



# **INFORMATION & SPONSORSHIP PACK 2025**

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

[svgeurope.org](https://svgeurope.org)



“SVG Europe is the leading pan-European industry association for the broadcast sports production community.

“By connecting broadcasters, producers, leagues, federations, clubs, OB companies, and technology providers, we drive innovation and foster collaboration across the industry.



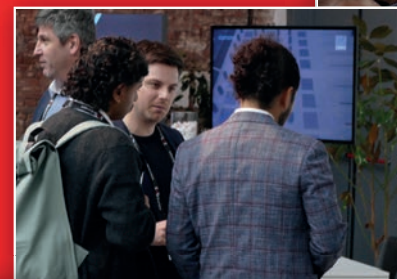
“Through our live Summits, regional Forums, digital events and online content, we empower professionals to create, produce, and distribute world-class sports content.

“Our mission is to advance the art and science of sports production, enhancing both the industry’s sustainability and the viewer experience.

“With the support of our sponsors, SVG Europe serves as a vital knowledge resource, facilitating dialogue between professionals and technology developers to improve the quality, profitability, and future of sports programming.”

### **ALESSANDRO REITANO**

Sky Deutschland, Vice President of Sports Production  
Chair of the SVG Europe Advisory Board



# SVG EUROPE IN NUMBERS

**21**

SVG Europe events  
in 2025

**150**

SVG Europe  
sponsors

**17**

In-person SVG Europe  
events in 2025

**8,950**

Newsletter  
subscribers

**2,000**

Attendees at SVG Europe  
events in 2024

**29,000**

Unique users of  
SVGEurope.org

**38**

Countries represented by  
SVG Europe attendees  
in 2024

**11,100**

LinkedIn  
followers

## CHAIR

**Alessandro Reitano**, Sky Deutschland, Vice President of Sports Production

## MEMBERS

**Tim Achberger**, Sportcast, Head of Innovation & Technology Management

**Jennifer Angell**, Ten City Media, Consultant

**Peter Angell**, Sunset+Vine, CEO

**Manuela Baraschi**, Sky Italia, Head of Sky Production Services

**Konrad Bartelski**, OTL, Managing Director

**Daragh Bass**, Grass Valley, Director of Business Development, EMEA

**Andy Beale**, Ateliere, Director, Business Development EMEA

**Julia Boettger**, Sky Deutschland, Director of Operations at Sky Sports

**Bridget Bremner**, Sky Sports, Production Executive

**Robin Broomfield**, Consultant

**Alan Burns**, Consultant

**Nigel Carter**, EMG/Gravity Media, Senior IT and Infrastructure Manager

**Gordon Castle**, Gordon Castle, Principal Technical Program Manager, Web

**Brian Clark**, Consultant

**James Clement**, IMG Studios, SVP of Technology and Operations

**Lise Cosimi**, Consultant

**Malcolm Cowan**, Consultant

**Tony Coxon**, Independent

**David Crawford**, Ravensbourne, Education Initiative

**Michael Crimp**, IBC, Chief Executive Officer

**Claire Da Silva**, Silva Graham, MD and Lead Consultant

**Paul Davies**, All England Lawn Tennis Club, Associate Director, Broadcast, Production & Media Rights

**Nicolas Deal**, Orange Events, Chief Technical Architect

**James Dean**, Kuoda, Director

**John Dollin**, Arsenal Football Club, Senior Product and Engineering Manager

**Angela Gibbons**, EMG/Gravity Media, UK, Sales Director

**Bevan Gibson**, EVS, EVP of Sales