

2021 EVENT SPONSORSHIP GUIDE



SUMMIT

DEC 13-14 NEW YORK HILTON

MONDAY

- P3 FUTURE OF REMOTE PRODUCTION WORKSHOP**
- P4 CLOUD TOOLS & SERVICES WORKSHOP**
- P5 SOCIAL SPORTS WORKSHOP**
- P6 DTV AUDIO GROUP WORKSHOP**
- P7 GENERAL SESSIONS MAIN STAGE**
- P8 PRODUCTION TRUCK & FACILITY DESIGN WORKSHOP**
- P9 STREAMING & OTT WORKSHOP**
- P10 SPORTS CONTENT MANAGEMENT WORKSHOP**

TUESDAY

- P11 GENERAL SESSIONS MAIN STAGE**
- P15 SPORTS BROADCASTING HALL OF FAME**

SPONSORSHIP

- P12 EXHIBIT SPONSORSHIPS**
- P13 GENERAL SPONSORSHIPS**
- P14 WORKSHOP SPONSORSHIPS**

EXHIBIT HOURS

Mon 12:30 - 6:30 p.m.
Tues 8:30 a.m. - 1:00 p.m.
Rhineland (2nd Floor)

FOR MORE INFO, CONTACT: **Rob Payne** | rob@sportsvideo.org
Andrew Gabel | agabel@sportsvideo.org

*Agenda subject to change
Updated 10/27/2021*



FOR MORE INFO, CONTACT:
 Rob Payne | rob@sportsvideo.org
 Andrew Gabel | agabel@sportsvideo.org

MONDAY WORKSHOPS

MORNING

	Future of Remote Production	Cloud Tools & Services	Social Sports	DTV Audio Group
11:00 a.m.	11:00 – 11:30 a.m. Pandemic Production: How Tech Makes a Difference	11:00 – 11:15 a.m. Technology Case Study	11:00 – 11:30 a.m. Deep-Rooted Rivalries: Creatives Develop Content to Fire Up a Fanbase	11:00 – 11:30 a.m. The Premium Audio Challenge
11:05 a.m.				
11:10 a.m.				
11:15 a.m.		11:15 – 11:30 a.m. Technology Case Study		
11:20 a.m.				
11:25 a.m.				
11:30 a.m.	11:30 – 11:45 a.m. Technology Case Study	11:30 – 11:45 a.m. Technology Case Study	11:30 a.m. – 12:00 p.m. The Power of Social: How COVID-19 Information Is Shared Through Effective Posting	11:30 a.m. – 12:30 p.m. Efficiently Scaling-Up Atmos and Accessible Audio Production and Distribution
11:35 a.m.				
11:40 a.m.				
11:45 a.m.	11:45 a.m. – 12:30 p.m. Decentralized Production Workflows	11:45 a.m. – 12:30 p.m. Production Workflows in the Cloud: What’s Possible Today and What’s Coming Tomorrow	12:00 – 12:30 p.m. Player Access: Technology Helps Teams Bypass In-House Restrictions	
11:50 a.m.				
11:55 a.m.				
12:00 p.m.				
12:05 p.m.				
12:10 p.m.				
12:15 p.m.				
12:20 p.m.				
12:25 p.m.				
12:30 – 1:30 p.m.	Networking Break in Exhibit Area			

