



**SPORTS FAN  
SUMMIT  
2017**

10<sup>TH</sup> JULY

12<sup>TH</sup> JULY

**MELBOURNE CRICKET GROUND**

**SPONSORSHIP OPPORTUNITIES**

Staged annually in Australia since 2008, the Sports Fan Summit is regarded by many as the Southern Hemisphere's premier sport marketing event and one of the very best Fan Engagement conferences worldwide.

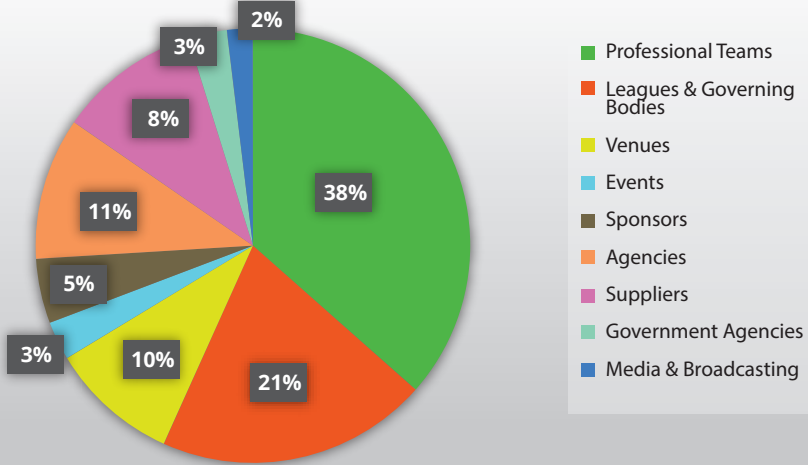
The Sports Fan Summit achieves extremely strong attendance from Australia's and New Zealand's professional teams and leagues (two thirds of delegates since 2008). When combined with delegates from venues and from Major/Mega events, 57% of delegates come from those directly involved in professional sport.

One differentiating factor of the Sports Fan Summit is the presence of a loyal delegate community; 48 organisations having sent delegates in at least 5 separate years. Delegates are actively supportive of brands and suppliers that contribute to the Sports Fan Summit.

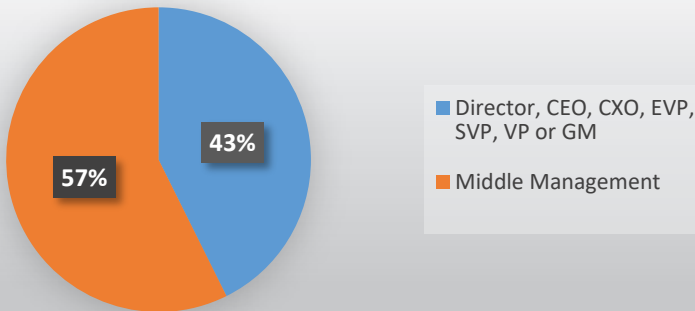
The Best Practice focus of the Sports Fan Summit means that delegates are consciously seeking out solutions and services that will help drive their organisations forward.

# DETAILS OF PREVIOUS DELEGATES

## Sector of the industry



## Job Seniority



257 registrations from the global league community since 2008. All 16 clubs have attended the Sports Fan Summit - 10 in five separate years:

9 year's attendance - NRL itself (68 registrations)

8 year's attendance - NQ Cowboys (20), South Sydney Rabbitohs (16)

7 year's attendance - Canterbury Bulldogs (33), Manly Sea Eagles (10)

6 year's attendance - Brisbane Broncos (13), Penrith Panthers (13), Parramatta Eels (11)

5 year's attendance - Melbourne Storm (13), Cronulla Sharks (10), Newcastle Knights (7)

252 registrations from the AFL community since 2008. All 18 clubs have attended the Sports Fan Summit - 11 in five separate years:

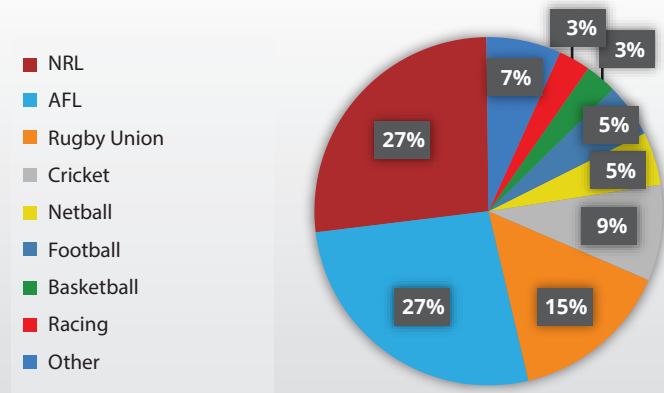
9 year's attendance - AFL itself (75 registrations)

7 year's attendance - Western Bulldogs (19), Essendon FC (13), Brisbane Lions (10)

6 year's attendance - Carlton FC (10), Gold Coast Suns (8)

5 year's attendance - North Melbourne FC (15), Sydney Swans (14), Geelong FC (10), Hawthorn FC (9), West Coast Eagles (8), Richmond FC (7)

## Code Composition of Teams, Leagues & Governing Bodies



154 registrations from the global rugby community since 2006.

9 year's attendance - Blues/Auckland Rugby (17 registrations)

8 year's attendance - Brumbies Rugby (17),

7 year's attendance - Queensland Reds/QRU (18)

6 year's attendance - New Zealand Rugby (10), Australian Rugby Union (13)

83 registrations from cricket within Australia and globally since 2008. Cricket Australia have attended in 5 separate years and in total have sent 27 delegates. The Cricket Victoria collective (CV, Melbourne Stars and Melbourne Renegades) have sent a total of 23 delegates over five separate years.

51 registrations from netball since 2008. 15 registrations from Netball NZ (7 year's attendance)

50 registrations from football globally since 2008

26 registrations from basketball globally since 2008; including 13 attendees from the NBA and its 30 teams

Over 1500 delegates in total and over 1085 'uniques' from 397 different organisations have attended previous Sports Fan Summits. There are 48 organisations who have sent delegates to the Sports Fan Summit in five separate years. Combined, League/AFL/Rugby/Cricket have sent over 750 delegates to the Sports Fan Summit since 2008.

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# PLATINUM SPONSORSHIP

The following outlines the details and Elements of a Platinum Sponsorship of the 2017 Sports Fan Summit

## Required Investment = \$22,500

Exclusivity at Platinum Sponsor tier and within chosen breakout stream

Objective is to achieve not only awareness & understanding of the sponsor's message/position/product, but also acceptance of it as well.

That will be achieved by:

- *High level of exposure and cut-through of message/position/product at the 2017 Sports Fan Summit*
- *Opportunity to explain message/position/product in detail*
- *Interaction between delegates & message/position/product*

### At the 2017 Sports Fan Summit

- 7 complimentary registrations (4 from organisation and 3 as invited guests);  
7 complimentary invitations to Conference Dinner
  - 'Presented by' sponsorship of best available event/activity. In addition, a Bespoke event/activity created to deliver on brand's objective/s
  - 2 exhibition booths provided in the Showcase Plaza. Dedicated pull-up banner; placement at all relevant activities. Pre-eminent Inclusion in 'All sponsors' banner. Pre-eminent Inclusion in 'All sponsors' screens. Dedicated slides solely for brand
- Inclusion in the 2017 Sports Fan Summit programme. Opportunity to provide all delegates with a promotional item and flyer

### Mainstage & Breakouts

- Total input into selection of Mainstage Keynote speaker and content (can be speaker from sponsor's organisation). Substantial input into format of selected Keynote
- Six-minute showcase presentation in Mainstage Room. If appropriate, sponsorship of a second Mainstage Keynote - including logo branding and 2 minute intro (dependant on whether sufficient alignment exists)
- 'Ownership' of one Breakout Stream (naming rights to room, ability to brand room, emceeing rights) - Breakout sessions within that Breakout Stream crafted with brand's objective/s in mind. Breakout speaking slot (speaker from sponsor's organisation). Sponsorship of 1 Breakout spot (includes logo branding & 2 minute intro)