and Operations for North America

**Hamish Greig**, EMG/Gravity Media, Director of Golf Operations

**Lise Heidal**, NEP Europe, President

**Jamie Hindhaugh**, EMG/Gravity Media, CEO – UK, USA, Australia & Middle East

**Duncan Humphreys**, SeeCubic, SVP Media & Value Creation

**Robert Kis**, TV Skyline, Chief Executive Officer

**Jens Cornelius Knudsen**, DMC Production Norway, General Manager

**Timo Koch**, RIEDEL Networks, Chief Commercial Officer

**Michael Koegler**, ORF Sport, Head of Directors

**Dean Locke**, Formula One Management, Executive Director, TV Production

**Róisín McKeniry**, EMG/Gravity Media, UK head of Technology

**Dan Miodownik**, Host Broadcast Services, Chief Executive Officer

**Florin Mitu**, Consultant

**Nick Morgan**, Premier League Productions, Managing Director

**Richard Morgan**, BBC Sport, Chief Engineer and Head of Operations

**Eric Orengo**, UEFA, Senior Broadcast Engineering Expert

**Christer Pålsson**, Consultant

**James Pearce**, DAZN, SVP of Broadcast & Streaming

**Emili Planas**, Mediapro, CTO and Operations Manager

**Inga Ruehl**, Sky Sports, Executive Director of Production Services and Operations

**Marcin Serafin**, Ekstraklasa Live Park, Head of Operations

**Sotiris Salamouris**, Olympic Broadcasting Services, Chief Technical Officer

**Oscar Sanchez**, FIFA, Head of Host Broadcast Production

**David Shield**, Consultant

**Geert-Paul Slee**, Broadcast Rental, Owner and CEO

**David Tippett**, Sunset+Vine, Chief Content Officer

**Henk van Meerkerk**, Director, Producer, Consultant

**Anna Ward**, Premier League Productions, Director of Production & Operations

**Shane Warden**, AWS, Principal Consultant, Sport

**Dom Wedgwood**, Arqiva, CTO

**Joachim Wildt**, Red Bull Media House, Global Head of Content Distribution

**Tom Woods**, Woods Communications, President

## OUR MEMBERS ARE YOUR BIGGEST CUSTOMERS

ATP Media Operations  
Aurora Media Worldwide  
BBC Sport  
beIN Media Group  
British Basketball League  
Canal +  
Channel 4  
City Football Group  
DAZN  
DFB - German Football Association  
DFL Deutsche Fußball Liga  
Disney / ESPN  
England & Wales Cricket Board  
England Netball  
European Handball Federation  
European Tour Productions  
Eurosport  
FIFA  
Formula E  
France Televisions  
Globo  
HBS  
ICE Hockey League  
IMG  
International Bobsleigh & Skeleton Federation IBSF  
International Paralympic Committee  
International Tennis Federation  
Little Dot Sport  
Liverpool Football Club  
Mediapro  
MEDIASET

National Basketball Association  
Nine Entertainment Co  
Noah Media Group  
NOS Sport  
NRK  
OBS - Olympic Broadcasting Services  
ÖFB - Austrian Football Association  
ORF  
Premier League Productions  
Prime Video  
RAI Radiotelevisione Italiana  
Red Bull Media House / ServusTV  
Royal Belgian FA  
RTBF  
SailGP  
Saudi Pro League  
Six Nations Rugby  
Sky Sports  
Sunset+Vine  
TF1  
TNT Sports  
TV 2 Norway  
TVP Sport  
UEFA  
Volleyball World  
Warner Bros. Discovery  
Whisper TV  
World Aquatics  
World Curling Federation  
World Rugby  
YLE