AFTERNOON

	General Sessions	Production Truck & Facility Design	Sports Content Management	Streaming and OTT	DTV Audio Group
1:30 p.m.	1:30 - 2:00 p.m. Hot Tech Showcase: 5G as a Production Tool	1:30 - 2:10 p.m. Future of Truck Design	1:30 - 2:15 p.m. The New Age of Remote Collaboration: Cloud, SaaS, and the Future of Postproduction	1:30 - 2:30 p.m. Leaders Speak Out: The State of Streaming and OTT	1:30 - 2:00 p.m. Streamlining Edit Workflows to Support Live Production in Atmos
1:35 p.m.					
1:40 p.m.					
1:45 p.m.					
1:50 p.m.					
1:55 p.m.	2:00 - 2:15 p.m. Technology Case Study	2:10 - 2:25 p.m. Technology Case Study	2:15 - 2:30 p.m. Technology Case Study	2:30 - 3:00 p.m. OTT App Case Study	2:00 - 2:30 p.m. Applying AI to Live Immersive Audio Production
2:00 p.m.					
2:05 p.m.					
2:10 p.m.	2:15 - 3:00 p.m. Hot Tech Showcase: Shallow Depth of Field Cameras	2:25 - 3:00 p.m. Future of Facility Design	2:30 - 3:00 p.m. The State of Storage: How Archiving Strategy and Technology Have Evolved Through the Pandemic	2:30 - 3:00 p.m. OTT App Case Study	2:30 - 3:00 p.m. New Spectrum Challenges and Opportunities
2:15 p.m.					
2:20 p.m.					
2:25 p.m.					
2:25 p.m.					
2:30 p.m.	Networking Break in Exhibit Area				
2:35 p.m.	4:00 - 4:30 p.m. Hot Tech Showcase: Drones and Aerial Cameras		4:00 - 4:30 p.m. Industry M&A: The Impacts on Archiving Technologies and the Road Forward	4:00 - 4:30 p.m. The Cloud and Beyond: Trends in Encoding and Transcoding	
2:40 p.m.					
2:45 p.m.					
2:50 p.m.					
2:55 p.m.					
3:00 p.m.	4:30 - 5:00 p.m. Augmented Reality Graphics		4:30 - 4:45 p.m. Technology Case Study	4:30 - 4:45 p.m. Technology Case Study	
4:00 p.m.					
4:05 p.m.					
4:10 p.m.					
4:15 p.m.					
4:20 p.m.	5:00 - 5:30 p.m. HDR		4:45 - 5:30 p.m. Emerging From the Pandemic: How Has Media Management Changed and What's Ahead in 2022?	4:45 - 5:30 p.m. Next-Level Engagement: Low-Latency Streaming and the Foundation of Live Video Interaction	
4:25 p.m.					
4:30 p.m.					
4:35 p.m.					
4:40 p.m.					
4:45 p.m.					
4:50 p.m.					
4:55 p.m.					
5:00 p.m.					
5:05 p.m.					
5:10 p.m.					
5:15 p.m.					
5:20 p.m.					
5:25 p.m.					
5:30 - 6:30 p.m.	Networking Reception in Exhibit Area				



FOR MORE INFO, CONTACT:
 Rob Payne | rob@sportsvideo.org
 Andrew Gabel | agabel@sportsvideo.org

MONDAY MORNING

WORKSHOP

FUTURE OF REMOTE PRODUCTION

2nd Floor
 11:00 a.m. – 12:30 p.m.

Despite challenging times, sports production has been a haven of innovation. Teams are working in new ways as HDR, Dolby Atmos, and UHD continue to gain importance and IP, automated production, and cloud-based tools enable new workflows. Experts discuss the broad trends that are impacting sports production and what they mean to you and your company.

11:00 – 11:30 a.m. Pandemic Production: How Tech Makes a Difference

The pandemic forced production teams to work in new ways, most notably on a single event but from multiple locations. What were some of the enabling technologies production teams relied upon to work in new ways and what is needed to take remote production to new levels of efficiency?

11:30 – 11:45 a.m. Technology Case Study

11:45 a.m. – 12:30 p.m. Decentralized Production Workflows

The past two years have seen a tremendous increase in the amount of decentralized productions that bring together virtualized hardware, IP, and fiber connectivity to offer myriad new ways to produce sports. Leaders in production discuss different decentralized production efforts and offer learnings, tips, and more.

12:30 – 1:30 p.m. Networking Break in Exhibit Area

Agenda subject to change

SPONSORSHIP OPPORTUNITIES
MONDAY EXHIBIT HOURS
EXHIBIT LOCATION

Pages 12-14
 12:30 - 6:30 p.m.
 Rhinelander (2nd Floor)



FOR MORE INFO, CONTACT:
 Rob Payne | rob@sportsvideo.org
 Andrew Gabel | agabel@sportsvideo.org

MONDAY MORNING

WORKSHOP

CLOUD TOOLS & SERVICES

2nd Floor
 11:00 a.m. – 12:30 p.m.

