



SVBLIVE
SPORTS VENUE BUSINESS

**OPENING
NIGHT
ICEBREAKER
OCT 5**



VILLA PARK

Birmingham, UK | OCT 6 & 7 2025

**EXHIBITOR & SPONSORSHIP
OPPORTUNITIES**

Elevating the live experience.

www.svblive.com

Sports Venue Business (SVB) has been a global leader in providing industry news and insights since 2016, reaching 33,000+ industry executives worldwide.

In 2023, the offering was expanded to include the SVB LIVE series of events, delivering an unmatched, year-round networking and knowledge-sharing platform, with content led by the SVB LIVE Advisory Board, featuring:

- **The annual SVB LIVE Conference & Exhibition**
- **The SVB LIVE Global Networking Events (APAC and European editions)**
- **A Webinar Series**
- **The SVB LIVE Business Club App (Year-round networking & engagement)**



2025 SVB LIVE Conference & Exhibition:

Villa Park, Birmingham, UK

October 6th and 7th

Opening Night Icebreaker October 5th

The **SVB LIVE** series of events foster a year-round, global community, with attendees benefitting from continuous networking, learning and business opportunities via the **SVB LIVE Business Club App**.

The annual **SVB LIVE Conference & Exhibition** sees C-suite industry professionals from across the sports and live entertainment landscape coming together to discuss and dissect the trending topics, best practices and latest developments, and getting to see industry-leading products, services and solutions firsthand.

The must-attend 2025 SVB LIVE Conference & Exhibition is taking place at Villa Park, home to Premier League side, Aston Villa, on October 6th and 7th, and will include a very special tour of this recently redeveloped venue.

Information on additional venue tours, i.e. the **Opening Night Icebreaker** on October 5th, and the **SVB LIVE Awards**, on the evening of October 7th, TBC.

Core Focus Areas:

- Architecture & Design
- Customer & Digital Journey
- Fan & VIP Experience
- Food & Beverage
- Interiors & Fit-Out
- Hospitality/Premium Sales & Service
- Sustainability
- Technology
- Venue/Event Commercialisation

“ Obviously Croke Park is incredibly impressive; the capacity, the history, speaks for itself. To be able to have such an interesting group of people at this venue is a double whammy of positives. I very much enjoyed the panel that included Los Angeles Football Club; it was very interesting to get an American perspective. ”

- Ben Phillips, Head of Sales & Marketing, TEAMcard.



Year-Round Global Networking Events:

SVB LIVE Global Networking Events focus on key industry trends. To date, networking events have taken place in: Perth, Australia; Marvel Stadium, Melbourne, Australia; and Leopardstown Racecourse, Dublin, Ireland, with more events to be announced for 2025.

“ I've been privileged to experience many SVB LIVE events, and I was honoured to speak on an all-female panel about 'Sponsorship & Data Analytics' with the brilliant Catherine Downes, co-founder & COO of usheru, and impressive leader in our industry, Emma Meehan-McCoy, CEO of Down Royal Racecourse, at the SVB LIVE Networking Event, hosted at our own Leopardstown Racecourse. ”

- Vicki Donlon, Commercial Manager, Horse Racing Ireland.



Webinar Series:

A dynamic year-round platform featuring **exclusive webinars** on emerging industry trends, best practices, and innovations, offering **sponsorship opportunities** for industry leaders.

Webinars to date include: “An Authentically Welcoming Fan Journey” with Rosie Selle, VP Marketing, **Climate Pledge Arena** and Michael Cullen, Partnerships Manager, **usheru**.



Sponsorship Opportunities

Align your brand with SVB LIVE and gain industry-wide exposure through unmatched sponsorship and exhibitor opportunities.

