**  
 13 April 2022, live and on-demand on Vimeo  
 252 unique live viewers, 300+ on-demand views
- SPORTS OTT SUMMIT**  
 13 April 2022, live and on-demand on Vimeo  
 252 unique live viewers, 300+ on-demand views



\*Figures correct as of October 2022

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