As more media organizations look to virtualize infrastructure and enhance remote-production workflows, the role of the cloud has never been more integral to creating compelling sports content. This workshop provides an overview of the primary technological and operational considerations when shifting to the cloud, as well as an inside look at the innovative cloud-based workflows being used by sports-media organizations today.

11:00 – 11:15 a.m. Technology Case Study

11:15 – 11:30 a.m. Technology Case Study

11:30 – 11:45 a.m. Technology Case Study

**11:45 a.m. – 12:30 p.m. Production Workflows in the Cloud:
What's Possible Today and What's Coming Tomorrow**

With the advancements in cloud-based production workflows over the past 24 months, new approaches to production are emerging that utilize the cloud to rapidly scale up to meet field, studio, and postproduction demands. This panel discusses the expanding capabilities being offered, explores future needs, and ponders the next steps in cloud adoption.

12:30 – 1:30 p.m. Networking Break in Exhibit Area

Agenda subject to change

SPONSORSHIP OPPORTUNITIES
MONDAY EXHIBIT HOURS
EXHIBIT LOCATION

Pages 12-14
 12:30 - 6:30 p.m.
 Rhinelander (2nd Floor)



FOR MORE INFO, CONTACT:
 Rob Payne | rob@sportsvideo.org
 Andrew Gabel | agabel@sportsvideo.org

MONDAY MORNING

WORKSHOP

SOCIAL SPORTS

2nd Floor

11:00 a.m. – 12:30 p.m.

In an age of high-quality content, social media has become the go-to destination to gain immediate reach to the sports fan. Whether it's a cinematic take on a recent event, a graphic to highlight an accomplishment, or a well-crafted hype video about an upcoming rivalry game, production crews are developing material that encapsulates the passion of their fanbase and tells the story about a team's season. This workshop will allow creatives to break down their thought processes, spotlight some of the reliable technologies they use to streamline operations, and showcase some of their best posts or reels throughout the past year.

11:00 – 11:30 a.m. Deep-Rooted Rivalries: Creatives Develop Content to Fire Up a Fanbase

Anger and aggression will be displayed between rivals on gameday, but the palpable tension is curated before the first whistle. Without having any impact on the field of play, generating hype and energy for a highly anticipated matchup is the only way of engaging a fanbase. Creatives entrenched in collegiate- and professional-sports rivalries discuss how they evoke emotion in their content, how tapping into nostalgia and history is key, and more.

11:30 a.m. – 12:00 p.m. The Power of Social: How COVID-19 Information Is Shared Through Effective Posting

More than a year since the first detection of the virus, the COVID-19 pandemic is still ongoing in the United States. The Delta variant is the latest threat, but the intervention of a vaccine is available for all. Staffers explain how to balance traditional sports content with COVID-19 messaging and how to properly craft each post to address all members of their fanbase.

12:00 – 12:30 p.m. Player Access: Technology Helps Teams Bypass In-House Restrictions

In the midst of the 2021 season, digital teams are experiencing a little more freedom than last year while also dealing with a handful of lingering restrictions. Some franchises may have more leeway than others, so in this panel, individuals compare their current work situations, how they've changed their strategy to lean on other forms of content, and how technology is bridging the physical gap between themselves and areas where access is not allowed.

12:30 – 1:30 p.m. Networking Break in Exhibit Area

Agenda subject to change

SPONSORSHIP OPPORTUNITIES
MONDAY EXHIBIT HOURS
EXHIBIT LOCATION

Pages 12-14
 12:30 - 6:30 p.m.
 Rhinelander (2nd Floor)



SUMMIT
DEC 13-14 NEW YORK HILTON

FOR MORE INFO, CONTACT:

Rob Payne | rob@sportsvideo.org

Andrew Gabel | agabel@sportsvideo.org

MONDAY ALL DAY

WORKSHOP

DTV AUDIO GROUP

2nd Floor

11:00 a.m. – 3:00 p.m.