Naming Rights Sponsor: **€25,000 + VAT**

This top-tier package includes:

- Headline branding on-site, as well as across all SVB LIVE platforms, including the website, LinkedIn, e-News, and the SVB LIVE Business Club app.
- Eight (8) event passes to the annual Conference & Exhibition.
- Panel session ownership with company and client representation.
- Double-page-spread (DPS) advert in the SVB LIVE Conference & Exhibition Event Guide and within the SVB Global Report.
- A Pre/Post-event webinar .
- Banner advert on the website and within the e-News.
- Full access & branding in the SVB LIVE Business Club app.
- Three (3) annual subscriptions to the SVB Global Report.
- Editorial exposure across the SVB LIVE and Sports Venue Business platforms.
- Sponsorship of up to two (2) SVB LIVE Global Networking Events, including up to three (3) passes & speaker opportunities.

Diamond Sponsor: **Main Event :** **€20,000 + VAT**

Exclusive to the F&B Provider

- Top-tier branding on-site, as well as across all SVB LIVE platforms.
- Eight (8) event passes .
- Panel session ownership with company and client representation.
- Full-page advert in the Event Guide & SVB Global Report.
- Banner advert on the website & branding in the SVB LIVE Business Club app, and Event Guide.
- Two (2) annual subscriptions to the SVB Global Report.
- Editorial exposure across the SVB LIVE and Sports Venue Business platforms.

Diamond Sponsor: **Networking Events/ Venue Tours :** **€8,000 + VAT**

Exclusive to the F&B Provider

- Top-tier branding on-site, as well as across all SVB LIVE platforms.
- Four (4) event passes .
- Panel session ownership.
- Full-page advert in the SVB Global Report
- Banner advert in the e-News & branding in the SVB LIVE Business Club app.
- An annual subscription to the SVB Global Report.
- Editorial exposure across the SVB LIVE and Sports Venue Business platforms.

“ We chose to attend SVB LIVE as we started building a relationship with Katie McIntyre, and you can tell that she and the entire SVB LIVE team cares to deliver what we as sponsors need. Events like this are so important for the industry as they allow companies like ours, from the US, to expand our network, for other people to learn who we are, and what we do. ”

- Diana Rojas, Senior Director, Experiences & Community, 24/7 Software.

Sponsorship Opportunities

Align your brand with SVB LIVE and gain industry-wide exposure through unmatched sponsorship and exhibitor opportunities.

Platinum Sponsor:

€7,500 + VAT

Max five per industry niche. Package includes:

- Top-tier branding on-site, as well as across all SVB LIVE platforms.
- Panel session ownership with company and client representation.
- Full-Page advert in the SVB LIVE Conference & Exhibition Event Guide and within the SVB Global Report.
- Prime exhibition space allotment (3m x 2m, including a table and chairs).
- Four (4) event passes to the annual Conference & Exhibition.
- Banner adverts on the website & e-News.
- Brand presence in the SVB LIVE Business Club app, Event Guide, etc.
- Sponsorship of one (1) SVB LIVE Global Networking Event, including up to two (2) passes & speaker opportunities.
- Editorial exposure across the SVB LIVE and Sports Venue Business platforms.

Gold Sponsor:

€6,500 + VAT

Semi-exclusive, max two per industry niche. Package includes:

- Recognition as a top tier sponsor.
- Speaker allotment on a relevant panel session, including recognition as the panel sponsor.
- Prime exhibition space allotment (3m x 2m, including a table and chairs).
- Three (3) event passes to the SVB LIVE Conference & Exhibition.
- Full-page advert in the SVB LIVE Conference & Exhibition Event Guide.
- Brand presence in the SVB LIVE Business Club app, Event Guide, etc.
- Editorial exposure across the SVB LIVE and Sports Venue Business platform.s

Silver Sponsor:

€5,500 + VAT

Package includes:

- Recognition as a sponsor.
- Speaker allotment on a relevant panel session.
- Three (3) event passes
- Exhibition space (3m x 2m).
- Half-page advert in the SVB LIVE Conference & Exhibition Event Guide.
- Brand presence in the SVB LIVE Business Club app, Event Guide, etc.
- Editorial exposure across the SVB LIVE and Sports Venue Business platforms.