### Branding & Logo exposure

- Recognition in Sports Fan Summit marketing material. Pre-eminent inclusion in 'logo lock-up'. Logo placement & written mention in Newsletters featuring own and sponsored mainstage Keynotes and also in Newsletter featuring 'owned' Breakout stream
- Hyperlinked Brand logo on website home page. Dedicated Landing page, including 'full' list of relevant current and historical articles and videos. Logo inclusion within website pages and images featuring 'owned' breakout stream and sponsored sessions. Ad (if space allows) in any printed material. 2 x Pre Summit email broadcasts. Electronic delegate list (post Summit)

### Additional Elements over Gold Sponsorship

*Keynote Speaking opportunity • Input into breakout sessions • Pre-eminent position in logo lock-up • Greater pre-Summit profile  
Bespoke Summit function/activity • 2 additional registrations to Summit & Conference Dinner • Additional logo exposure • Exclusivity*

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# GOLD SPONSORSHIP

The following outlines the details and Elements of a Gold Sponsorship of the 2017 Sports Fan Summit

## Required Investment = \$15,950

No Exclusivity

Objective is to achieve not only awareness of sponsor's message/position/product, but also understanding of it

That will be achieved by:

- *High level of exposure and cut-through of message/position/product at the 2017 Sports Fan Summit*
- *Opportunity to explain message/position/product in detail*

### At the 2017 Sports Fan Summit

- 5 complimentary registrations, 3 from organisation and 2 as invited guests;  
5 complimentary invitations to Conference Dinner

'Presented by' sponsorship of Tuesday or Wednesday Lunch. Opportunity to host (at sponsor's cost) a private function within Summit

1 exhibition booth provided in the Showcase Plaza. Dedicated pull-up banner; placement at sponsored lunch and 'owned' Breakout stream.

Prominent Inclusion in 'All sponsors' banner. Prominent Inclusion in 'All sponsors' digital screens.

Inclusion in the 2017 Sports Fan Summit programme. Opportunity to provide all delegates with a promotional item and flyer

### Mainstage & Breakouts

- Sponsorship of a Keynote (includes logo branding and 2 minute intro). Six minute showcase presentation in Mainstage Room
- "Ownership" of one Breakout Stream (naming rights to room, ability to brand room, emceeing rights). Breakout speaking slot (speaker from sponsor's organisation). Sponsorship of 1 Breakout spot (includes logo branding & 2 minute intro)

### Branding & Logo exposure

- Recognition in Sports Fan Summit marketing material
- Prominent inclusion in 'logo lock-up'. Written mention in Newsletters featuring sponsored mainstage Keynote. Logo and written mention in Newsletter featuring 'owned' Breakout stream
- Hyperlinked Brand logo on website home page. Dedicated Landing page, including 'full' list of relevant current and historical articles and videos. Logo inclusion within website pages and images featuring 'owned' breakout stream and sponsored sessions. Ad (if space allows) in any printed material. 2 x Pre Summit email broadcasts. Electronic delegate list (post Summit)

### Additional Elements over Silver Sponsorship

*'Ownership' of breakout stream • Breakout speaking opportunity • 6-minute Mainstage presentation. Prominent position in logo lock-up • Much greater website presence • Sponsorship of Tuesday or Wednesday Lunch • 2 additional registrations to Summit & Dinner*

# SILVER SPONSORSHIP (SPEAKING OPPORTUNITY)

The following outlines the details and Elements of a Silver Sponsorship of the 2017 Sports Fan Summit

## Required Investment = \$9,500

No Exclusivity

Objective is to achieve high awareness of sponsor's message/position/product

That will be achieved by:

- *Communication of views and messages during pre-event marketing*
- *Provision of a breakout speaking opportunity*

### At the 2017 Sports Fan Summit

- 3 complimentary registrations and 3 complimentary invitations to Conference Dinner
- Option of 1 exhibition booth provided in the Showcase Plaza
- Option of inclusion in 'All sponsors' banner and inclusion in 'All sponsors' digital screens
- Opportunity to distribute a light marketing flyer or 'White Paper' to all delegates

### Mainstage & Breakouts

- Breakout speaking slot (speaker from sponsor's organisation)

### Branding & Logo exposure

- Recognition in Sports Fan Summit marketing material
- Written mention in Newsletters featuring Breakout session
- Dedicated Landing page, including 'full' list of relevant current and historical articles and videos. Logo inclusion on images featuring breakout session
- 1 x Pre Summit email broadcast. Electronic delegate list (post Summit)