In recent years, the advent of affordable consumer 4K and HDR on smart TVs and other devices has transformed the home viewing experience. UHD TVs are being joined by increasingly sophisticated immersive-audio-capable soundbars and enhanced surround-virtualizing headphones, earbuds, and mobile devices, leading to a dramatic resurgence in surround listening.

With COVID home-bound viewers spending more time in front of their upgraded devices, content distributors have responded with a flood of first-run movies and premium episodics. Audio has been front and center as more and more premium content becomes available in Dolby Atmos immersive surround, and streaming services and MVPDS adopt next-generation audio personalization and accessibility features.

Live and linear content creators and distributors in sports television are at a crossroads. Can they transition into competitive providers of premium viewing and listening experiences to compare with Apple, Disney+, Netflix, HBO, et al, or do they simply supply commodity content at a lower quality tier? For many, the solution to this challenge is to onboard new technology and radically reimagine workflows for greater efficiency while fully integrating premium audio and video production standards.

Join DTVAG in exploring the task of cost-efficiently creating premium audio experiences, and the impact of modern networking and cloud-based processing on achieving that goal. We will also examine some emerging technologies from 5G to AI, likely to impact television audio going forward. Finally, we will revisit the latest challenges to wireless audio production and view some faintly glimmering possibilities.

11:00 – 11:30 a.m. The Premium Audio Challenge

11:30 a.m. – 12:30 p.m. Efficiently Scaling-Up Atmos and Accessible Audio Production and Distribution

12:30 – 1:30 p.m. Networking Break in Exhibit Area

1:30 – 2:00 p.m. Streamlining Edit Workflows to Support Live Production in Atmos

2:00 – 2:30 p.m. Applying AI to Live Immersive Audio Production

2:30 – 3:00 p.m. New Spectrum Challenges and Opportunities

3:00 – 4:00 p.m. Networking Break in Exhibit Area

Agenda subject to change

SPONSORSHIP OPPORTUNITIES
MONDAY EXHIBIT HOURS
EXHIBIT LOCATION

Pages 12-14

12:30 - 6:30 p.m.

Rhineland (2nd Floor)



FOR MORE INFO, CONTACT:

Rob Payne | rob@sportsvideo.org

Andrew Gabel | agabel@sportsvideo.org

MONDAY AFTERNOON

MAIN
STAGE

GENERAL SESSIONS

3rd Floor

1:30 – 5:30 p.m.

1:30 – 4:30 p.m. Hot Tech Showcase: 5G, Shallow Depth of Field, and Drones

Technology innovation continues across the board, but there are a few product areas that are top of mind for many in the sports production community. Join us for discussion around three key trends that seem to be here to stay.

1:30 – 2:00 p.m. 5G as a Production Tool

5G is one of the most promising technologies when it comes to delivering a new level of performance for wireless camera systems. Learn more about how the technology is being deployed and what it means for your future.

2:00 – 2:15 p.m. Technology Case Study

2:15 – 3:00 p.m. Shallow Depth of Field Cameras

Shallow-depth-of-field camera systems have been all the rage in a wide range of sports productions. Learn what systems each network is using, how to get the most out of them, and what's next technology-wise.

3:00 – 4:00 p.m. Networking Break in Exhibit Area

4:00 – 4:30 p.m. Drones and Aerial Cameras

The pandemic removed the crowds and opened up a whole new world of aerial camera options. We'll discuss what kind of drones and aerial camera systems have made a difference and how they are being used now that fans have returned.

4:30 – 5:00 p.m. Augmented Reality Graphics

Augmented reality is giving sports productions a completely new look and delivering sports data and statistics in more compelling ways. We'll take a look at AR, the technology that drives it, and how you can apply it to your show in an effective manner.

5:00 – 5:30 p.m. HDR

Join us for a super-quick primer about HDR and the key concepts you need to understand to make UHD a reality in your productions. What is a LUT and how do you find the right one for your needs? How do you simultaneously produce a show for HDR and SDR viewers? And how does it change the production workflow?

