



SVBLIVE
SPORTS VENUE BUSINESS



CROKE PARK
OCT 9 & 10. 2024

SPONSORSHIP

Elevating the live experience.

www.svblive.com

Since its inception in 2016, Sports Venue Business (SVB) has not only been a beacon of insight but also a pioneer in shaping the landscape of the sports and entertainment sector. Catering to over 32,500 industry executives globally, our platform stands at the forefront of delivering cutting-edge news, in-depth interviews, and comprehensive case studies.

Having successfully organised and delivered high-level industry conferences at venues including Croke Park, Tottenham Hotspur Stadium, Anfield, and The Etihad Stadium, Sports Venue Business is now embracing a new chapter, having launched a raft of new offerings under the SVB LIVE banner, reaffirming our dedication to driving innovation and fostering connections within the sports and entertainment sector.

The new initiatives are focused on delivering an optimised year-round networking environment for our members and include:

SVB LIVE (Live Industry Venue Experience):

SVB LIVE is so much more than simply an **annual conference** and **exhibition**, offering a series of **global networking events**, as well as a **webinar series**, acting as a hub for discussing the latest innovations, developments and best practices to empower those working in this dynamic sector.

The key focus of all SVB LIVE offerings is to elevate the 'live experience', whether that be General Admission or Premium Guests, seeing a wide range of topics addressed, including **Architecture & Design, Catering & Concessions, Customer Experience, Customer Journey, Hospitality & Interiors, Sustainability, Technology and Venue Commercialisation**.

The **SVB LIVE Expert Council**, featuring industry experts from all across the global sports and entertainment landscape, has been formed to help shape the conversation.

2024 SVB LIVE Conference & Exhibition: *Croke Park, Dublin, Ireland October 9th and 10th*

Year-Round Global Networking Events:

The annual SVB LIVE event is complemented by a series of global networking events throughout the year, each concentrating on a trending topic, such as the fan experience, hospitality & interiors, sustainability, technology and venue commercialisation.

These gatherings deliver invaluable opportunities for mentorship, knowledge sharing, thought leadership, and exploring best practices, supported by our global network of industry advisors.

The first networking event will be hosted in Perth, Australia, on March 12th.



Webinar Series:

Enhancing the 365-community element of SVB LIVE will be an exciting new webinar series, covering all aspects of the sports and entertainment industry.



Sponsorship Opportunities for SVB LIVE

Naming Rights Sponsor: **€14,000**

This top-tier package includes:

- Recognition as a headline/naming rights sponsor, i.e. 'SVB LIVE presented/powered by...'
- Branding on the website, on-site at the event, on all marketing collateral, etc.
- A double-page spread advert in the Event Guide
- Ownership of a panel session 'Sponsored by'* with a company panelist and client representatives.
- 8x event passes (additional passes available at €175pp).
- Ownership of a webinar and a networking event 'Sponsored/Powered by'.
- 2x complimentary passes to a networking event.
- Exposure across both the SVB LIVE and Sports Venue Business platforms including:
 - Banner adverts on the websites and within the e-News Report.
 - A double-page spread advert in the SVB Global Report, with complimentary annual subscriptions for up to 8x personnel.
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* Panel sessions to be recorded and made available as on-demand videos post-event.

Platinum Sponsor: **€6,000**

Exclusivity by industry niche, maximum of 4 platinum sponsors. Package includes:

- Recognition as a top tier sponsor, with branding on the website, on-site at the event and within marketing collateral.
- A full-page advert in the Event Guide.
- A banner advert on the website and in the e-Bulletin.
- A panel session 'Sponsored by' with a panelist and client representative.
- 5x event passes.
- Sponsorship of a networking event, with 2x complimentary tickets.
- Exposure across both the SVB LIVE and Sports Venue Business platforms.

Gold Sponsor: **€5,000**

Semi-exclusive, with a maximum of 2 per industry niche. Package includes:

- Recognition as a sponsor, with branding on the website, on-site at the event and within marketing collateral.
- Speaker allotment on a relevant panel session 'Sponsored by' with a panelist and client representative.
- A full-page advert in the Event Guide.
- The option to co-sponsor a networking event, with 2 x complimentary tickets.
- Exposure across both the SVB LIVE and Sports Venue Business platforms.
- 4 x event passes

Sponsorship Opportunities for SVB LIVE

Silver Sponsor:

€4,000

Package includes:

- Recognition as a sponsor, with branding on the website and on-site.
- A half-page advert in the Event Guide.
- Speaker allotment on a relevant panel session.
- An exhibition space.
- Exposure across both the SVB LIVE and Sports Venue Business platforms.

