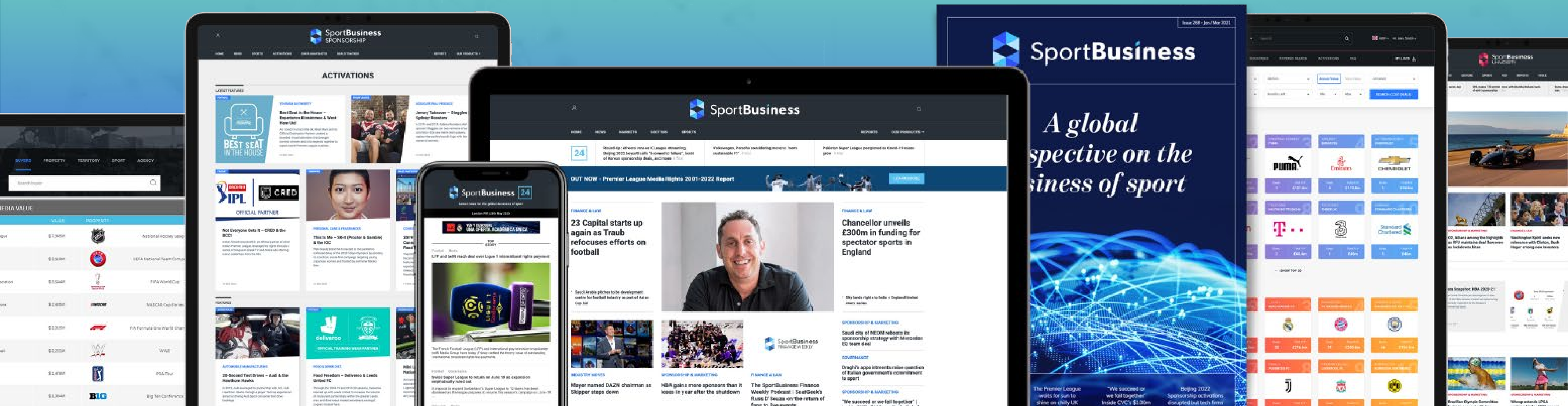




SportBusiness  
**PARTNERSHIPS**

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## ABOUT US

SportBusiness is the global leader in providing information and data to the sports industry and has been for 25 years.

Through innovation and continuous improvements, we have built up an unparalleled network and audience of the people and organisations who control the \$500 billion dollar sports industry.

Our commercial partnerships enable you to connect your offering directly to our network to give you targeted reach to the very people you want to do business with.

We take a consultative approach, working alongside you closely to understand your objectives to ensure we deliver the outcome for you.

# OUR SOLUTIONS

We help you to achieve differentiation and drive business through content-driven, multi-channel campaigns - working with you to decide on the correct solution, then delivering outstanding cut-through, engagement and ROI.

## **Thought Leadership**

Increase the visibility of your expertise, positioning your company as a market leader so you can accelerate influence in your field

## **Brand Awareness**

Build and maintain awareness so that you stay front of mind and expand your reach within your sector