5:30 – 6:30 p.m. Networking Reception in Exhibit Area

Agenda subject to change

SPONSORSHIP OPPORTUNITIES
MONDAY EXHIBIT HOURS
EXHIBIT LOCATION

Pages 12-14
12:30 - 6:30 p.m.
Rhineland (2nd Floor)



SUMMIT
DEC 13-14 NEW YORK HILTON

FOR MORE INFO, CONTACT:

Rob Payne | rob@sportsvideo.org

Andrew Gabel | agabel@sportsvideo.org

MONDAY AFTERNOON

WORKSHOP

PRODUCTION TRUCK & FACILITY DESIGN

2nd Floor

1:30 – 3:00 p.m.

Cloud? IP? Automated production? Decentralized production teams? Top engineers take to the stage to discuss how those technologies are laying out a new path for the future of sports production.

1:30 - 2:10 p.m. Future of Truck Design

It was only a couple of years ago that production trucks were turning into data centers with racks of CPUs powering everything. Now there is an opportunity for those CPUs to exist completely outside of the truck, a move that could transform the way trucks are laid out, managed, and much more. What is the future of truck design when the move to virtualized production is a consideration?

2:10 – 2:25 p.m. Technology Case Study

2:25 – 3:00 p.m. Future of Facility Design

New facilities are taking advantage of technologies like SMPTE ST-2110 to make them more flexible and responsive to programming and content creation needs. We'll dive inside a couple of new facilities to learn about some of the key building blocks that have them ready for the future.

3:00 – 4:00 p.m. Networking Break in Exhibit Area

Agenda subject to change

SPONSORSHIP OPPORTUNITIES

MONDAY EXHIBIT HOURS

EXHIBIT LOCATION

Pages 12-14

12:30 - 6:30 p.m.

Rhineland (2nd Floor)



SUMMIT
DEC 13-14 NEW YORK HILTON

FOR MORE INFO, CONTACT:

Rob Payne | rob@sportsvideo.org

Andrew Gabel | agabel@sportsvideo.org

MONDAY AFTERNOON

WORKSHOP

STREAMING & OTT

2nd Floor

1:30 – 5:30 p.m.

Moving delivery to the cloud. Latency. Automation and monitoring. Interactivity. As streaming becomes the consumption method of choice for sports viewers across the country, the technologies and infrastructures supporting live sports video delivery continue to advance. This workshop will offer attendees the opportunity to learn from and network with some of the top executives behind the technology and the strategy of the streaming delivery of major live sporting events and properties.

1:30 – 2:30 p.m. Leaders Speak Out: The State of Streaming and OTT

Following a year where streaming adoption continued to grow, what are the latest opportunities and obstacles in the OTT space for sports broadcast rightsholders and sports content creators? Leaders in the industry from various sports properties share their highlights and hopes for the future in live and on demand sports video content creation and distribution.

2:30 – 3:00 p.m. OTT App Case Study

3:00 – 4:00 p.m. Networking Break in Exhibit Area

4:00 – 4:45 p.m. The Cloud and Beyond: Trends in Encoding and Transcoding

Under the hood, streaming technology continues to advance at a blistering rate. Is the sports industry ready to capitalize? Receive a primer on the latest techniques in encoding, the newest developments in streaming protocols, and all of the exciting opportunities that high-quality video delivery bring with it.

4:45 – 5:00 p.m. Technology Case Study

5:00 – 5:30 p.m. Next-Level Engagement: Low-Latency Streaming and the Foundation of Live Video Interaction

While live sports continues to single-handedly prop up traditional broadcast television, it also is on the cusp of a major breakout in the avenue of live streaming. Quicker, more efficient delivery of live video is driving more interactive live experiences that will drive greatest engagement and far greater business opportunities. How are sports rightsholders evolving their offerings in the area of fan content, sports betting, and more as latency improves at scale?

