





www.sportsvenuebusiness.com





DELIVERING UNRIVALLED ACCESS-ALL-AREAS, NEWS, VIEWS AND DEVELOPMENTS

SPORTS VENUE BUSINESS

About the SVB Platform

Sports Venue Business (SVB) is the only platform dedicated to providing an access-all-areas pass to the sector's key influencers and decision-makers, with information delivered via media-rich formats, from videos and case studies to beautifully illustrated featured articles and in-depth interviews.

The portal acts as a gateway to sector-driven news and views, from procurement opportunities and details on the latest venue developments, to the trending issues and best practices.

The platform is further complemented by our Weekly e-News Report, which delivers industry interviews, featured articles, videos and the latest news directly to some 32,500+ high level executives.

SVB benefits from unrivalled exposure across Social Media, with the 'Sports Venue Business' group on LinkedIn boasting 8,500+ members.

The offering is rounded off with the **SVB Directory**, which enables sports architecture & design practices, engineering firms & contractors, producers & suppliers, and conference & event organisers to showcase their services and signature projects. In addition, the venues themselves can highlight their key amenities and upcoming developments.

EXCITING ADDITIONS FOR 2024:

SVB Global Report

As SVB continues to evolve and grow, an exciting new development is just about to launch, in the form of the **SVB Global Report**, an in-depth, subscription-only, online publication, providing an overview as to the new builds, redevelopments and major refurbishments underway and in the planning stages within the sports and entertainment sector around the world.

Another exciting development is the addition

SVB LIVE

of 'SVB LIVE', an annual conference and exhibition focused on the latest trends, developments and best practices across the sector. Particular attention will be paid to empowering those involved in the sport and entertainment sector. Having successfully organised and delivered the ALSD International event on behalf of the Association of Luxury Suite Directors since its inception in 2018, this is the organic next step in SVB's global growth.

The key pillars of SVB LIVE (Live Industry Venue Experience) are delivering an optimised experience from General Admission to VIP, taking in Architecture & Design, Catering & Concessions, Customer Experience & Journey, Hospitality & Interiors, Powering Premium, Sustainability, Technology, and Venue Commercialisation.

The SVB LIVE Expert Council - which features C-Suite execs from entities including Everton, LaLiga, Horse Racing Ireland, Emirates Old Trafford, Elevate and More Than Equal - will help shape the content and focus for the annual conference and year-round networking events.



Year-Round Networking Events & Webinar Series

SVB will be launching a series of networking and learning events in 2024 focused on a specific industry niche, from the fan experience and sustainability, to women in sport & entertainment, powering premium, and technology. These in-person and hybrid gatherings will offer invaluable opportunities for mentorship, knowledge sharing, thought leadership, and exploring best practices and the latest innovations, and be complemented by a comprehensive webinar series.

The first networking event will take place in Perth, Australia, on March 12th with more TBA closer to home in the coming days.

SVB Expert Council

An Expert Council featuring high-ranking industry professionals from clubs & teams, leagues & federations, and sports & entertainment properties from across the globe will be tasked with helping shape SVB LIVE, the networking events and webinar series.

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RATE-CARD

PREMIUM PACKAGE: Enhanced Directory listing and editorial exposure throughout the year

Within this package, advertisers receive an Enhanced SVB Directory listing (to include: company name; full contact details; a signature projects showcase, including imagery; a mission statement or statement from a company principal), editorial exposure (i.e. 1x Featured Article, 1x Interview and 1x Case Study), as well as having press releases and news stories regularly appearing within the SVB Weekly e-News Report and across the SVB platform (i.e. website, LinkedIn Group page, Facebook, Twitter, etc).

The specially-reduced price for this package is €1,750 / £1,575 / \$1,995 for a total of 12 months exposure.

VIP SPONSOR PACKAGE: Exclusivity for your industry niche, banner adverts on the website & e-News, an Enhanced Directory listing, regular Featured Articles, Interviews & Case Studies and videos

Within this package, VIP clients are recognised as the EXCLUSIVE sponsor for their industry niche, with their banner adverts appearing on our homepage, Directory pages and within the Weekly e-News Report for the duration of the contract, i.e. 12 months. They also receive an Enhanced SVB Directory listing (to include: company name; full contact details; a signature projects showcase, including imagery; and then either a mission statement or a statement from a company principal), in addition to optimised editorial exposure (i.e. up to 3x

Featured Articles, 3x Interviews and 3x Case Studies), as well as having their press releases, videos and news stories appearing within the SVB Weekly e-News Report and across the platform for the duration of the contract.

The specially-reduced price for this package is €2,950 / £2,645 / \$3,325 for a total of 12 months exposure.

VIP SPONSOR PLUS PACKAGE: This package offers everything included in the VIP Sponsor package, in addition to sponsorship of a webinar session, i.e. "Webinar Powered/ Sponsored by..." with a company representative to be one of the panelists.

The specially-reduced price for this package is €3,495 / £3,180 / US\$4,195 for a total of 12 months exposure.

NB: Premium Advertiser, VIP Sponsor and VIP Sponsor Plus clients are eligible for complimentary access to the SVB Global Report for the duration of their contract, in addition to preferential rates for participation at SVB LIVE and other SVB Networking Events throughout the year.

DIRECTORY LISTING: Secure a basic listing within the SVB Directory, to include your company logo, contact details, website/URL etc., for just €225 / £200 / \$255 for a total of 12 months exposure.

WEBSITE



Sports Venue Business (SVB)



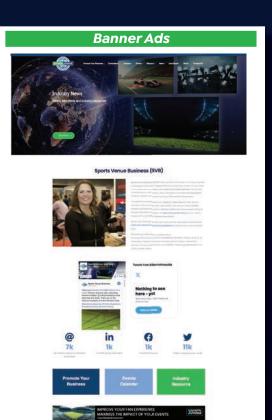


Tweets from @SportsVenueBiz

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Spec: 1140 X 100px (WxH)

JPG or GIF Format, Max File Size:

100kb



Spec: 600 X 200px (WxH) JPG or GIF Format, Max File Size:

AWARD-WINNING VIDEO PRODUCTION

SVB benefits from its own in-house video production facilities, with broadcast-quality, multi-award winning, video & camera equipment, microphones, lighting, etc., which means we can produce:

Promotional videos

Corporate/Company videos

Informative videos

Video interviews etc.

Contact us today for a quote!



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BOOKING ORDER FORM	
Service:	
Directory Listing	
Premium Advertiser	
VIP Sponsor	
VIP Sponsor Plus	
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Payment TOTAL: €	(f/ US\$)
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Contact name:	Email :
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