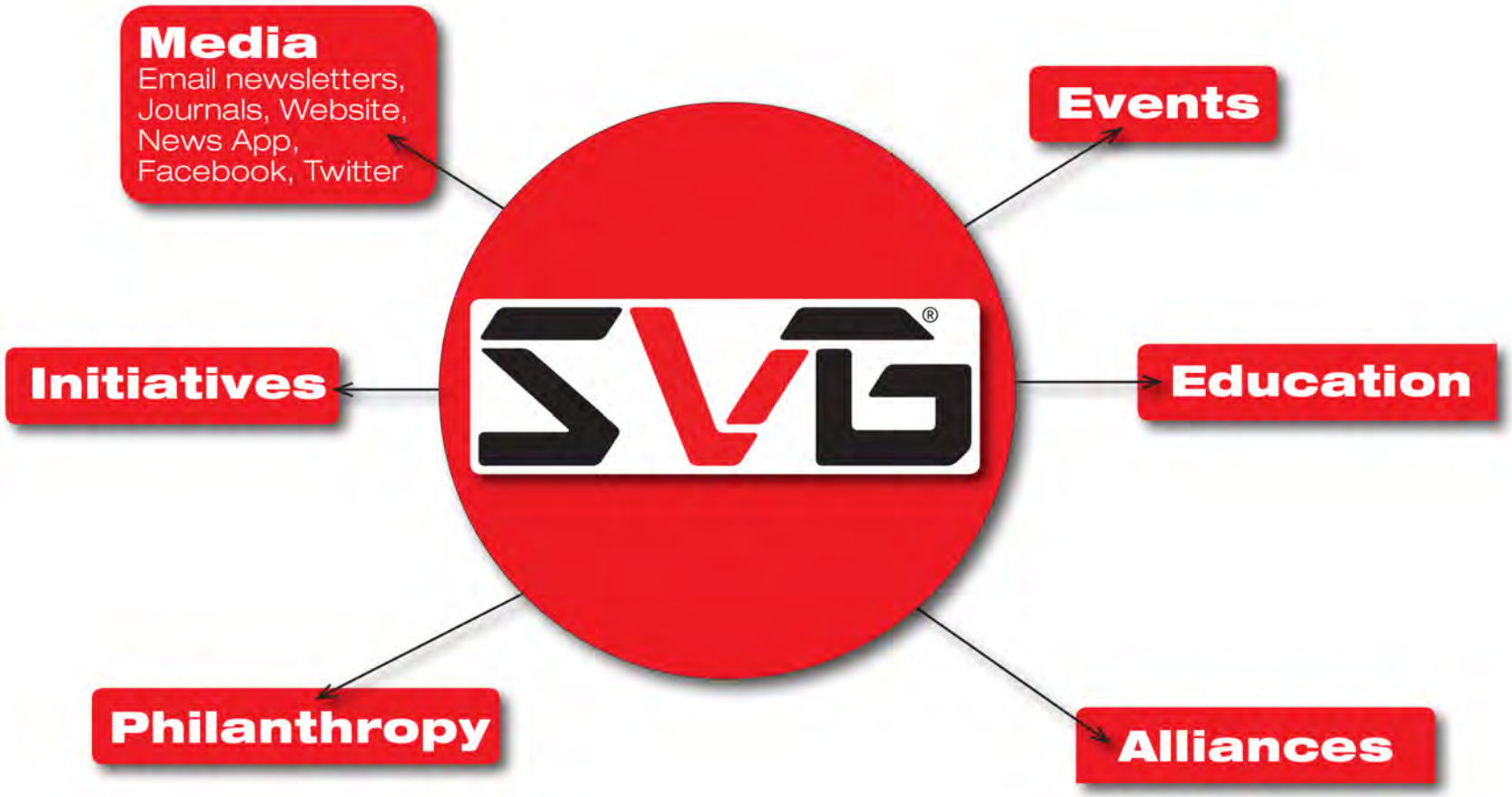
# SVG2017®

## Advancing the creation, production, and distribution of sports content




SVG plays an important role in supporting the growth and sustainability of the businesses and people who create, produce, and distribute sports video.

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# EXPERT EDITORIAL TEAM

SVG has the largest, full-time dedicated editorial teams covering sports technology.