5:30 – 6:30 p.m. Networking Reception in Exhibit Area

Agenda subject to change

SPONSORSHIP OPPORTUNITIES
MONDAY EXHIBIT HOURS
EXHIBIT LOCATION

Pages 12-14
12:30 – 6:30 p.m.
Rhineland (2nd Floor)



SUMMIT
DEC 13-14 NEW YORK HILTON

FOR MORE INFO, CONTACT:

Rob Payne | rob@sportsvideo.org

Andrew Gabel | agabel@sportsvideo.org

MONDAY AFTERNOON

WORKSHOP

SPORTS CONTENT MANAGEMENT

2nd Floor

1:30 – 5:30 p.m.

Learn about the latest developments in media-asset-management (MAM) and orchestration, archive and storage technology, and cloud-based infrastructure and workflows. MAM leaders from major broadcasters and rights-holders, leagues, teams, and vendors offer first-hand perspectives and behind-the-curtain looks at their respective workflows. This workshop is a can't-miss event for anyone looking to build an efficient media-management and storage/archiving ecosystem, as well as to stay up-to-date on the latest technological developments in areas such as AI and ML, virtualization, next-gen storage, and more.

1:30 – 2:15 p.m. The New Age of Remote Collaboration: Cloud, SaaS, and the Future of Postproduction

Following the morning Cloud Tools & Services Workshop, this opening panel takes a deeper dive into how cloud-based workflows and technologies are impacting the postproduction sector. Hear how cloud and SaaS offerings are changing sports-media organizations' media asset management philosophies and how these technologies are enabling remote collaboration and innovative multi-site postproduction ecosystems.

2:15 – 2:30 p.m. Technology Case Study

2:30 – 3:00 p.m. The State of Storage:

How Archiving Strategy and Technology Have Evolved Through the Pandemic

What are the latest storage advances and workflows changing the way sports-media organizations manage and store their content? The pandemic has not only changed the way users access content, it has also altered how media organizations store and archive that content. Hear how both on-prem and cloud-based storage platforms are evolving and how your organization can plan for the future.

3:00 – 4:00 p.m. Networking Break in Exhibit Area

4:00 – 4:30 p.m. Industry M&A:

The Impacts on Archiving Technologies and the Road Forward

A wave of mergers and acquisitions over the past few years has reset the archive and media-asset-management landscape for M&E organizations. Hear how the expanded portfolios of these technology vendors will impact the industry as a whole and what it means for your postproduction ecosystem moving forward.

4:30 – 4:45 p.m. Technology Case Study

4:45 – 5:30 p.m. Emerging From the Pandemic:

How Has Media Management Changed and What's Ahead in 2022?

While sports-media organizations had already been exploring remote- and cloud-based technologies for several years, the pandemic drastically accelerated their development. Now, as the industry looks to emerge from the pandemic, these workflows have become integral pieces of the media-management and postproduction ecosystem. Hear from broadcasters, leagues, and technology vendors on what tools will "stick around" from the pandemic and how they will transform production workflows in the future.

5:30 – 6:30 p.m. Networking Reception in Exhibit Area

Agenda subject to change

SPONSORSHIP OPPORTUNITIES
MONDAY EXHIBIT HOURS
EXHIBIT LOCATION

Pages 12-14

12:30 - 6:30 p.m.

Rhineland (2nd Floor)



FOR MORE INFO, CONTACT:

Rob Payne | rob@sportsvideo.org

Andrew Gabel | agabel@sportsvideo.org

TUESDAY ALL DAY

MAIN
STAGE

GENERAL SESSIONS

3rd Floor

9:30 a.m. – 4:15 p.m.

8:30 – 9:30 a.m. Networking Breakfast in Exhibit Area

9:30 – 10:15 a.m. State of the Industry

It's been two difficult years since SVG members and sponsors came together for our annual SVG Summit. Leaders from the sports production community discuss how the pandemic has changed sports production, what it will take to recover economically, and much more.

10:15 – 10:30 a.m. Technology Case Study

10:30 – 11:15 a.m. National Network Perspectives

The national networks were a bastion of innovation during the pandemic. Top executives from the national networks discuss their accomplishments, challenges, and look forward to what promises to be a very busy 2022.