## OUR MEMBERS HAVE JOB TITLES THAT INCLUDE...

AI Engineer

Associate Director, Broadcast & Production

Broadcast Consultant

Broadcast Engineering Manager

CEO

Chief Content Officer

Chief Technical Architect

Chief Technology Officer

Content Lead

Director - Contribution Engineering

Director Audio Technology

Director Content & Media Production

Director Core Technology

Director for Group Production Engineering

Director of Creative Output

Director of Digital

Director of Live Production

Director of Operations

Director of Production Management  
& Compliance

Director Production Technology &  
Operations EMEA

Director, Broadcast & Production

Director, Digital Video

Director, Graphics & Innovation

Director, Post Production Engineering

Emerging Technology Engineer

Engineering Director

Executive Director of Sport

Executive Director, International Project

Portfolio Delivery

Executive Producer

Global Broadcast Audio Architect

Global Social Lead

Group Director of Content, Broadcast  
& Platforms

Group Leader Content Operations

Head - Broadcast Technology & Operations

Head of Audiovisual Rights International

Head of Broadcast Infrastructure

Head of Broadcast Partnerships

Head of Broadcast Production & Distribution

Head of Content & Media

Head of Design, News & Sports

Head of Digital & Content

Head of Digital Strategy & Operations

Head of Digital Technology

Head of Directors Sport

Head of Engineering Post & Workflows

Head of Host Broadcast Production

Head of Innovation & Technology

Head of Live Production Solutions

Head of Media Engineering

Head of Production Facilities

Head of Sports Production

Head of Sports Publishing & Platforms

Head of Tech Ops & Innovations

Head of Technical Operations

Senior Director of Audio Technology

Senior Director, Technical Operations

Senior Manager Broadcast Content

Senior Manager Broadcast Operations

Senior Manager Emerging Technology

Senior Manager of Sport Delivery

Senior Manager, Digital Engagement

Senior Media Operations

Sports Technical Manager

SVP Technology

Technical Manager

Technical Operations Manager

Technical Producer / Director

Technology Director, Streaming

Technology Transfer & Partnerships Manager

VP Distribution Engineering

VP Production & Editorial Operations

## A DEDICATED EDITORIAL TEAM UNRIVALLED KNOWLEDGE AND EXPERIENCE



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Thought leadership across  
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Services Manager

## TAKING YOU TO THE HEART OF THE SPORTS PRODUCTION INDUSTRY

### INSIDER NEWS

- **8,950\*** Insider newsletter subscribers
- Europe's only dedicated newsletter focused on the sport production and technology marketplace
- Two regular Insider newsletter sends per week
- Dedicated monthly Audio newsletter and bi-monthly SVG Europe Women newsletter
- Monthly, annual and event 'Best Of' Insider newsletters

### SVGEUROPE.ORG

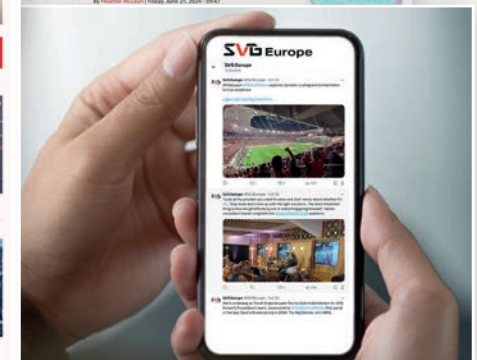
- **29,000\*** Unique users per month
- All the latest tech news, live reports from the biggest sporting events, industry-leader interviews and more

### SPORTTECH JOURNAL

- Annual digital publication covering the biggest and most innovative sporting events of the year

### LINKEDIN, X, FACEBOOK

- **11,104\*** Followers on LinkedIn
- **5,840\*** Followers on X
- **1,200\*** Followers on Facebook





The SVG Europe editorial team uniquely reports **LIVE FROM** sporting events across the globe and explores the latest technology in **TECH FOCUS** features