## KEN KERSCHBAUMER

**Executive Director, Editorial**

SVG SPORTS VIDEO GROUP

SVG SPORTS VIDEO GROUP EUROPE

## JASON DACHMAN

**Chief Editor**

**Focus Areas:**

SPORTS ASSET MANAGEMENT & STORAGE — AN SVG FORUM

SPORTS GRAPHICS — LIVE VIRTUAL VISUALIZATION

RSN SUMMIT — JW Marriott, Chicago • June 21, 2016 — an SVG EVENT

TRANSPORT

## BRANDON COSTA

**Senior Editor**

**Focus Areas:**

SVG COLLEGE

SVG COLLEGE INITIATIVE

SVG DIGITAL

## KAREN HOGAN

**Senior Editor**

**Focus Areas:**

SVG SPORTS VENUE PRODUCTION

SVG VENUE INITIATIVE

SVG WOMEN'S SPORTS MEDIA initiative

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# ADVISORY BOARD OF INDUSTRY LEADERS

**CHAIRMAN OF ADVISORY BOARD**

**TOM SAHARA,** Turner Sports

"**Sports Video Group** is comprised of leading industry figures, committed to technical excellence in the sports industry. Over the coming years, members will help guide the direction of the organization, consult on various group initiatives, and enable more dialogue across different industry segments."

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**Oscar Sanchez,** CONCACAF, Director of Broadcast Operations
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**Jerry Steinberg,** Industry Consultant
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- NESN
- CBS SPORTS
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- MLB NETWORK
- NBA TV
- FOX SPORTS
- NBC Sports
- HBO SPORTS
- YES
- Comcast SPORTSNET
- DIRECTV

## LEAGUES/PROPERTIES

- NHL
- NFL
- PGA TOUR ENTERTAINMENT
- MLS MAJOR LEAGUE SOCCER
- NBA
- USTA
- MLB
- WWE
- NASCAR

## TRUCKS/SERVICES

- NEP
- Mobile TV Group
- GAME CREEK VIDEO
- DOME PRODUCTIONS
- Alliance PRODUCTIONS
- proshow broadcast
- KODIAK MOBILE TELEVISION
- GEARHOUSE BROADCAST
- IMS PRODUCTIONS
- LYON VIDEO
- Token Creek MOBILE TELEVISION
- METROVISION HD Production Group
- AMV ALL MOBILE VIDEO
- F&F PRODUCTIONS, LLC
- CSP MOBILE PRODUCTIONS

## INTEGRATORS

- Diversified. IMAGINATION ENGINEERED
- beck TV Integrating Media Solutions
- bexel ESS Engineered Systems & Solutions
- CBT SYSTEMS
- CEI COMMUNICATIONS C.
- unity systems
- alphavideo SPORTS & ENTERTAINMENT GROUP
- AZZURRO GROUP
- BSI BROADCAST SERVICES INTERNATIONAL

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# OUR MEMBERS ARE YOUR BIGGEST CUSTOMERS

## VENUES

- Madison Square Garden
- Philips Arena
- Lucas Oil Stadium
- MetLife Stadium
- Barclays Center Brooklyn
- Amway Center
- Marlins Park
- nrg
- Levi's Stadium
- University of Phoenix Stadium
- EverBank Field
- Lincoln Financial Field

## TEAMS

- New York Giants
- Dallas Cowboys
- Denver Broncos
- Seattle Seahawks
- Atlanta Braves
- Los Angeles Dodgers
- New York Yankees
- Boston Red Sox
- Los Angeles Lakers
- Indiana Pacers
- New York Knicks
- Houston Rockets
- Toronto Maple Leafs
- Pittsburgh Penguins
- New York Red Bulls
- Sporting Kansas City

## COLLEGES/UNIVERSITIES

- Baylor Bears
- TCU
- Alabama
- Oklahoma
- UCLA Bruins
- Michigan State
- Texas
- North Carolina Tar Heels
- Florida Gators
- Florida State
- Notre Dame
- BYU
- Oregon
- Harvard
- Nebraska Huskers
- Penn State
- Clemson
- South Carolina