11:15 – 11:30 a.m. Technology Case Study

11:30 a.m. – 1:00 p.m. Networking Break in Exhibit Area

1:00 – 1:45 p.m. Regional Network Perspectives

When the national leagues shut down, it was the regional networks, their production partners, and their employees and freelancers who suffered the most. They also had to come up with new ways of working, deal with carriage issues, and embrace new ways of keeping connected with fans. Leaders in the RSN community take to the stage to discuss the future of RSN production and distribution.

1:45 – 2:00 p.m. Technology Case Study

2:00 – 2:40 p.m. Digital Leader Perspectives

OTT, D2C, and social media is transforming the nature of sports content delivery. What is the ripple effect on the content creation side? How are leagues, teams, and broadcasters taking advantage of the digital landscape to give new life to content that otherwise would have gone unseen?

2:40 – 2:50 p.m. Networking Break

2:50 – 3:30 p.m. League Perspectives

The pandemic had a big impact on how leagues approach content creation and delivery. World feeds became a necessity. Apps and digital experiences gave them reach to nearly every corner of the world. And they all continue to look to broadcasters to help their brand look as great as it can in terms of image quality, sound quality, and more. Leaders from sports leagues discuss top trends and challenges as they look to build new audiences.

3:30 – 4:15 p.m. Front Bench Perspectives

Directors and producers are the king and queen makers of new technologies that help them tell stories in new ways. What are some of the innovations they think are making a difference? And what are they looking for out of next-generation tools?

Agenda subject to change

SPONSORSHIP OPPORTUNITIES

TUESDAY EXHIBIT HOURS

EXHIBIT LOCATION

Pages 12-14

8:30 a.m. – 1:00 p.m.

Rhineland (2nd Floor)



FOR MORE INFO, CONTACT:
 Rob Payne | rob@sportsvideo.org
 Andrew Gabel | agabel@sportsvideo.org

EXHIBIT SPONSORSHIPS

\$28,500

ONE AVAILABLE

**TITLE
SPONSOR**

- **Technology Showcase Exhibit (Double Booth)**
- Monday Panel Position
- Tuesday Executive Welcome
- Workshop Session Introduction
- Video Interview
- Spread Ad in Event Program
- Branding on Event Website, Promos, and Signage
- Literature Distribution
- Four (4) Additional Passes
- Post-Event Registration List

\$18,000

**DIAMOND
SPONSOR**

- **Technology Showcase Exhibit**
- Monday Panel Position
- Video Interview
- Monday Reception Co-Sponsorship
- Full Page Ad in Event Program
- Branding on Event Website, Promos, and Signage
- Literature Distribution
- Three (3) Additional Passes
- Post-Event Registration List

\$9,000

**GOLD
SPONSOR**

- **Technology Showcase Exhibit**
- Tuesday Breakfast Co-Sponsorship
- Half Page Ad in Event Program
- Branding on Event Website, Promos, and Signage
- Literature Distribution
- Two (2) Additional Passes
- Post-Event Registration List

\$6,000

**SILVER
SPONSOR**

- **Technology Showcase Exhibit**
- Company Branding on Event Website and Signage
- One (1) Additional Passes
- Post-Event Registration List

ADDITIONAL SPONSORSHIP OPPORTUNITIES ON NEXT TWO PAGES



SUMMIT
DEC 13-14 NEW YORK HILTON

FOR MORE INFO, CONTACT:

Rob Payne | rob@sportsvideo.org

Andrew Gabel | agabel@sportsvideo.org

GENERAL SPONSORSHIPS

EXCLUSIVE OPPORTUNITIES

BADGES	\$6,000
LANYARDS	\$6,000
REGISTRATION TABLE	\$5,000
PADFOLIO	\$6,000
CHARGING STATION	\$4,000
CONFERENCE TOTE BAG	\$8,000
HOTEL KEY CARD (LOGO ON CARD)	\$6,000
WIFI	\$10,000