## LIVE FROM

**JAN-FEB:** IHF Men's World Championships, Croatia, Denmark and Norway

**FEB-MARCH:** FIS Nordic World Ski Championships, Norway

**MARCH:** European Athletics Indoor Championships, Netherlands

**MAY:** Snooker World Championship, UK

**MAY:** UEFA Champions League Final, Germany

**JUNE:** UEFA Women's Championship, Switzerland

**AUGUST:** Women's Rugby World Cup, UK

**SEPTEMBER:** UCI Mountain Bike World Championships, Switzerland

**NOV-DEC:** World Women's Handball Championship, Germany and the Netherlands

**DEC-JAN:** PDC World Darts Championship 2026, UK

## TECH FOCUS

**JANUARY:** The Rise of 5G in Live Sports Broadcasting: What it Means for Producers and Fans

**FEBRUARY:** Cloud-Based Production: Streamlining Remote Sports Broadcasting

**MARCH:** AI and Machine Learning in Live Sports: Enhancing the Fan Experience and Production Workflows

**APRIL:** Augmented Reality (AR) and Virtual Reality (VR): The Future of Immersive Sports Viewing

**MAY:** The Evolution of Instant Replay and Video-Assisted Refereeing with Advanced Technology

**JUNE:** Drones in Live Sports: Aerial Footage and New Angles for Spectacular Coverage

**JULY:** The Role of Data Analytics in Real-Time Sports Production: From Stats to Storytelling

**AUGUST:** Ultra-High Definition (4K/8K) and HDR: The New Standard for Live Sports Broadcasting

**SEPTEMBER:** The Impact of OTT Platforms on Live Sports Production: Breaking Traditional Broadcast Models

**OCTOBER:** The Future of Fan Engagement: Interactive and Personalized Content in Sports Broadcasting

**NOVEMBER:** Advancements in Audio Technology: Capturing the Atmosphere of Live Sports

**DECEMBER:** Cybersecurity in Live Sports Production: Protecting Digital Assets and Broadcast Integrity

## 21 SVG EUROPE EVENTS SCHEDULED FOR 2025, WITH 17 IN-PERSON EVENTS

	SVG EUROPE SUMMITS	SVG EUROPE REGIONAL FORUMS	SVG EUROPE TECH FORUMS
<b>Aims &amp; objective</b>	Provide members and sponsors with insights into sports production tech advancements, market opportunities, and challenges	Provide insight into the local sports production market and connect regional communities with international partners and customers	Provide an in-depth exploration of a specific area of the sports production sector, focusing on technological developments plus sector challenges and opportunities
<b>Location</b>	Various European locations	Various European locations	UK
<b>Duration</b>	Full-day events	Half-day events	Half-day events
<b>Language</b>	English	Local language	English
<b>Format</b>	Panels, presentations, case studies with up to 10 conference sessions, networking, workshops and roundtables, plus stadium tours	Panels, presentations, case studies and networking	Panels, presentations, case studies and networking
<b>Networking</b>	During and the event and at the end of the day	During the event and at the end of the day	During the event and at the end of the day
<b>Attendance</b>	250-550 attendees	100-150 attendees	100 attendees

## 2025 SUMMITS

**FOOTBALL SUMMIT:** March

**SPORTS PRODUCTION  
INNOVATION SUMMIT:** June

**DIGITAL SPORT SUMMIT:** June

**SVG EUROPE SUMMIT:** September

**FUTURE SPORT:** November

**SPORTS AUDIO SUMMIT:** November

## SVG EUROPE SUMMITS

These pan-European full-day events take place in a variety of locations each year. They include conference sessions which feature experts and thought leaders in the Sports broadcast production business, followed by networking.



## 2025 REGIONAL FORUMS

**AUSTRIA:** January

**WINTER SPORTS  
(NORWAY):** March

**DACH:** October

**FRANCE:** November



## SVG EUROPE REGIONAL FORUMS

These half-day conferences take place in a variety of European locations and are in the local language. They bring together a tight knit community with international partners. The forum finishes with networking.

## SVG EUROPE TECH FORUMS

These half-day conference events focus on the technological developments within the specialist areas of sports broadcasting. Each half-day event will be concluded with networking.