## DIGITAL MEDIA

- br
- Digital & Print Media
- CBS Sports Digital
- Facebook
- Snapchat
- Twitter
- mlbam
- Fox Sports Digital
- NBA Digital
- NBC Sports Digital
- YouTube

# MEMBER JOB TITLES

- President / CEO
- SVP/ VP/ Executive Director
- Director, Operations
- SVP/ VP/Director, Engineering
- VP, Production Operations
- Producer
- Manager, Scoreboard Video
- Arena Sound & Matrix Manager
- Director, Broadcasting
- Director, Mobile Operations
- Game Operations Manager
- Arena Operations
- Facility Manager
- Audio Engineer
- Producer
- Technical Manager
- Athletic Director
- AVP, Athletics
- Video Coordinator
- Technical Manager
- Executive Producer
- Video Director
- Stadium Manager
- VP, Broadcast
- Engineer
- Technical Director
- Senior Producer
- Executive Producer
- SVP/ VP/Director, Technology
- SVP/ VP Director, Operations
- Information Officer
- Director, Studio Operations
- Field Technical Manager
- Director, Game Operations
- CTO
- Director, Information Technology
- CIO
- Video Operations
- Post Production Engineer
- Director, Electronic Media
- General Manager
- VP, Media
- Director, Remote Operations
- SVP, Studio & Remote Operations
- EVP, Digital
- A/V Production
- Chief Engineer
- Coordinating Technology Manager, Remote Ops
- Video Editor
- VP, Mobile Productions
- & Many, Many More!!!!

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# CALENDAR OF EVENTS 2017*
## PRELIMINARY

| DATE | EVENT | LOCATION | ATTENDEES |
|---|---|---|---|
| Feb 21 | PLATINUM RECEPTION/ADVISORY BOARD MEETING | Ben and Jack's Steakhouse, NYC | 40 |
| Feb 22 | SPORTS GRAPHIC FORUM | Microsoft Technology Center, NYC | 200 |
| Mar 1 | IP PRODUCTION FORUM | NBC Sports Group, Stamford, CT | 225 |
| Mar 13-14 | VENUE PRODUCTION SUMMIT | U.S. Bank Stadium, Minneapolis | 200 |
| Apr 21-23 | CHAIRMAN'S FORUM (Open to Platinum, Mobile, and Event Sponsors) | Red Rock Hotel, Las Vegas, NV | 200 |
| Apr 23 | DTV AUDIO GROUP | Alexis Park Hotel, Las Vegas, NV | 100 |
| Apr 23 | SVG PRE-GAME PARTY | Omnia Nightclub at Caesars Palace Las Vegas, NV | 1000 |
| Jun 1-2 | COLLEGE SPORTS SUMMIT & COLLEGE SPORTS MEDIA AWARDS | Omni Hotel at CNN Center, Atlanta, GA | 600 |
| Jun 28 | RSN SUMMIT | Hilton, Chicago, IL | 250 |
| July TBD | SVG LIVE:LA (INCLUDES SPORTS IMAGING FORUM, SVG DIGITAL, & LIVETV:LA) | Los Angeles, CA | 450 |
| July 26 | PLATINUM RECEPTION/ADVISORY BOARD MEETING | New York, NY | 30 |
| July 27 | SPORTS CONTENT MANAGEMENT & STORAGE | New York, NY | 300 |
| Sept 16 | SPORT PRODUCTION AWARDS @ IBC | Amsterdam, Netherlands | 300 |
| Oct 17 | TRANSPORT | New York, NY | 200 |
| Oct 18 | PLATINUM RECEPTION/ADVISORY BOARD MEETING | New York, NY | 30 |
| Oct TBD | DTV AUDIO GROUP @ AES | New York, NY | 100 |
| Dec 11-12 | SVG SUMMIT | New York, NY | 1500 |
| Dec 11 | SVG DIGITAL SUMMIT | New York, NY | 175 |
| Dec 11-12 | NEWSTECHFORUM | New York, NY | 150 |
| Dec 12 | SPORTS BROADCASTING HALL OF FAME (Charity event; Tickets sold separately; extremely limited) | New York, NY | 500 |