## **Audience Engagement**

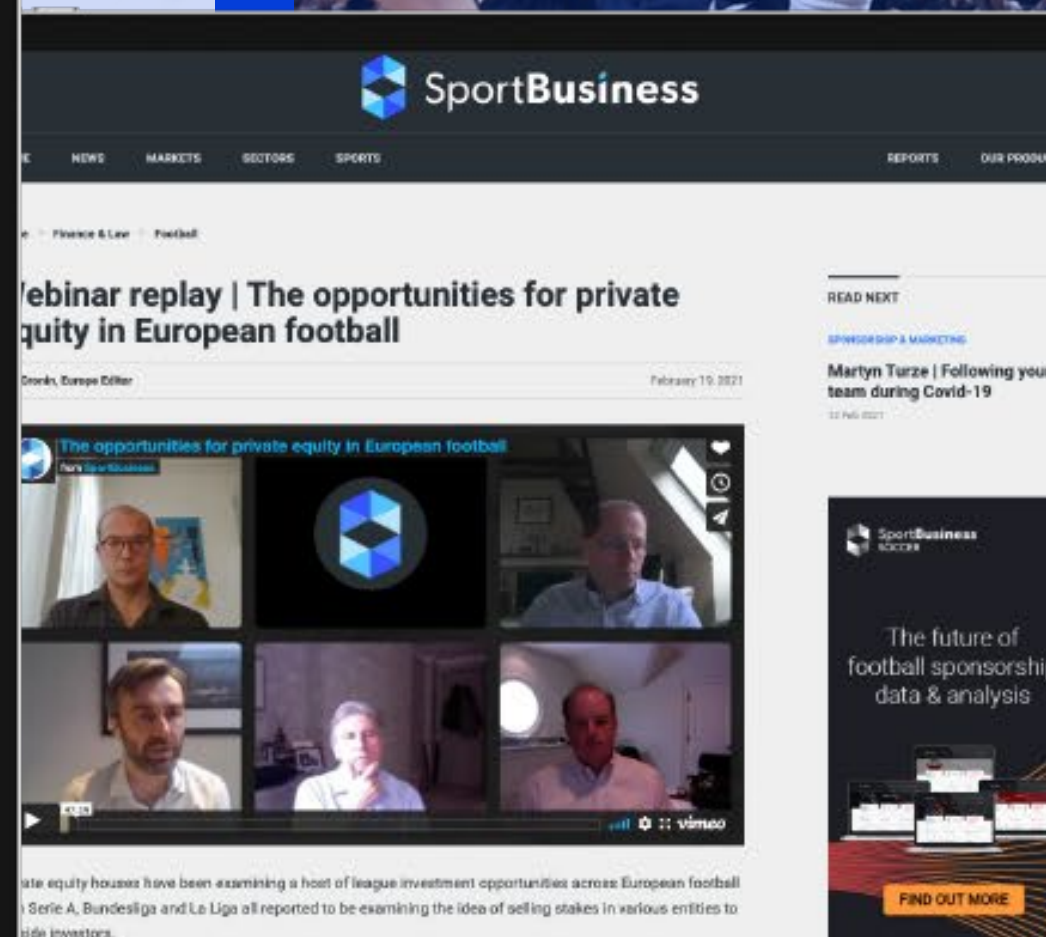
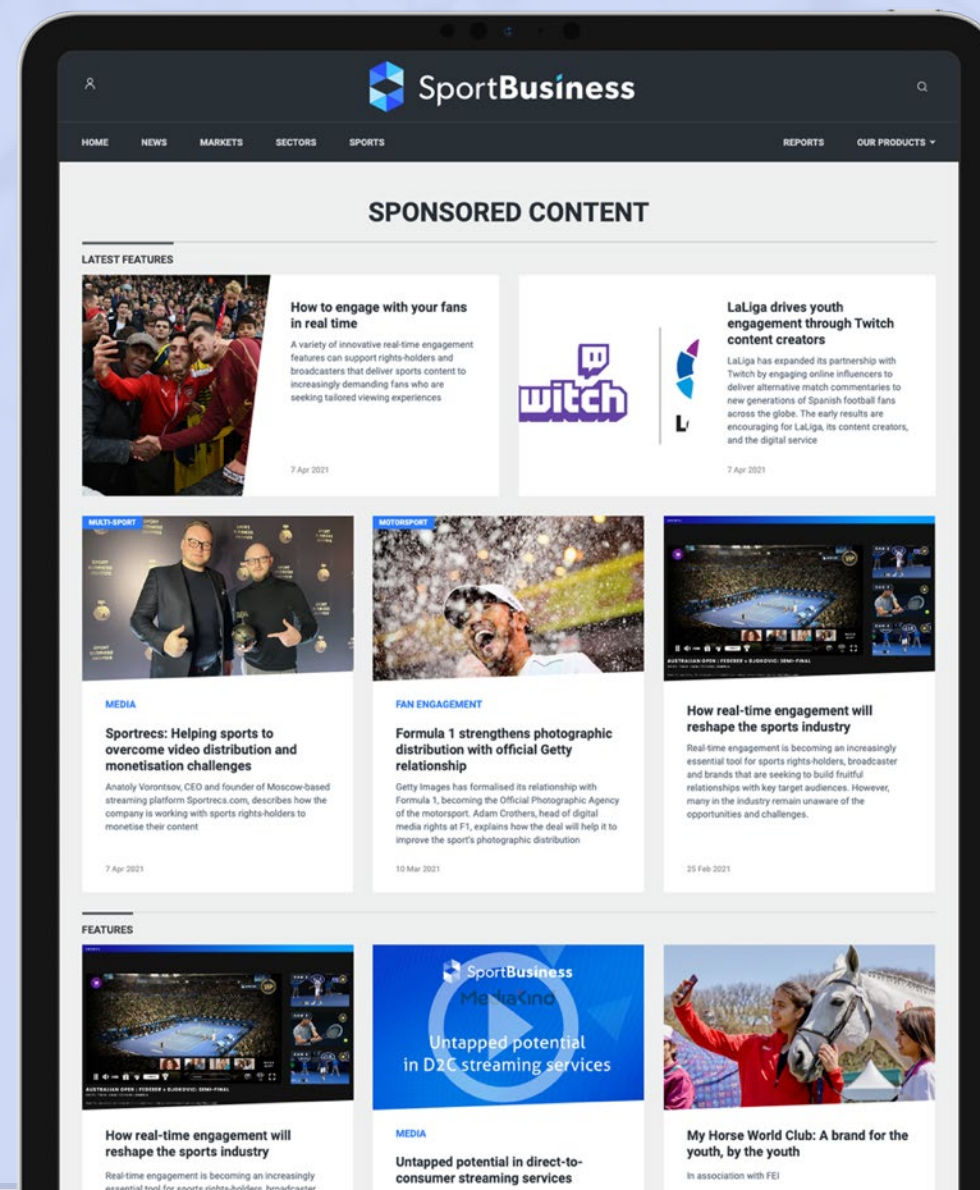
Accelerate your pipeline by driving traffic to your website and increasing leads through content and advertising