BASED ON AVAILABILITY

SESSION INTRODUCTION, 2-3 MIN (MON OR TUES)	\$6,000
GENERAL SESSION NETWORKING BREAK (MON)	\$3,500 <i>Two available</i>
GENERAL SESSION NETWORKING BREAK (TUES)	\$3,500 <i>Two available</i>
SIZZLE REEL VIDEO AD (GENERAL SESSIONS BETWEEN PANELS)	\$3,000
CASE STUDY (MON OR TUES GENERAL SESSIONS)	\$8,000 <i>Four available</i>
FULL-PAGE AD IN EVENT PROGRAM	\$2,500
HALF-PAGE AD IN EVENT PROGRAM	\$1,500
VIDEO WALL SIZZLE IN REGISTRATION AREA	\$5,000

ALL SPONSORSHIPS INCLUDE MARKETING/BRANDING ON EVENT PAGE, SIGNAGE, AND PROMOTIONS, AS WELL AS THE FULL REGISTRATION LIST



FOR MORE INFO, CONTACT:

Rob Payne | rob@sportsvideo.org

Andrew Gabel | agabel@sportsvideo.org

WORKSHOP SPONSORSHIPS

ONE AVAILABLE PER WORKSHOP

\$6,500

WORKSHOP TITLE

- Five-minute executive welcome remarks with logo exposure on screen; PPT slides allowed
- Executive on panel
- Branding on all event marketing material, including website, promotions, and signage

\$5,500

CASE STUDY

- 10-minute presentation with logo exposure on screen
- Branding on all event marketing material, including website, promotions, and signage

\$4,000

SESSION

- Two-minute session introduction with logo exposure on screen
- Branding on all event marketing material, including website, promotions, and signage

WORKSHOPS

MONDAY MORNING

Future of Remote Production

11:00 a.m. - 12:30 p.m.

Cloud Tools & Services

11:00 a.m. - 12:30 p.m.

Social Sports

11:00 a.m. - 12:30 p.m.

MONDAY ALL DAY

SVG Audio

11:00 a.m. - 5:30 p.m.

MONDAY AFTERNOON

Production Truck &
Facility Design

1:30 - 5:30 p.m.

Streaming & OTT

1:30 - 5:30 p.m.

Sports Content Management

1:30 - 5:30 p.m.

**FOR MORE INFO, CONTACT:**

Rob Payne | rob@sportsvideo.org

Andrew Gabel | agabel@sportsvideo.org

HALL OF FAME

SPORTS BROADCASTING HALL OF FAME

**TUESDAY, DECEMBER 14
5:30 P.M.**

CLASS OF 2020-21

Charles Barkley

James Brown

Don Cornelli

John Filippelli

Tim Finchem

Hugo Gaggioni

Fred Gaudelli

Phyllis George

Tom Sahara

TICKETS

Individual	\$750
Mezzanine	\$700
Corporate Floor Table	\$7,500

To attend this special event, please contact:

Carrie Bowden

(917) 446-4412 | carrie@sportsvideo.org

Please note that ALL proceeds from table sales will be donated to the SVG Sports Broadcasting Fund and will help sports production professionals and their families who find themselves in financial difficulty due to illness, injury, or loss of life.

For more information, visit:

www.sportsbroadcastinghalloffame.org**SPONSORSHIP OPPORTUNITIES****BENEFACTOR \$12,000**

- Reserved table for 8 with company signage
- On-screen and display signage
- Logo recognition on HOF website
- Spread ad in HOF print program
- Logo in HOF print program
- Logo on all event marketing

PATRON \$10,000

- Reserved table for 8 with company signage
- On-screen and display signage
- Logo recognition on HOF website
- Full-page ad in HOF print program
- Logo in HOF print program
- Logo on all event marketing

SUPPORTING \$9,000

- Reserved table for 8 with company signage
- On-screen and display signage
- Logo recognition on HOF website
- Half-page ad in HOF print program
- Logo in HOF print program
- Logo on all event marketing

COCKTAIL PARTY \$6,000

- Two tickets to HOF ceremony
- On-screen and display signage
- Logo recognition on HOF website
- Logo in HOF print program
- Logo on all event marketing

COMMEMORATIVE PROGRAM ADS

Half Page	\$1,500
Full Page	\$2,000
Two-Page Spread	\$3,000