## 2025 TECH FORUMS

**SPORTS GRAPHICS FORUM:** May

**TRANSPORT FORUM:** July

EVENT	DATE	LOCATION	EVENT TYPE	DESCRIPTION
<b>Austria Forum</b>	23 January	In-Person, Salzburg, Austria Platinum/Gold/ Austria only	Regional Forum	The SVG Europe Austria Forum is an annual event that brings together professionals from the Austrian sports broadcasting and production industry to discuss current trends, challenges, and innovations.
<b>SVG Europe Women – Innovation and Accessibility</b>	25 February	In-Person, Glasgow, UK All Sponsors	Women Forum	An evening of panel discussions and presentations and networking, focusing on women in sports broadcasting, inclusion and accessibility, examining the role of technology and efforts to inspire change and develop lasting legacies
<b>SVG Europe Audio: Scaling up for DTC</b>	5 February	Online All Sponsors	Audio Forum	How broadcasters are adapting technology in new ways to not only upscale content, but to drive more fan engagement and reduce costs.
<b>Winter Sports Forum</b>	13 March	In-Person, Oslo, Norway Platinum/Gold only	Regional Forum	The Winter Sports Forum will explore the unique aspects of capturing live winter sports, examining the production and operational challenges and the tools and techniques used by federations, broadcasters and their partners to build audiences and immerse viewers in the action.
<b>SVG Europe Women – A City United</b>	19 March	In-Person, Salford, UK All Sponsors	Women Forum	A gathering for sports broadcasting professionals to share strategies for establishing and maintaining a career in live sports production in the compact and competitive media hub of the North West of England.
<b>Football Summit – Augmenting the Beautiful Game</b>	20 March	In-Person, Manchester, UK All Sponsors	Summit	Football Summit is a full-day conference that explores how we can continue to augment televised and online coverage of the beautiful game, covering the production and distribution of coverage of football in Europe and beyond
<b>SVG Chairman's Forum</b>	5 April	In-Person, Las Vegas, USA Platinum only	Forum	Chairman's Forum provides an opportunity for the global sports production community together ahead of the NAB convention, giving SVG Members and Sponsors a chance to discuss industry challenges and opportunities ahead of NAB
<b>Sports Graphics Forum</b>	29 May	In-Person, London, UK All Sponsors	Tech Forum	The Tech Forum: GFX event is a half-day conference for sports broadcasters, federations and producers dedicated to the fast-moving world of graphics, focussing on two specific areas: using data for on-screen storytelling and analysis; and virtual and mixed reality studio presentation.
<b>SVG Europe Audio: Mics Forum</b>	4 June	Online All Sponsors	Audio Forum	SVG Europe Audio takes a look at the capture of sound in sports broadcasting with a focus on microphones.
<b>Sports Production Innovation Summit</b>	12 June	In-Person, Barcelona, Spain All Sponsors	Summit	The Sport Production Innovation Summit will explore cutting-edge advancements in sports production, focusing on the latest innovations in AI-driven production, cloud-based workflows, cost-effective content creation for emerging and challenger sports and the future of centralised and remote production.
<b>Digital Sport Summit</b>	25 June	In-Person, London, UK All Sponsors	Summit	For federations, leagues, clubs, and other rights owners, as well as broadcasters, agencies, and producers, focused on creating content, maximizing fan engagement and revenue across the multiplatform universe

*Dates and venues are subject to change*

EVENT	DATE	LOCATION	EVENT TYPE	DESCRIPTION
<b>TranSPORT Forum</b>	17 July	In-Person, London, UK All Sponsors	Tech Forum	The Tech Forum: TranSPORT event is a half-day event that will examine the latest developments in transmission technology, exploring live sports media workflows including terrestrial and satellite backhaul, IP and cloud-based transport solutions, the evolution of 5G and bonded cellular technologies, the latest compression standards and transport protocols, 4K and HDR delivery, connectivity needs for remote and centralised productions, the role of AI and more.
<b>SVG Europe Summit</b>	11 September	In-Person, Amsterdam, Netherlands All Sponsors	Summit	SVG Europe's flagship conference and networking event brings together senior leaders of the European sports production community to debate the future of the sector and identify trends, opportunities and challenges that are shaping the industry and provide an opportunity to showcase recent successes.
<b>SVG Europe Women Benelux @ IBC 2025</b>	13 September	In-Person, Amsterdam, Netherlands All Sponsors	Networking	SVG Europe Women Benelux is once again at IBC with panels of inspirational guest speakers followed by networking.
<b>SVG Europe Networking @ IBC 2025</b>	13 September	In-Person, Amsterdam, Netherlands All Sponsors	Networking	Join SVG Europe's exclusive networking drinks at IBC which bring together sports broadcast professionals for conversations and connections. It's the perfect opportunity to expand your network and engage with key players in sports broadcasting, while discussing industry trends, innovations, and future collaborations..
<b>DACH Forum</b>	8 October	In-Person, Munich, Germany Platinum/Gold/ DACH only	Regional Forum	The DACH Forum is an annual event organized by SVG Europe and Sky, bringing together professionals from the broadcasting and production community in the DACH region (Germany, Austria, and Switzerland). The Forum features panel discussions, presentations, and networking opportunities, focusing on the latest developments in technology, workflows, and industry trends with a focus on content specific to the DACH region.
<b>Future Sport: Virtualised Production</b>	6 November	In-Person, Brighton, UK All Sponsors	Summit	This forward-looking conference and networking event focuses on how sports media will be created, distributed and consumed in the coming years, covering a range of subjects including personalisation and gamification, AI, cloud production, and more with a particular focus in 2025 on virtualised production.
<b>France Forum</b>	November	In-Person, Paris, France Platinum/Gold/ France only	Regional Forum	The France Forum is an annual event organized by SVG Europe with support from AMP Visual TV, bringing together professionals from the broadcasting and production community in France. The Forum features panel discussions, presentations, and networking opportunities, focusing on the latest developments in technology, workflows, and industry trends with a focus on content specific to France.
<b>Sports Audio Summit</b>	19 November	In-Person, London, UK All Sponsors	Summit	Audio experts explore the most exciting and disruptive technologies and ways of working in sports broadcasting today, and how these will lead, innovate and challenge the world of sound in sport going forwards into 2024 and beyond.
<b>Sustainability</b>	November	Online All Sponsors	Tech Forum	This online discussion will explore how the live sports production community is working together to address environmental concerns and help to build a more sustainable live sports industry, with practical advice and tips for attendees