Bronze Sponsor:

€3,000

Package includes:

- Recognition as a sponsor, with branding on the website.
- The option to take either a speaker allotment on a relevant panel session or a half-page advert in the Event Guide.
- Exposure across both the SVB LIVE and Sports Venue Business platforms.
- 3 x event passes

Additional Passes:

Sponsors are eligible for additional passes at the specially-reduced rate of €195 per person.

Official Hotel:

To secure specially-negotiated accommodation at the Dublin One Hotel (€169p/n single-occupancy or €199p/n double, on a B&B basis), less than a 7-minute walk from Croke Park, email: cass@sportsvenuebusiness.com or katie@sportsvenuebusiness.com

Sponsorship of the SVB Global Report:

€2,000

Package includes:

- Recognition as a sponsor of the SVB Global Report, with branding on the website.
- A full-page advert to appear within the SVB Global Report
- Additional exposure across Sports Venue Business platform, including a banner advert within the Weekly e-News Report.

Discounts off Sports Venue Business (SVB) advertising packages

SVB LIVE exhibitors and sponsors are eligible for:

- A 10% discount off Sports Venue Business advertising packages
- This includes adverts in the SVB Global Report, as well as premium advertiser and sponsor packages.

SVB LIVE Sponsorship Booking Form

Company Name:

Email:

Address:

Phone:

City:

VAT No.:

State:

Post Code/Zip:

SVB & SVB Live Conference and Networking Announcements

Please make sure to check the box to opt in and receive all essential event information.

Attendees:

Submissions for attendees must be completed by no later than September 15, 2024. Please include the contact details for all attendees and ensure to agree to all data being stored in accordance with GDPR.

Contact Person:

Contact Person:

Contact Person:

Name:

Name:

Name:

Job Title:

Job Title:

Job Title:

Email:

Email:

Email:

Phone:

Phone:

Phone:

GDPR Compliance Consent:

I hereby consent to the collection and use of my personal information in accordance with the General Data Protection Regulation (GDPR). I understand that my data will be used solely for the purpose of [specific event or service], and I have the right to access, correct, or delete my personal data at any time. *For more information, please refer to our Privacy Policy*

Additional Requests/Comments:

Sponsorship Package Selection:

Naming Rights Sponsor (€14,000)

Silver Sponsor (€4,000)

Platinum Sponsor (€6,000)

Bronze Sponsor (€3,000)

Gold Sponsor (€5,000)

Additional Passes (if applicable):

@ €175 per additional pass.

Payment by Credit Card

Cardholder's Name:

Card Type: Visa MasterCard American Express

Card Number:

Expiry Date (MM/YYYY):

CVV Code:

Cardholder Signature:

I authorise [Your Company Name] to charge the above-mentioned credit card for the selected sponsorship package and acknowledge that I have read and agree to the [terms and conditions/ payment terms].

Bank Wire Transfer Details

Please use the following information to complete a bank wire transfer for your sponsorship package.

Bank Name:

Account Holder's Name:

Sort Code:

Account Number:

IBAN:

BIC/SWIFT Code:

Bank Address:

Payment Reference:

Please use your company name and sponsorship package as the payment reference.

Instructions:

Transfer the total amount due for the selected sponsorship package.
After completing the transfer, please email a copy of the transaction receipt to [email address] for confirmation.
Ensure that all bank transfer fees are covered by the sender.

I confirm that I have read and agree to the payment terms and conditions.

Agreement:

I/We agree to the Terms and Conditions of the sponsorship package.

Please complete the Sponsor Application and email it to the attention of:
katie@sportsvenuebusiness.com

Payment terms:

50% payment due within 30 days of the booking order form date, with the balance due by no later than September 1, 2024.

Cancellations:

Cancellations are not accepted.

#SportsVenueBusiness #SportsVenueBiz #PremiumExperience #SVBLIVE