**Build the package that best suits your needs from the following options...**



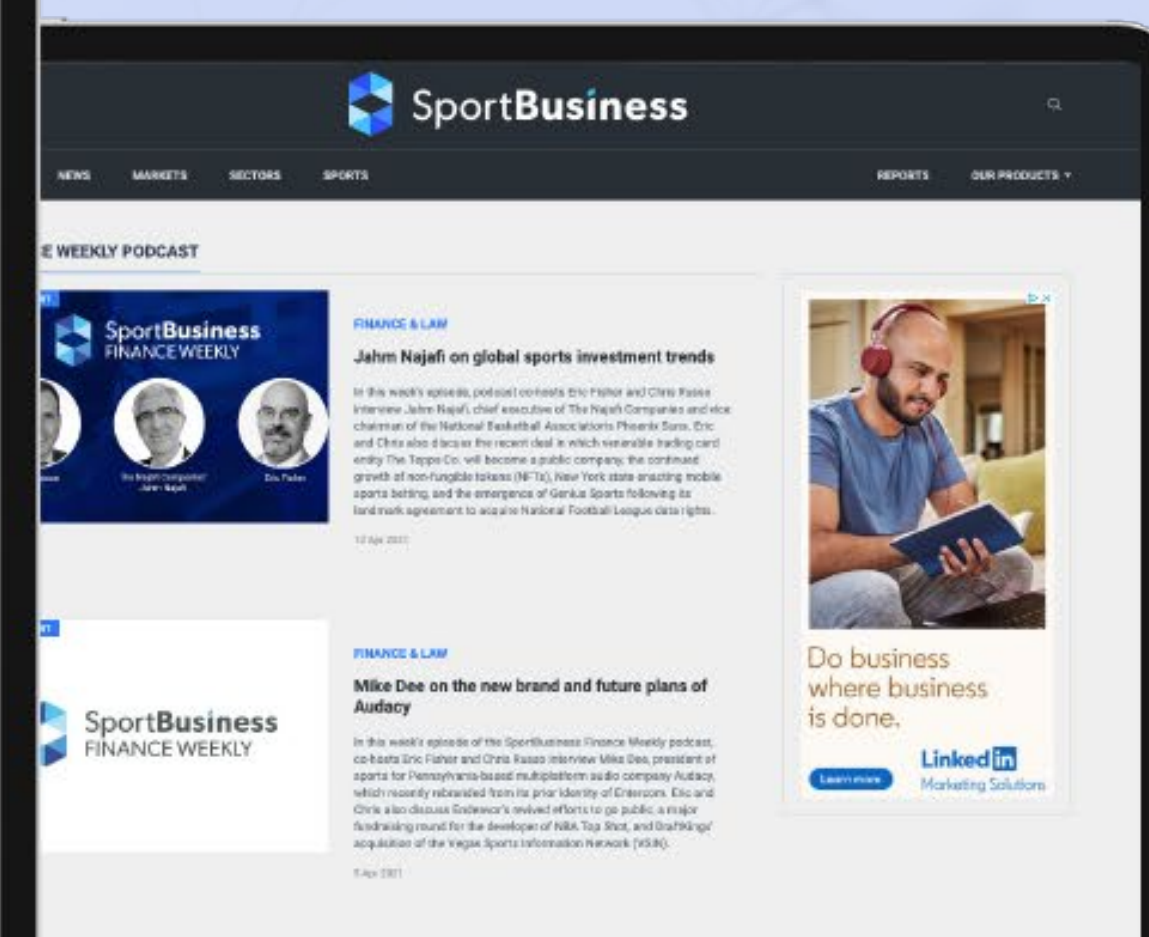
# SPONSORED EDITORIAL FEATURES

A clear understanding of our audience enables us to recommend the best ways to explain, sell, and deliver your business narrative directly and persuasively to the business leaders you want to engage with. All sponsored content is shared fully across all of our verticals, including our news 24 email platform, magazine, website homepage and social media ensuring that it is seen and provides value to potential clients.