## SVG EUROPE'S 2024 EVENT ATTENDEES



**247** attendees from **27** countries



**175** attendees from **12** countries



**521** attendees from **32** countries



**272** attendees from **21** countries



**54** attendees from **5** countries



**87** attendees from **10** countries



**64** attendees from **2** countries



**106** attendees from **9** countries



**128** attendees from **13** countries



**92** attendees from **8** countries

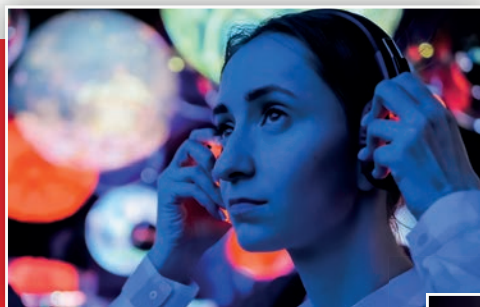


**225** attendees from **22** countries



## SVG EUROPE AUDIO

The SVG Europe Audio community comes together throughout the year to discuss sound production challenges, technologies and ideas, spearheaded by **Roger Charlesworth** and **Heather McLean**. Recent speakers have included representatives from Olympic Broadcasting Services, NBC Olympics, BBC R&D, and Dorna Sports.



## SVG EUROPE WOMEN

Made up of members from across TV sports broadcasting, 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 individuals who have fallen on hard times and are looking for short-term assistance in getting back on their feet.

## ONE PLANET

An initiative designed to encourage sustainability in sports production, providing a forum for ideas, debate and best practice. The second One Planet Sustainability event will take place in 2025. One Planet is closely aligned to, and supports, the BAFTA Albert Sports Consortium.





## CHAIR

**Lise Cosimi**, industry consultant and external head of the SVG Europe Women Advisory Board

## MEMBERS

**Heather McLean**, SVG Europe editor and internal head of the Advisory Board

**Jennifer Angell**, industry consultant

**Inga Ruehl**, Sky executive director, production services and operations

**Angela Gibbons**, EMG / Gravity Media, Sales Director

**Anna Lockwood**, Telstra International, head of media and sport

**Anna Ward**, Premier League Productions, vice president, director of production and operations

**Paula Rigby**, PG Productions,  
(France) executive director

**Roisin McKeniry**, EMG / Gravity Media,  
head of technology

**Vili Nedialkova**, ZDF, sport coordinator

**Åsa Edlund Jönsson**, Swedish Olympic Committee, general secretary

**Lucy Lake**, QTV, director of people and purpose



**LISE COSIMI**  
EXTERNAL HEAD OF THE  
ADVISORY BOARD



**HEATHER MCLEAN**  
INTERNAL HEAD OF THE  
ADVISORY BOARD

# PLATINUM SPONSORS



# GOLD SPONSORS



aelive group **AJA** VIDEO SYSTEMS **Alibaba Cloud** **amagi** **arkona** TECHNOLOGIES **ARISTA** **ARRI**

**ATELIERE** **ATEME** audio-technica **aws** **elemental** **BACKLIGHT** **broad cast SOLUTIONS** **BT** MEDIA AND BROADCAST