### Additional Elements over Bronze Sponsorship

*Breakout Speaking spot • Written mention in Newsletters featuring Breakout session • Dedicated landing page on conference website  
Greater website presence • Logo inclusion on images featuring breakout session • ONE additional registration to Summit & Dinner*

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# SILVER SPONSORSHIP (FOCUS ON PROFILE)

The following outlines the details and Elements of a Silver Sponsorship of the 2017 Sports Fan Summit

## Required Investment = \$9,500

No Exclusivity

Objective is to achieve high awareness of sponsor's message/position/product

That will be achieved by:

- High level of exposure of message/position/product at the 2017 Sports Fan Summit
- High cut-through of message/position/product at the 2017 Sports Fan Summit

### At the 2017 Sports Fan Summit

- 3 complimentary registrations and 3 complimentary invitations to Conference Dinner
- 'Presented by' sponsorship of a refreshment break
- 1 exhibition booth provided
- Inclusion in the 2017 Sports Fan Summit programme. Opportunity to provide all delegates with a promotional item. Distribution of a light marketing flyer may be able to be negotiated

### Mainstage & Breakouts

- Sponsorship of a Keynote (includes logo branding and 2 minute intro)
- Sponsor of 1 Breakout spot (includes logo branding & 2 minute intro)

### Branding & Logo exposure

- Recognition in Sports Fan Summit marketing material
- Inclusion in 'logo lock-up'. Written mention in Newsletters featuring sponsored mainstage Keynote and also in Newsletter featuring sponsored Breakout session
- Hyperlinked Brand logo on website home page. Dedicated Landing page
- Logo inclusion on images featuring sponsored sessions
- 1 x Pre Summit email broadcast. Electronic delegate list (post Summit)

### Additional Elements over Bronze Sponsorship

Sponsorship of a Keynote • Sponsorship of a Breakout session • Inclusion in logo lock-up  
Greater website presence • Sponsorship of refreshment break • ONE additional registration to Summit & Dinner

## Required Investment = \$5,500

No Exclusivity

Objective is to achieve profile for sponsor's message/position/product

That will be achieved by achieving exposure of the message/position/product at the 2017 Sports Fan Summit

### At the 2017 Sports Fan Summit

- 2 complimentary registrations and 2 complimentary invitations to Conference Dinner
- 1 exhibition booth provided
- Inclusion in 'All sponsors' banner. Inclusion in 'All sponsors' digital screens
- Inclusion in the 2017 Sports Fan Summit programme. Opportunity to provide all delegates with a promotional item. Distribution of a light marketing flyer may be able to be negotiated

### Mainstage & Breakouts

- Sponsor of 1 Breakout spot (includes logo branding & 2 minute intro)

### Branding & Logo exposure

- Recognition in Sports Fan Summit marketing material
- Written mention in Newsletter featuring sponsored Breakout session
- Brand logo on website home page. Logo inclusion on images featuring sponsored session
- 1 x Pre Summit email broadcast Electronic delegate list (post Summit)

### Additional Elements over Summit Exhibitor

*Sponsorship of a Breakout session • Website presence • ONE additional registration to Summit & Dinner*



## Required Investment = \$2,745 No Exclusivity

Objective is to achieve presence at the 2017 Sports Fan Summit. That will be achieved by exhibiting at the 2017 Sports Fan Summit

### Branding & Logo exposure

- Recognition in Sports Fan Summit marketing material
- Electronic delegate list (post Summit)

### At the 2017 Sports Fan Summit

- 1 complimentary registration to the 2017 Sports Fan Summit
- 1 exhibition booth provided in the Showcase Plaza
- Recognition in the 2017 Sports Fan Summit programme. Opportunity to provide all delegates with a promotional item. Distribution of a light marketing flyer may be able to be negotiated