“The SVB LIVE Global Networking Event at Marvel Stadium was a great opportunity to connect with sports and entertainment organisations, venue professionals and vendors. There was a high calibre and great cross section of people to connect with and representatives from all the key ingredients of the end-to-end fan experience. Best networking event! It’s been exactly what I’ve needed for ages - organic and authentic.”

- Karen Clydesdale, Head of Customer Experience & Customer Relationship Management, Tennis Australia.

Sponsorship & Exhibitor Opportunities for SVB LIVE

Bronze Sponsor:

€4,000 + VAT

Package includes:

- Recognition as a sponsor.
- Speaker opportunity on a relevant panel session OR an Exhibition space.
- Brand presence in the SVB LIVE Business Club app, on the website and within the Event Guide.
- Three (3) event passes.
- Editorial exposure across the SVB LIVE and Sports Venue Business platforms.

Exhibitor Package:

€2,999 + VAT

Package includes:

- Exhibition space (3m x 2m) including a table and chairs.
- Three (3) event passes.
- Listing in the Event Guide, website & SVBLIVE Business Club app.
- Editorial exposure across the SVB Live and Sports Venue Business platforms.

Add-ons (Available for Sponsors & Exhibitors)

- Exhibition Space: €995
- Venue Tour Sponsorship: €1,250
- Ownership of a Webinar: €1,450
- Co-sponsorship of an SVB LIVE Global Networking Event: €1,995 + VAT (Includes up to four passes & speaker opportunity)
- Advertising in the SVB Global Report:
- Double-page advert: €1,995
- Single-page advert: €995
- Additional Passes:
- Conference & Exhibition: €195pp + VAT
- Networking Events: €99pp + VAT

Available Discounts:

SVB LIVE exhibitors and sponsors are eligible for a 10% discount off advertising and sponsorship packages across the Sports Venue Business platform.

Returning SVB LIVE exhibitors and sponsors are eligible for up to a 10% loyalty discount.



“ There were lot of familiar faces and some new ones. Most of the speakers on our favourite topics: sponsorship, data analytics, hospitality and community building. ”

- Luc Vanhecke, Co-Founder, iXpole

Sponsorship & Exhibitor Booking Form

Company Name:	<input type="text"/>	Email:	<input type="text"/>
Address:	<input type="text"/>	Phone:	<input type="text"/>
City:	<input type="text"/>	VAT No.:	<input type="text"/>
State:	<input type="text"/>		
Post Code/Zip:	<input type="text"/>		

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, 2025. 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:
<input type="text"/>	<input type="text"/>	<input type="text"/>
Name:	Name:	Name:
<input type="text"/>	<input type="text"/>	<input type="text"/>
Job Title:	Job Title:	Job Title:
<input type="text"/>	<input type="text"/>	<input type="text"/>
Email:	Email:	Email:
<input type="text"/>	<input type="text"/>	<input type="text"/>
Phone:	Phone:	Phone:
<input type="text"/>	<input type="text"/>	<input type="text"/>

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 (€25,000)

☐

Gold Sponsor (€6,500)

☐

Diamond Sponsor Main (€20,000)

☐

Silver Sponsor (€5,500)

☐

Diamond Sponsor Networking (€8,000)

☐

Bronze Sponsor (€4,000)

☐

Platinum Sponsor (€7,500)

☐

Exhibition space (€2,999)

☐

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 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/Exhibitor Application and email it to the attention of:
katie@sportsvenuebusiness.com

Payment terms:

Payment due in full within 60 days of invoice date or by no later than September 6, 2025. We reserve the right to refuse entry to any company that has not made payment.

Cancellations:

Cancellations are not accepted.

#SportsVenueBusiness #SportsVenueBiz #PremiumExperience #SVBLIVE