***EVENT DATES AND LOCATION ARE SUBJECT TO CHANGE**

SPORTS GRAPHICS LIVE VIRTUAL VISUALIZATION
CHAIRMAN'S FORUM The future of REMOTE PRODUCTION
COLLEGE SPORTS SUMMIT
SPORTS IMAGING HDR LENSES CAMERAS
SPORT PRODUCTION & TECHNICAL ACHIEVEMENT Awards
SVGdigital
IPPRODUCTION
DTV AUDIO GROUP
COLLEGE SPORTS MEDIA AWARDS NACDA
SPORTS ASSET MANAGEMENT & STORAGE
LiveTV|LA
NewsTECHForum
SPORTS VENUE PRODUCTION SUMMIT
NAB PRE-GAME PARTY
RSN SUMMIT REGIONAL SPORTS NETWORKS
TRANSPORT
SVG SUMMIT
SPORTS BROADCASTING HALL OF FAME

# EVENT SPONSORSHIP OPPORTUNITIES

As part of your sponsorship of SVG, you are able to attend most **SVG Events** for free.

To increase your exposure, additional opportunities are available depending on the event.

## Sponsorship opportunities may include:

**Title Sponsorship:** Biggest branding exposure with multiple elements

**Registration Sponsor:** Help greet attendees when picking up SVG badge and providing literature distribution

**Badge/Lanyard Sponsorship:** Logo on the SVG badge/lanyard

**Session Sponsor:** Intro to an upcoming panel discussion

**Networking Sponsor:** Cocktail Reception, Breakfast, Networking Breaks, etc.

**Case Studies**

**Print/Program Advertising:** Full page or half page ad in event program, distributed to everyone at the event

**Tabletops:** Available at certain events

**AND MORE...**

**Branding:** All event sponsors typically receive digital and print exposure. Sponsor's logo will appear on the event webpage, the event's PowerPoint presentation and signage at the event, as well as in the print program.

## EMAIL NEWSLETTER

**SPORTS VIDEO INSIDER – REACHING 15,000+**

Four times per week e-newsletter (Mon, Tues, Thurs, & Fri) covering the sports technology landscape

**Subscribe at:**

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## SVG MOBILE APP

Stay connected to the latest news and events with SVG's free mobile app.

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## WEBSITE

www.sportsvideo.org

Contains top stories, headlines, archived info, news, initiatives, and exclusive members and sponsors area

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# PRINT MEDIA PROPERTIES THAT ARE THE **INDUSTRY'S REFERENCE TOOLS**

## SPORTS TECHNOLOGY JOURNAL — Spring Edition

DELIVERED TO 5,000 INDUSTRY EXECUTIVES

**(APRIL DELIVERY)** Engineering journal for sports video production and broadcast professionals, with a spotlight on NAB Show.

## SPORTS TECHNOLOGY JOURNAL — Fall Edition

DELIVERED TO 5,000 INDUSTRY EXECUTIVES

**(OCTOBER/NOVEMBER DELIVERY)** Engineering journal for sports video production and broadcast professionals

## MOBILE SPORTS PRODUCTION YEARBOOK — Annual

DELIVERED TO 5,000 INDUSTRY EXECUTIVES

**(DECEMBER DELIVERY)** Mobile production roundup for sports video production and broadcast professionals

## VENUE PRODUCTION JOURNAL (Targeted Distribution)

DELIVERED TO 2,000 INDUSTRY EXECUTIVES

Highlighting this year's venue trends, news, and updates

VETERANS IN PRODUCTION VIP PRODUCED BY SVG

SVG WOMEN'S SPORTS MEDIA initiative

DTV AUDIO GROUP an SVG initiative

SPSG SPORTS PRODUCTION SAFETY GROUP

THE TV CREWER'S STAFFING RESOURCE RUNNERS NETWORK CO-SPONSORED BY BEA AND SVG

SVG SPORTS VIDEO GROUP JOBS powered by ProductionHUB.com

## HELP US **GIVE BACK** TO THE SPORTS COMMUNITY

SPORTS BROADCASTING HALL OF FAME

SVG SPORTS BROADCASTING FUND Supporting our own in times of need...

