2020 DECK

Advancing the creation, production, and distribution of sports content

SPORTS VIDEO GROUP
19 West 21st Street | Suite 301 | New York, NY 10010
www.sportsvideo.org
SVG plays an important role in supporting the growth and sustainability of the businesses and people who create, produce, and distribute sports video.
SVG has the largest, full-time dedicated editorial team covering sports technology.

**Executive Director, Editorial**

KEN KERSCHBAUMER

**Chief Editor**

JASON DACHMAN

**Director of Digital**

BRANDON COSTA

**Associate Editor & Social Media Coordinator**

KRISTIAN HERNANDEZ
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.

EXECUTIVE COMMITTEE
Ken Aagaard, SVG Chairman Emeritus and Sports Broadcasting Hall of Fame Chairman
Andrea Berry, The G.A.P. Media Group, CEO
Eric Black, NBC Sports Group, SVP and CTO Digital
Chris Brown, Turner Sports, VP, Sports Production Tech
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Jeff Jacobs, Skyline Sports and Entertainment, Principal
Patty Power, CBS Sports, EVP, Operations and Engineering
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Susan Stone, MLB Network, SVP, Operations and Engineering

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Peter Angell, Lagardère, SVP
Onnie Bose, NFL, VP of Broadcasting
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Chris Calcinari, ESPN, SVP, Remote Production Operations, ESPN and ABC Sports
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Larry Rogers, FirstInTV, President
Mike Rokosa, NHRA, Technology Executive
Scott Rothenberg, NEP, SVP, Technology and Asset Management
Oscar Sanchez, CONCACAF, Director of Broadcast Operations
Bruce Shapiro, Broadcast Consulting
Tracey Shaw, WWE, SVP, Network and TV Operations
Jack Simmons, Industry Consultant
Don Sperling, New York Giants Entertainment, VP and Executive Producer
Jerry Steinberg, Industry Consultant
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Jason Taubman, Game Creek Video, VP Design/New Technology
Larry Tiscornia, Major League Soccer, VP, Broadcasting
Jacob Ulman, Fox Sports, SVP, Production and Talent Development
John Ward, INDEMAND, EVP and Chief Technology Officer
Ernie Watts, Turner, Manager, Transmission Operations Center
Mike Webb, YES Network, VP, Broadcast Operations
Jeff Willis, Industry Consultant
Dave Zur, KSE Media Ventures, SVP, Operations & Engineering
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- President / CEO
- SVP / VP / Executive Director
- Director, Operations
- SVP / VP / Director, Engineering
- VP, Production Operations
- Producer
- Manager, Scoreboard Video
- Arena Sound and Matrix Manager
- Director, Broadcasting
- Director, Mobile Operations
- Game Operations Manager
- Arena Operations
- Facility Manager

- Audio Engineer
- Technical Manager
- Athletic Director
- AVP, Athletics
- Video Coordinator
- Executive Producer
- Video Director
- Stadium Manager
- VP, Broadcast
- Engineer
- Technical Director
- Senior Producer
- Executive Producer
- SVP / VP / Director, Technology
- VP, Mobile Productions
- SVP / VP / Director, Operations
- Information Officer
- Director, Studio Operations
- Field Technical Manager
- Director, Game Operations
- Chief Technology Officer
- Director, Information Technology
- Chief Information Officer
- SVP / VP / Director, Fan Experience and Production
- Post Production Engineer
- Director, Electronic Media
- General Manager
- VP Business Development and Digital Media
- Video Editor
- SVP / VP / Director, Remote Operations
- SVP, Studio Operations
- EVP, Digital
- Chief Engineer
- Technology Manager, Remote Operations
- Senior Director, Technical Operations
- SVP / VP, Digital Products and Emerging Technology
- VP, Post Operations and Digital Workflow
- VP, Global Media Strategy and Distribution
- SVP, Direct to Consumer and Mobile Strategy
- Many, Many More!
**OUR MEMBERS ARE YOUR BIGGEST CUSTOMERS**

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- Madison Square Garden
- MetLife Stadium
- Mercedes-Benz Stadium
- STAPLES Center
- State Farm Stadium
- Target Field
- Truist Park
- TIAA Bank Field

## Teams
- Atlanta Braves
- Baltimore Ravens
- Denver Broncos
- Dallas Mavericks
- Miami Heat
- Los Angeles Dodgers
- New York Yankees
- Philadelphia Eagles
- Portland Timbers
- Toronto Maple Leafs

## Colleges/Universities
- Alabama
- Arizona State
- Boston College
- University of Notre Dame

## Digital Media
- Amazon Prime Video
- Barstool Sports
- CBS Sports Digital
- CBS Sports
- FloSports
- fuboTV
- FOX Sports
- MLB
- Monomental
- YouTube TV
- Yahoo Sports

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**SPORTS VIDEO GROUP**
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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:**

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Technology publication for sports-video production and broadcast professionals. Includes in-depth NAB Show Preview.

SPORTSTECH JOURNAL – Fall Edition, October Delivery
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Technology publication for sports-video production and broadcast professionals. Includes an special section on Venue Production.