**Canon** **Chyron.** CINGULARITY **COBALT.** **Dante** **DISGUISE** **Dizplai**

**ES BROADCAST** **EUROVISION SERVICES** **evertz** **EVE** **FUJIFILM FUJINON** **GENELEC** **Genius SPORTS** **GLOBECAST**

**HAIVISION** **HAWK-EYE INNOVATIONS** **Imagine COMMUNICATIONS** **LAWO** **Leader** **LIVEU SPORTS** **matrox video** **MEDIA LINKS** Media Defined Networking

**LucidLink** **mimi dina** **MOMENTS Lab** **MOOV** **MRMC BROADCAST** **MultiDyne** Video & Fiber Optic Systems **nativewaves** **NEP** **netinsight** **pixitmedia** by DataCore

**PIXOTOPE** **PROGRAM PRODUCTIONS** PASSION FROM EVERY ANGLE **QUIDICH** **QVEST RED** **Reuters Imagen** **ROE** CREATIVE DISPLAY

**RIEDEL** **RT software** **SENNHEISER** **SES** **SHURE** SOUND EXTRAORDINARY **SIGNIANT** **SONY**

**STATS PERFORM** **techex.** **Telstra** **TVU networks** **veritone.** **VIDI** **vizrt**

**WOWZA** **ZIXI**

# 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 editorial mention in the newsletter	✓	✓	✓
On joining or renewing, an exclusive CEO thought leadership interview	✓		
On joining, a 1-2-1 Sponsor Spotlight Video in the newsletter		✓	
Editorial inclusion on all SVG Europe trade show coverage including NAB and IBC	✓	✓	✓
Exclusive 'sit down' interviews with an SVG Europe Editor at both 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:			
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	
Additional event sponsor delegate passes may be available on request	4	2	
A case study presentation at an event to be agreed with editorial	✓		
A Technology Showcase at an agreed event (either a Tabletop or Video Advert) subject to availability	✓		
Use of GDPR compliant data at an agreed event	✓		
A Delegate to attend all Advisory Board meetings/dinner in Europe	✓		
A Delegate to attend the Chairman's Forum in the US (NAB)	1		
An invite to each of SVG Europe's private VIP "current trends" roundtables throughout the year.	1		

# 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		✓	
LinkedIn post with sponsor's page tagged	✓		
Logo on 'Sponsor' web page, linked to websites	✓	✓	✓
<b>PLATINUM PLATFORM:</b>			
On joining or renewing, an exclusive CEO thought leadership interview	✓		
Editorial inclusion on all SVG Europe trade show coverage including NAB and IBC	✓		
Exclusive 'sit down' interviews with an SVG Europe Editor at both IBC and NAB	✓		
End of year review/New Year byline article	✓		
A case study presentation at an event to be agreed with editorial	✓		
A Technology Showcase at an agreed event (either a Tabletop or Video Advert) subject to availability	✓		
Use of GDPR compliant data at an agreed event	✓		
A Delegate to attend all Advisory Board meetings/dinner in Europe	✓		
A Delegate to attend the Chairman's Forum in the US (NAB)	✓		

# SPONSORSHIP PACKAGES

<b>PLATINUM PLATFORM (CONTINUED):</b>			
An invite to each of SVG Europe's private VIP "current trends" roundtables throughout the year	✓		
Additional event sponsor delegate passes may be available on request	✓		
<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>
A 250-word Sponsor Update in the SportTech Journal	✓	✓	✓
Listing in the Sponsor Index	✓	✓	✓
<b>ANNUAL SPONSORSHIP:</b>	<b>€ 19,000</b>	<b>€9,450</b>	<b>€5,500</b>

# IN-PERSON EVENT SPONSORSHIP OPPORTUNITIES

## TITLE SPONSOR

**€9,750**

**1 AVAILABLE**

- 5-minute in-person or video introduction/welcome/opening remarks during the event
- +3 extra delegates
- Company branding around the venue and on Holding Slides before and during the conference
- Title sponsor logo on event name badges
- 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
- LinkedIn post to promote the event with sponsor tagged
- Tabletop – 1.5 metre long table with 2x 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, (excluding regional events)
- Sponsor to provide a list of up to 10 organisations to be invited by SVG Europe to attend the event (end users only, not partners)
- Use of delegate list one week before the show. The GDPR compliant delegate list may be used for marketing your goods or services.