# SVG INITIATIVES

## SVG COLLEGE INITIATIVE

SVG COLLEGE ALABAMA
OCTOBER 26, 2016 • UNIVERSITY OF ALABAMA

SVG COLLEGE TCU NORTH TEXAS
MARCH 30, 2016
TEXAS CHRISTIAN UNIVERSITY

SVG COLLEGE INDIANA
MARCH 25, 2015
BALL STATE UNIVERSITY

SVG COLLEGE BAY AREA
OCTOBER 28, 2015
PAC-12 NETWORKS

## SVG VENUE INITIATIVE

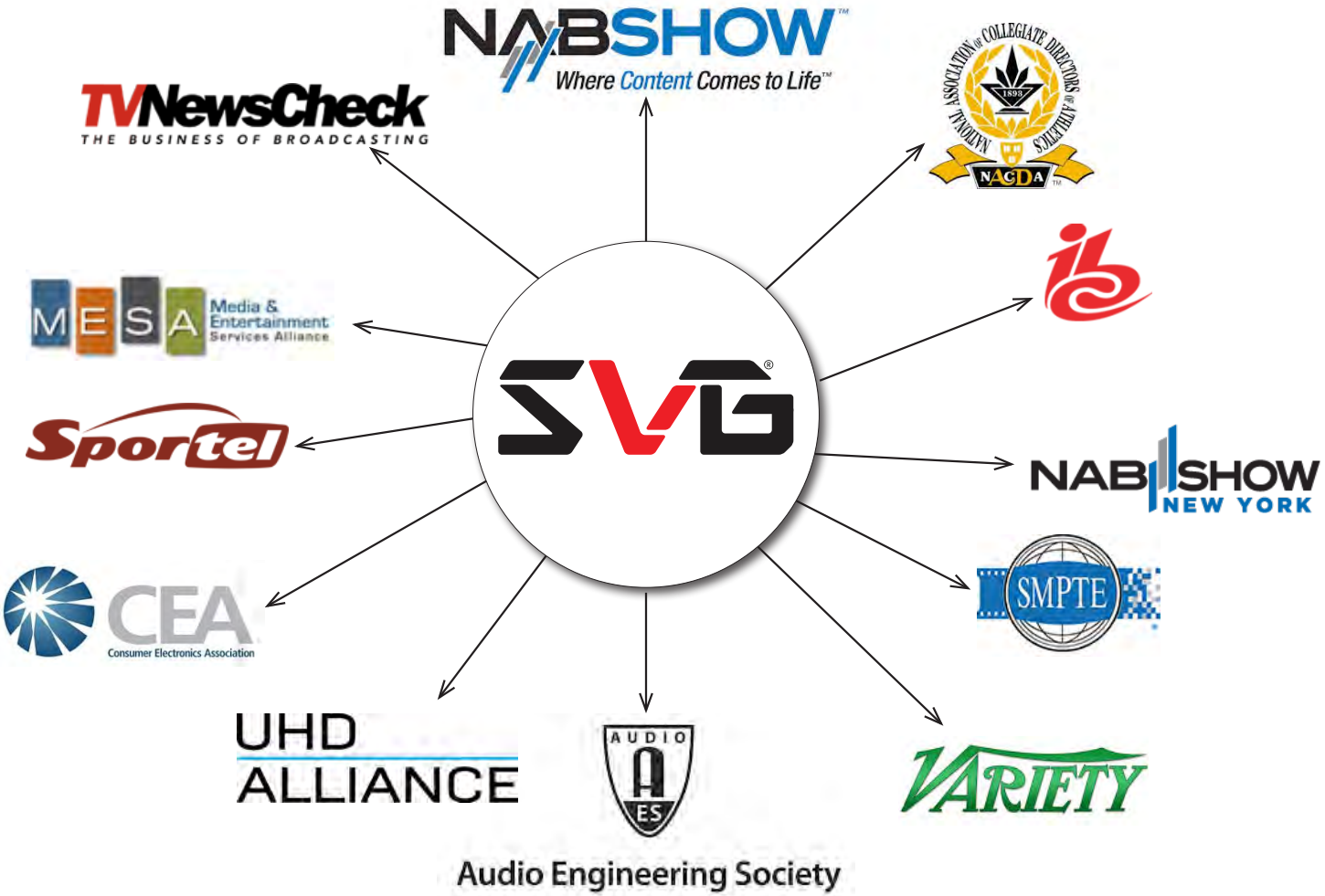
SVG VENUE@ UNIVERSITY OF PHOENIX STADIUM
MARCH 18, 2015
GLENDALE, ARIZONA

VENUEPRODUCTION SEMINAR @EverBank Field
November 4 • Jacksonville, FL • an SVGVENUEINITIATIVE event