SPORTS PRODUCTION YEARBOOK – Annual, December Delivery
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Production truck roundup for sports-video production and broadcast professionals. Includes the annual Gearbase Study.
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SVG Initiatives help you to reach deeper into market segments by utilizing hyper-targeted market environments.
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SVG works with other industry organizations to establish our mission and broaden your reach.
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Offers listeners long-form conversations with some of the smartest minds in the sports television and technology industry.

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- Fall SportsTech Blog
- Spring SportTech Blog
- Super Bowl
- Tokyo Olympics

Recent Interviews
- Scott Kaufman-Ross, NBA
- John Filippelli, YES Network
- Steve Mayer, NHL
- Dean Locke, Formula 1
- Mark Parkman, Olympic Channel
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<td>Virtual</td>
<td>Members &amp; Sponsors</td>
<td>90 min.</td>
</tr>
<tr>
<td>Oct 29</td>
<td>REMOTE PRODUCTION WORKFLOWS: PART II</td>
<td>Virtual</td>
<td>Members &amp; Sponsors</td>
<td>90 min.</td>
</tr>
<tr>
<td>Nov 17</td>
<td>ESPORTS PRODUCTION SUMMIT: PART I</td>
<td>Virtual</td>
<td>Members &amp; Sponsors</td>
<td>90 min.</td>
</tr>
<tr>
<td>Nov 18</td>
<td>ESPORTS PRODUCTION SUMMIT: PART II</td>
<td>Virtual</td>
<td>Members &amp; Sponsors</td>
<td>90 min.</td>
</tr>
<tr>
<td>Dec 14-17</td>
<td>SVG SUMMIT WORKSHOP TRACKS / INTIATIVE MEETINGS</td>
<td>Virtual</td>
<td>Members &amp; Sponsors</td>
<td></td>
</tr>
<tr>
<td>SVG 2020 SPONSORSHIP BENEFITS</td>
<td>PLATINUM</td>
<td>PREMIER</td>
<td>CORPORATE</td>
<td>MOBILE / SI*</td>
</tr>
<tr>
<td>------------------------------------------------------------------------------------------------</td>
<td>----------</td>
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<td>-----------</td>
<td>--------------</td>
</tr>
<tr>
<td>Exclusivity: Access to IN-PERSON/VIRTUAL Advisory Board Networking Meetings</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Exclusivity: Access to IN-PERSON/VIRTUAL Platinum Series</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Podcast: 15-Second Audio Message (runs twice in each podcast)</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor Event Calendar Listings</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Events: Complimentary REGISTRATIONS to SVG IN-PERSON/VIRTUAL events</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Events: EXCLUSIVE: SVG Chairman’s IN-PERSON/VIRTUAL Forum Invite</td>
<td>✓</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Events: 15-minute C-Level Video Interview with Slides</td>
<td>✓</td>
<td></td>
<td></td>
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<tr>
<td>Events: 10-minute C-Level Video Interview (in lieu of NAB booth appt.)</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Events: 5-minute C-Level Video Interview (in lieu of NAB booth appt.)</td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Events**: Tabletop or Virtual Exhibit Sponsorship at SVG Summit or College Summit</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Events: Access for SVG IN-PERSON/VIRTUAL Special Interest Meetings</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Print &amp; Digitally Delivered Mobile Sports Production Yearbook - December</td>
<td>Page Ad</td>
<td>Page Ad</td>
<td>Page Ad</td>
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<tr>
<td>Print &amp; Digitally Delivered Spring SportsTech Journal – April</td>
<td>Page Ad</td>
<td></td>
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<tr>
<td>Print &amp; Digitally Delivered Fall SportsTech Journal - October</td>
<td>Page Ad</td>
<td></td>
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<tr>
<td>E-News: Editorial</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>E-News: Rotating Top Banner Ad on SVG Email Newsletters</td>
<td>✓</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>E-News: Hyperlinked Logo on SVG Email Newsletters</td>
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<td>✓</td>
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<tr>
<td>E-News: Hyperlinked Text on SVG Email Newsletters</td>
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<tr>
<td>Mobile App: Rotating Banner on Section Headline Pages</td>
<td>✓</td>
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<td></td>
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<tr>
<td>Mobile App: Rotating Banner on Story Pages</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Mobile App: Text Listing on Sponsor Page</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Website: Rotating 728 x 90 Top and Bottom Banner Ads on All Web Pages</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Website: Rotating 468 x 60 Banner Ad on Home Page</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Website: Rotating 468 x 60 Banner Ad on Story Pages</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Website: Hyperlinked Logo on Sponsor Page of sportsvideo.org</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Website: Free Job Board Posting</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>SPONSORSHIP INVESTMENT</strong></td>
<td><strong>$33,000</strong></td>
<td><strong>$18,000</strong></td>
<td><strong>$10,000</strong></td>
<td><strong>$5,000</strong></td>
</tr>
</tbody>
</table>

**NOTE:** Sponsorships are effective one year from date of initiation; rates valid through 12/31/20

* For mobile trucks/systems integrators   ** Depends if event is held virtually or in-person