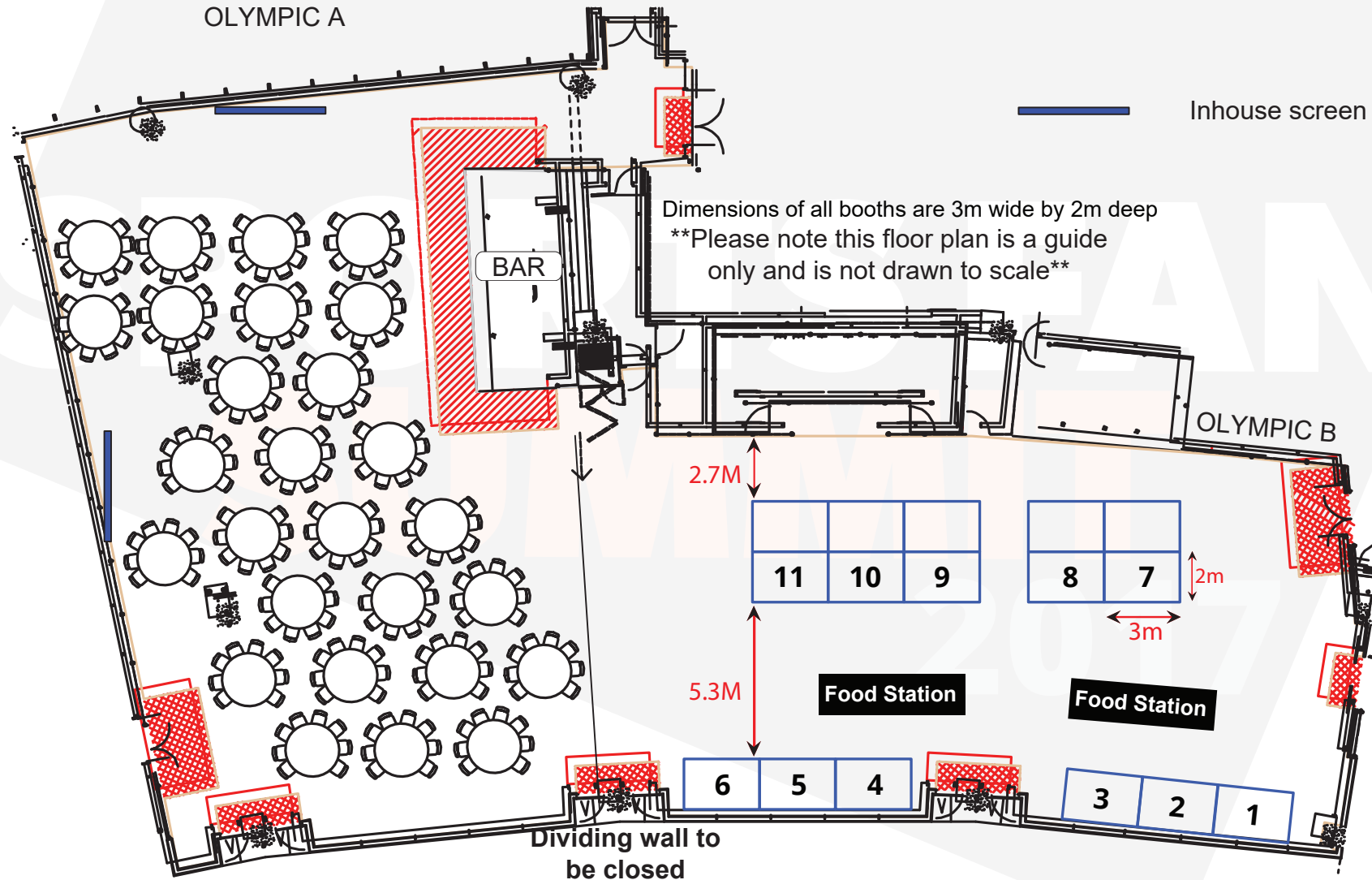
### The Showcase Plaza exhibition space

The Showcase Plaza is located close proximity to the main Conference Hall. Entry to the Sports Fan Summit will be through the Showcase Plaza and all coffee, Lunch and networking breaks will be held in the Showcase Plaza.

The Showcase Plaza exhibition space provides an invaluable opportunity to exhibit products and services, undertake product demonstrations and network with a captive audience, conveniently and cost-effectively gathered together at a single location.

Many delegates will have specific aspirations and business goals relating to the content they hear at the Summit. A number will be open to investigating products, services and technologies that assist in implementing ideas and concepts emerging from the 2017 Sports Fan Summit.

# EXHIBITION FLOOR PLAN



## ARENA SEATING