# SPONSORED WEBINAR / VIDEO INTERVIEWS/ PODCAST

- ▶ Indicative average sign ups: 600
- ▶ Customer 'Brought to you in association with...' banner on post webinar coverage hosted on SportBusiness Streaming channel
- ▶ Two weeks of co-branded pre-webinar promotion: 'In association with...' messaging across marketing campaigns
- ▶ Content is editorially curated align with the topics that best suit your needs – also with the option to participate and demonstrate thought leadership



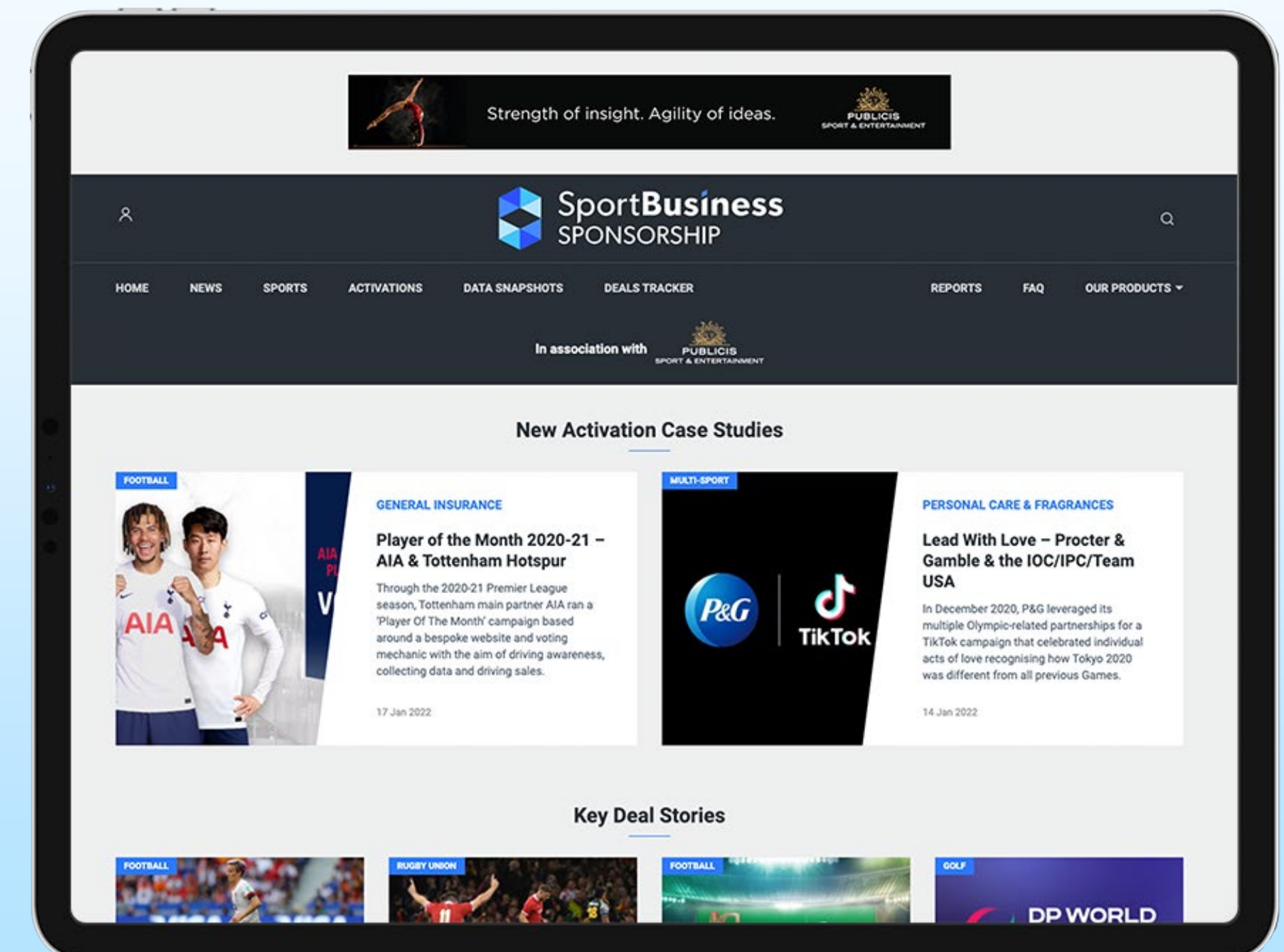


# BRANDING AND PORTAL SPONSORSHIP

From banner adverts, to sector, portal sponsorships and homepage takeovers we can make sure your organisation is front and centre of our subscribers minds as part of a brand awareness and engagement drive.

# EVENTS AND ROUND TABLES

Whether a large event or more intimate round table, event sponsorship offers you the chance to develop credibility, increase exposure for a competitive edge, and create networking opportunities with existing clients, hand-picked key industry experts and new business prospects.