SVG VENUE INITIATIVE WHITE PAPER

**SVG Initiatives help you to reach deeper into a market segment by utilizing hyper-targeted marketing environments via an additional investment.**

# Working with other industry organizations to establish our mission and broaden your reach



# SVG2017

## SUPPORTED BY THE INDUSTRY'S **TECHNOLOGY LEADERS**

**PLATINUM**

**PREMIER:** Adobe • AJA Video Systems • AJT Systems • Artel Video Systems • Aspera, an IBM Company • Aveco • Avid • Barnfind Americas • Christie Digital • ChyronHego • Cisco • Clear-Com - an HME Company • Click Effects, a ChyronHego Company • Cobalt Digital • Comrex Corporation • Devlin Design Group • Elemental Technologies • Ericsson • Evertz • EVS • FileCatalyst • FX Design Group • Harman • Harmonic • IHSE USA • Ikegami • Imagine Communications • Joseph Electronics • JVCKENWOOD • Limelight Networks • Linear Acoustic • Markertek • Microsoft • MultiDyne • NEP Broadcasting • Panasonic • Qualcomm • SES • SGL • SOS Global • Teradek • The Studio – B&H • The Switch • Vantrix • Verizon Digital Media Services • VISLINK • VITEC • Wesco

**CORPORATE:** Adorama • Aldea • Anixter • APM Music • Arvato Systems • Astucemedia • ATEME • Audio-Technica • Bay Microsystems • bioGFX powered by FMProduction • Bitcentral • Black Box • BlueFrame Technology • Brainstorm • BroaMan • Brocade • BSI (Broadcast Sports International) • Burst • Canare Corporation of America • Crawford Media Services • Crown Castle • Daktronics • Dale Pro Audio • Dalet Digital Media Systems • DDN Storage • DELL EMC • deltatre • Deluxe • EEG Enterprises • DPA Microphones • Encompass Digital Media • FanConnect • Filmtrack • Fingerworks Telestrators • FIS Blue • Fletcher Sports • Florical Systems • For-A • Fraunhofer • Gerling & Associates • GlobeCast • Haivision • Hitachi Kokusai • IBM Cloud Video • Image Video • Imagen • Interxion • Irdeto • iStreamPlanet • JB&A • Leader Instruments • Levels Beyond • LiveU • LTN Global • Media Links • MOEBAM! VENUE MEDIA SERVICES • MX1 • Net Insight • NeuLion • Neutrik USA • Nevion • Ooyala • Oracle • Panasas • Pesa • Pliant Technologies • PLUS24/Sanken • PRG • Primestream • ProductionHub • Professional Wireless Systems • Pronology • Quantum5X • Rainbow Broadband • Rock-It Cargo • RT Software • Scale Logic • Sennheiser • Shure • Signiant • Spectra Logic • STATS • T-21 Technologies • T2 Computing • Tata Communications • Technicolor • Tektronix • Telescope • Telestream • The Video Call Center • Thinklogical • Tightrope Media Systems • TokBox • TSL Products • TV Graphics • TVU Networks • Utah Scientific • Vista Worldlink • Vitec Videocom • Warner/Chappell Production Music • Wazee Digital • Wheatstone • Wowza Media Systems • wTVision • Yamaha Corporation of America • Zixi

**MOBILE/INTEGRATOR:** 3G Wireless • Aerial Video Systems • AerNow • All Mobile Video • Alpha Video • AmpThink • Arctek Satellite Productions • AV Design Services • Azzurro Group • BeckTV • Broadcast Integration Services • BSI (Broadcast Services International) • Calhoun Satellite Communications • Calient Technologies • CAT Entertainment Services • CBT Systems • Chesapeake Systems • CineSys-Oceana • Clark Media • CMG Mobile Productions • Communications Engineering Inc. (CEI) • CP Communications • Creative Mobile Solutions • CSP Mobile • CTG • Digicaster/Digital Comm Link • Diversified • DNA Studios • Dome Productions • Duncan Video • DX3 Media Group Inc. • F&F Productions • Filmwerks International • Game Creek Video • Gearhouse Broadcast • Illumination Dynamics • IMS Productions • Integrated Media Technologies • Jones Mobile Television • Kaufman Broadcast • KMH Audio-Visual Integration • Kodiak Mobile • LH Computer Services • Lyon Video • Metrovision • Mobile TV Group • MPS (Mobile Production Services) • National TeleConsultants • Program Productions • Proshow • PSSI/Strategic TV • RAYCOM • Robovision • Saunders Electric • SDTV • Skycam/Cablecam • SmartCart SVX • SonoVTS • TL Mobile • TNDV • Token Creek • Unity Systems Integration • YES Productions