## REGISTRATION SPONSOR

**€7,500**

**1 AVAILABLE**

- Physical signage on the Registration table as well as on-screen digital signage (where available)
- +3 extra delegates
- 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 2x chairs including a 240 volt power supply in networking area †
- LinkedIn post to promote the event with sponsor tagged
- 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
- Sponsor to provide a list of up to 10 organisations to be invited by SVG Europe to attend the event (end users only, not partners)
- Use of delegate list one week before the show. The GDPR compliant delegate list may be used for marketing your goods or services.

## TABLETOP SPONSOR

**€2,950**

**NUMBER AVAILABLE DEPENDING ON VENUE SIZE**

- Tabletop – 1.5 metre long table with 2x chairs including a 240 volt power supply †
- +1 extra delegate
- Branding on digital signage if available at the event (where available)
- 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.

## ENHANCED TABLETOP SPONSOR

**€4,950**

- Same as TableTop Sponsor package, plus a one-to-one video interview on your tabletop at the event
- +2 extra delegates
- Company logo on event webpage
- Use of delegate list one week before the show. The GDPR compliant delegate list may be used for marketing your goods or services.

† 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

## CONTRIBUTING SPONSOR

**€5,750**

**1 AVAILABLE**

- A speaker slot on an editorially-relevant panel at an SVG Europe in-person event
- +2 extra delegates
- 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, (excluding regional events)
- Use of delegate list one week before the show. The GDPR compliant delegate list may be used for marketing your goods or services

## VIDEO ADVERT SPONSOR

**€2,750**

**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) \*\*\*
- +1 extra delegate
- 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, (excluding regional events)
- 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

## ENHANCED VIDEO ADVERT SPONSOR

**€4,000**

**1 AVAILABLE**

- 3-minute presentation
- 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) \*\*\*
- +1 extra delegate
- 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, (excluding regional events)
- 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 one week before the show. The GDPR compliant delegate list may be used for marketing your goods or services.

\*\*\* 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

**€5,950**

### BASED ON AVAILABILITY

- Case Study Presentation: 8-10 minutes (subject to Editorial approval)
- +2 extra delegates
- 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 name included in relevant editorial coverage
- 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 one week 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, (excluding regional events).

### 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.

† 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.

## NETWORKING BREAKS & EVENING RECEPTION SPONSOR

**€5,950**

### 1 AVAILABLE

- Branding in the reception area
- +2 extra delegates
- 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
- 2-3 minute closing remarks before the final panel
- 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 one week before the show. The GDPR compliant delegate list may be used for marketing your goods or services
- Literature distribution.

## SESSION SPONSOR

**€4,000**

### 1 AVAILABLE

- Introduction to an editorial session, providing an opportunity for the sponsor to introduce and be associated with an editorial session (Session Sponsor content to be confirmed with Editorial)
- +2 extra delegates
- 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, (excluding regional events)
- Use of delegate list one week before the show. The GDPR compliant delegate list may be used for marketing your goods or services.

# WEBINAR SPONSORSHIP OPPORTUNITIES

## 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.

\* 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 one week 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 one week before the show. The GDPR compliant delegate list may be used for marketing your goods or services

## SESSION SPONSOR

€2,500

BASED ON AVAILABILITY

- Introduction to an editorial session, providing an opportunity for the sponsor to introduce and be associated with an editorial session (Session Sponsor content 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 one week before the show. The GDPR compliant delegate list may be used for marketing your goods or services

\* 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.

\*\*\* 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.

## 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 one week 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
- Two weeks before the event: sponsor to supply speaker bio and photo
- Four weeks before the event: briefing call with sponsor. Speaker name and job title to be supplied
- One week before the event: sponsor to supply slides and/or video material

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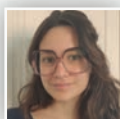
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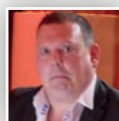


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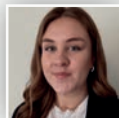


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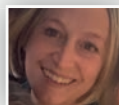
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