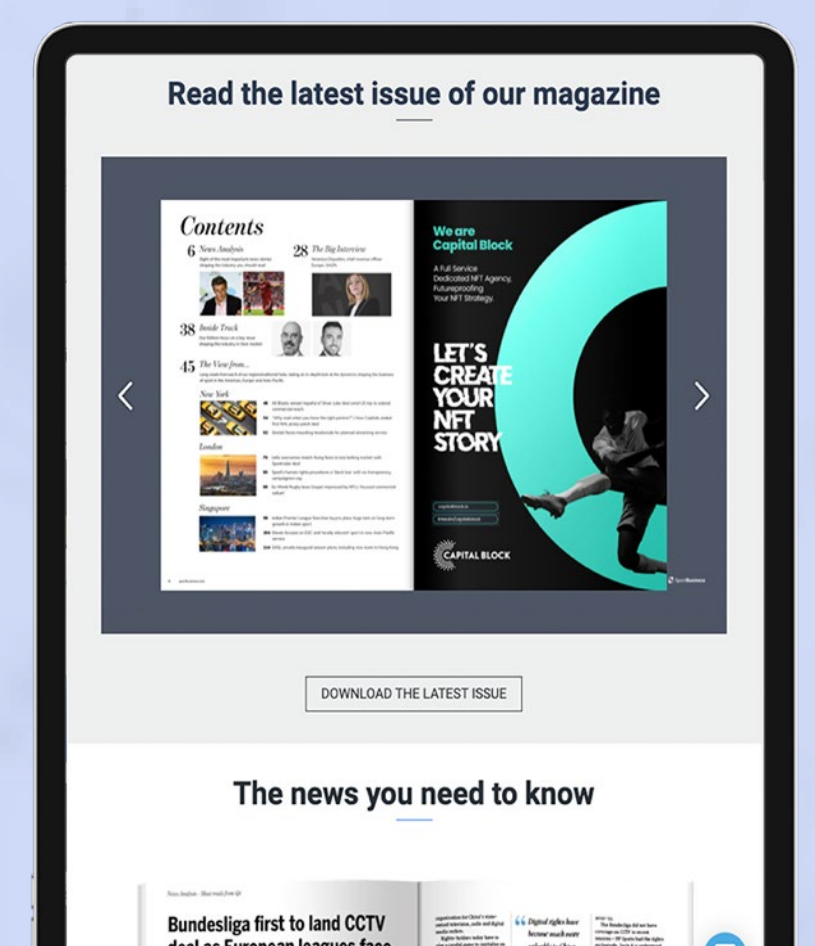
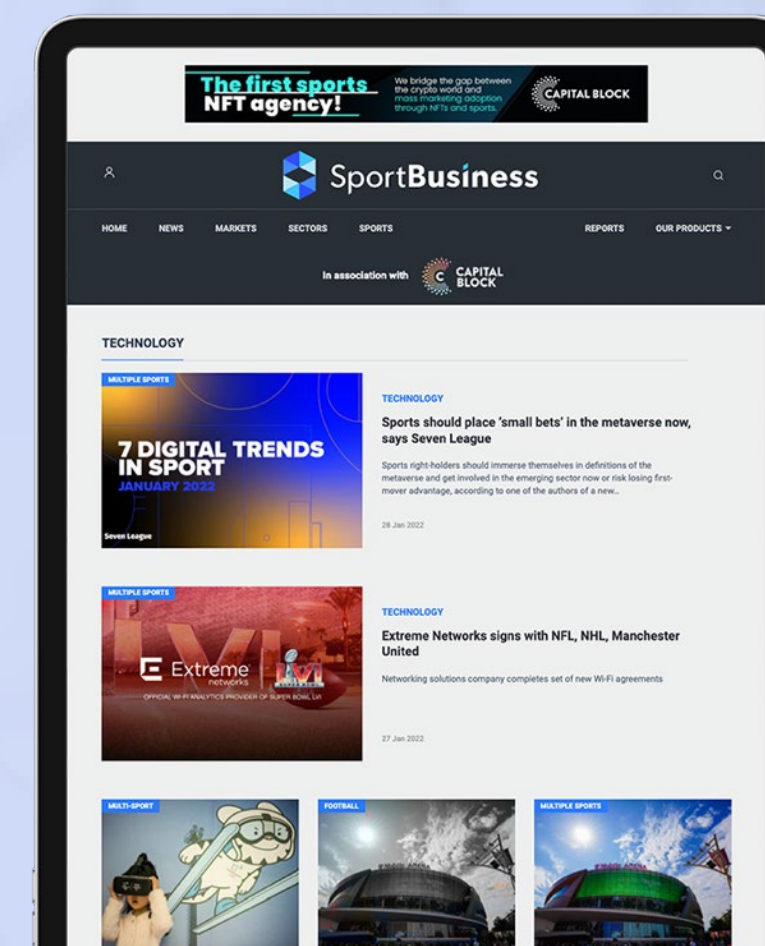
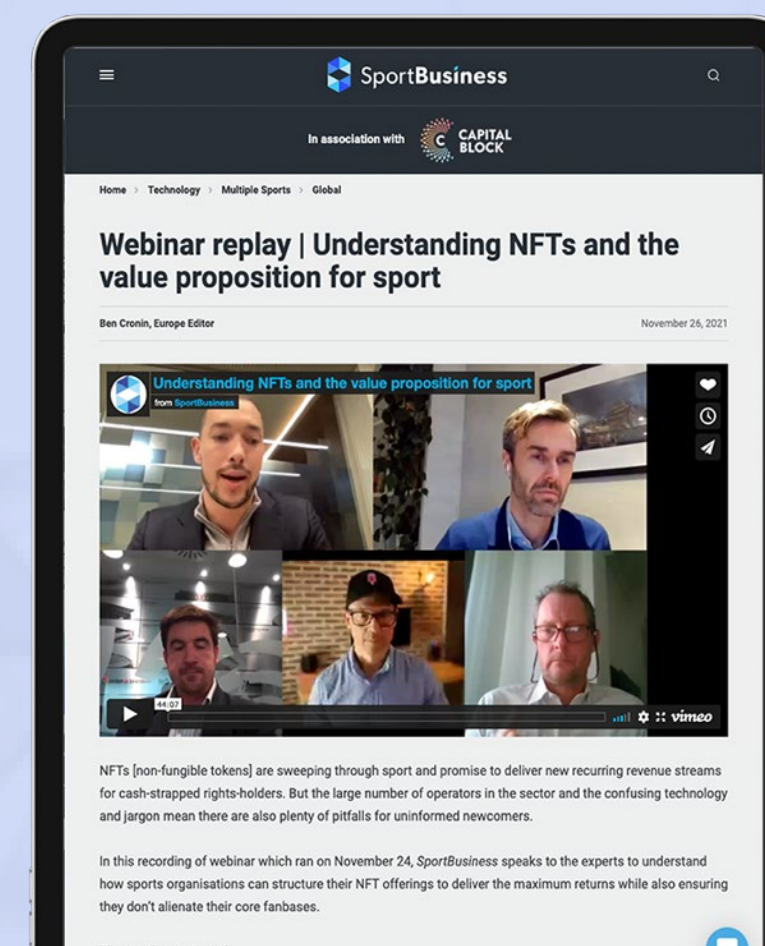