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# INTEGRATED YEAR-ROUND SPONSORSHIP PACKAGES

| SVG 2016-2017 SPONSORSHIP BENEFITS | PLATINUM | PREMIER | CORPORATE | MOBILE/SI* |
|---|---|---|---|---|
| Networking: Exclusive Access to Advisory Board Networking Receptions | ✓ | | | |
| Networking: Exclusive Access to SVG Platinum Series (ie. SVG West; SVG Rocky Mtn.) | ✓ | | | |
| Video: C-Level Video Interview | ✓ | | | |
| Events: Complimentary Passes to SVG events (excludes Chairman's Forum & HOF) | 4 | 3 | 2 | 2 |
| Events: SVG Chairman's Forum Invite pre-NAB | 2 | | | ✓ |
| Events: Logo Exposure at SVG Kickoff Party at NAB | ✓ | ✓ | ✓ | ✓ |
| Events: Complimentary Pass to SVG Partner Events (LiveTV:LA; NewsTECH Forum) | 1 | 1 | 1 | 1 |
| Events: Exhibit Tabletop at Either December SVG Summit or June College Sports | ✓ | ✓ | | |
| Events: Access to SVG Special Interest Meetings (DTVAG; WSMI, etc) | ✓ | ✓ | ✓ | ✓ |
| Print: Ad in Remote Sports Production Yearbook (full page color) December | ✓ | ✓ | ✓ | ✓ |
| Print: Ad in Spring Journal (full page color) April | ✓ | ✓ | | |
| Print: Ad in Fall Journal (full page color) October | ✓ | | | |
| E-News: Editorial | ✓ | ✓ | ✓ | ✓ |
| E-News: Rotating Top Banner Sponsorship of SVG Email Newsletters | ✓ | | | |
| E-News: Hyperlinked Logo on SVG Email Newsletters | ✓ | | | |
| E-News: Enhanced Hyperlinked Text on SVG Email Newsletters | | ✓ | | |
| E-News: Hyperlinked Text on SVG Email Newsletters | | | ✓ | ✓ |
| Mobile App: Rotating banner on section headline pages | ✓ | | | |
| Mobile App: Rotating banner on story pages | | ✓ | | |
| Mobile App: Text listing on sponsor page | ✓ | ✓ | ✓ | ✓ |
| Website: Rotating 728 x 90 Top & Bottom Banners on all Web Pages | ✓ | | | |
| Website: Rotating 468 x 60 Banner on home page | | ✓ | | |
| Website: Rotating 468 x 60 Banner on story pages | | | ✓ | ✓ |
| Website: Hyperlinked Logo on Sponsor page of sportsvideo.org | ✓ | ✓ | ✓ | ✓ |
| Website: Free Job Board Posting | ✓ | ✓ | ✓ | ✓ |
| **SPONSORSHIP INVESTMENT** | **$31,500** | **$17,000** | **$9,000** | **$4,000** |

**Note:** All sponsorships are effective for one year from date of initiation; rates valid through 12/31/16

* For Mobile Truck/System Integrators

# MEET TEAM SVG

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# Meet Our Sister Association...

**SVG Europe** is an independent, affiliate association that is run by its own advisory board and executive staff, providing Euro-centric events, media properties, industry initiatives, and alliances.

SVG SPORTS VIDEO GROUP EUROPE

- Launched 7 years ago
- Led by advisory council of industry heavyweights
- Over 80 sponsors
- Email newsletter, website, and journal media
- 10 pan-European conference/networking events/ awards scheduled

**www.svgeurope.org**