# CASE STUDY

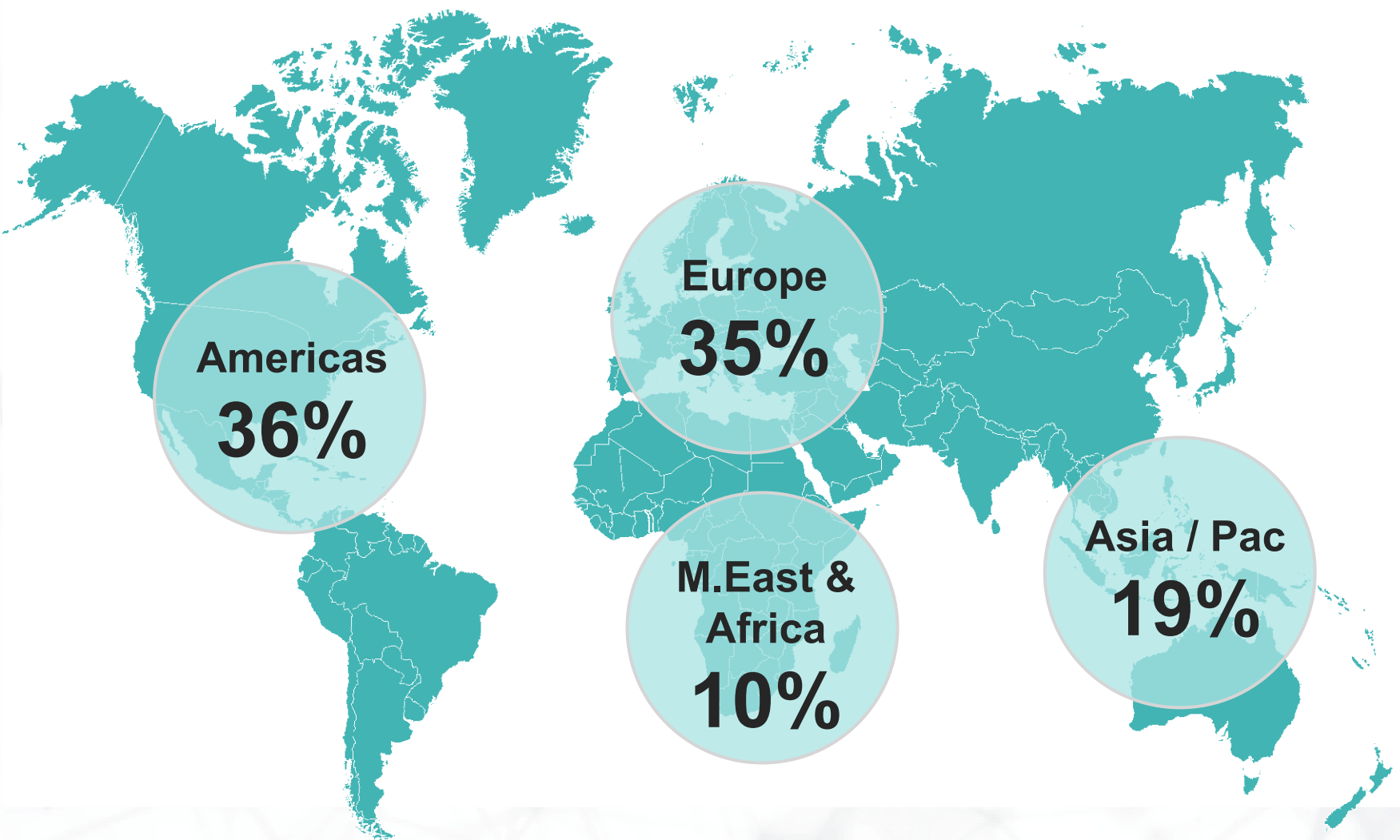
Capital Block are the first dedicated sports NFT agency – designing strategies to place their partners at the forefront of digital transformation. They partnered with us to build a campaign that connected them with rights-holders through a multi channel approach:

- ▶ Brand activation was achieved through a SportBusiness Technology portal takeover and sponsorship, and headline banners running across both our website, and email, plus advertisements in SportBusiness Magazine.
- ▶ Built a position of thought leadership through webinars, interviews and case studies.

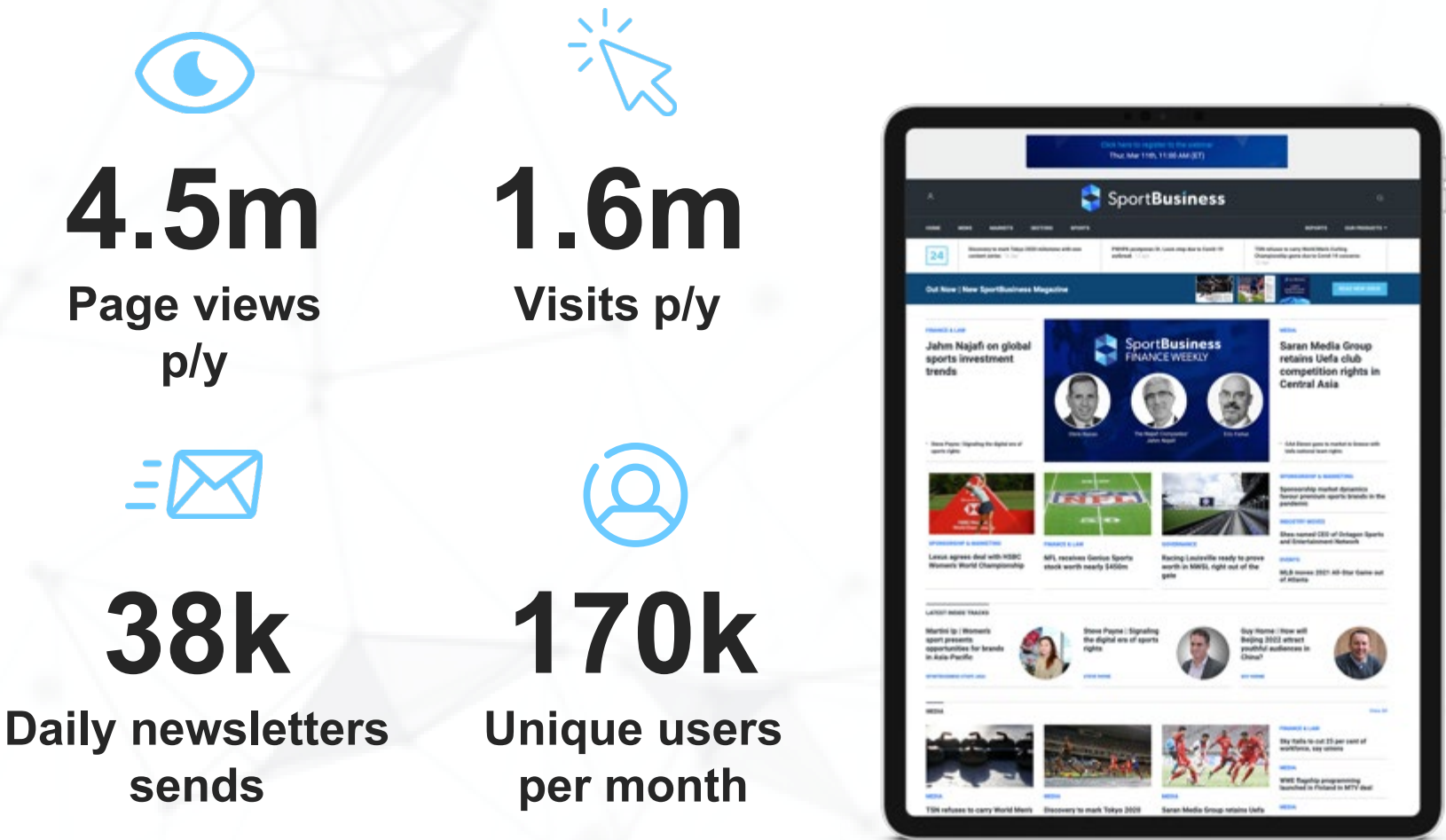


# OUR AUDIENCE

## Geographical



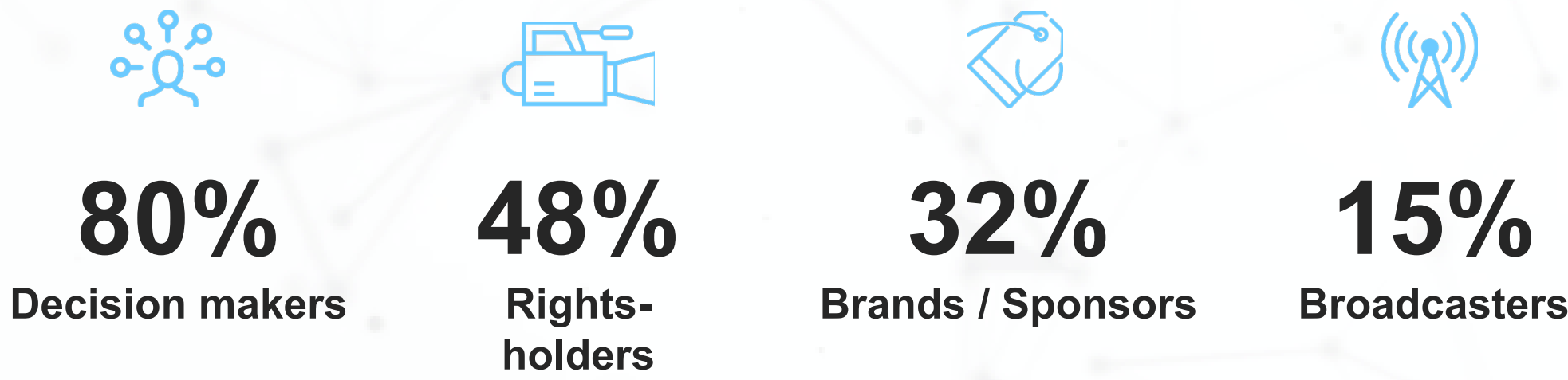
## Reach



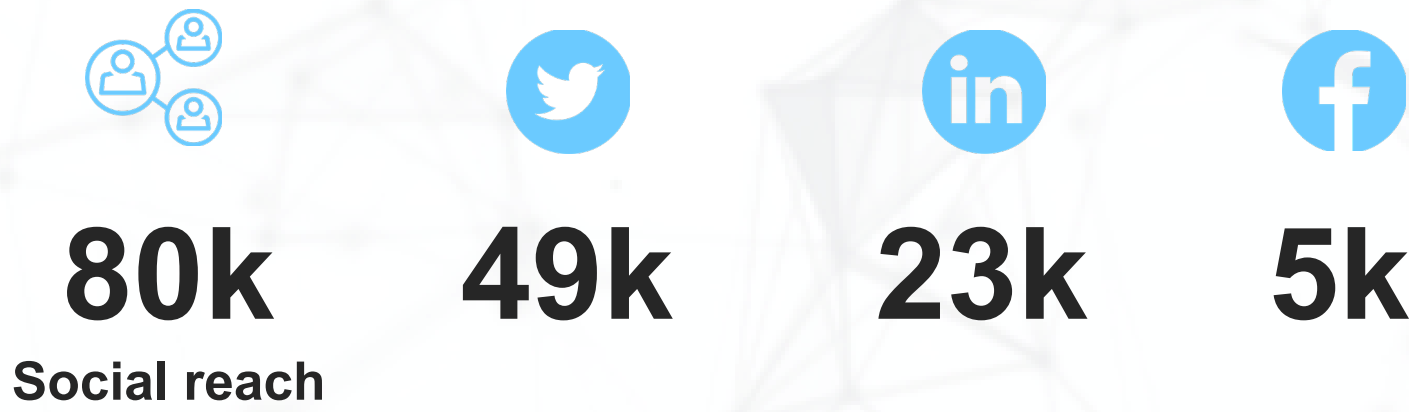
## Target

- ✓ Europe's top soccer clubs
- ✓ All major governing bodies
- ✓ The world's biggest leagues
- ✓ Major global and regional media and broadcast companies
- ✓ Major brands and sponsors
- ✓ Senior leaders at sport technology companies
- ✓ Major event hosts
- ✓ Investment and finance companies
- ✓ Every I.O.C Member
- ✓ Every International Federation

## Sectors



## Social



# OUR NETWORK

	Rights-holder	Agencies	Broadcasters	Brands	Other
Europe	     	     	     	     	     
America	     	     	     	     	     
Asia and MEA	     	     	     	     	     



# SportBusiness

Work with us

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