

**SPONSORSHIP &
MARKETING PACKAGES**

S.P.O.R.T.S.
The **RELATIONSHIP
CONFERENCE**

COLUMBIA, SC | SEPT. 8-11, 2025

PROUDLY PRESENTED BY

Media Group

SportsEvents



THE MOST BELOVED EVENT IN SPORTS TOURISM!

S.P.O.R.T.S. - The Relationship Conference truly is the hidden gem of the sports industry. The unparalleled access our destination & supplier attendees have to the nation's TOP sports event planners & rights holders is simply unmatched. We believe less is more; that's why **we maintain a strict 3:1 supplier-to-planner ratio.**

We stand firm in the belief that by keeping things **relaxed & intimate** for all of our attendees, everyone wins! Limiting the number of supplier attendees offers our planners and suppliers the opportunity to build lasting business partnerships with one another that actually result in signed contracts.

Our attendees are never just a number, they're never overlooked, & oftentimes they end up knowing one another on a first-name basis well before the conference ends!

Our **boutique-style** approach to the well-known "hosted-buyer event" format has earned us a reputation that we're proud to uphold year after year. At S.P.O.R.T.S. everyone gets the VIP treatment all while building industry relationships that will last your entire career.

We truly are the #1 conference for building sports industry relationships!

S.P.O.R.T.S.
The Relationship Conference



WHO ATTENDS?

All of our planner attendees consist of pre-qualified decision makers from the nation's TOP sports events planning organizations and rights holders.

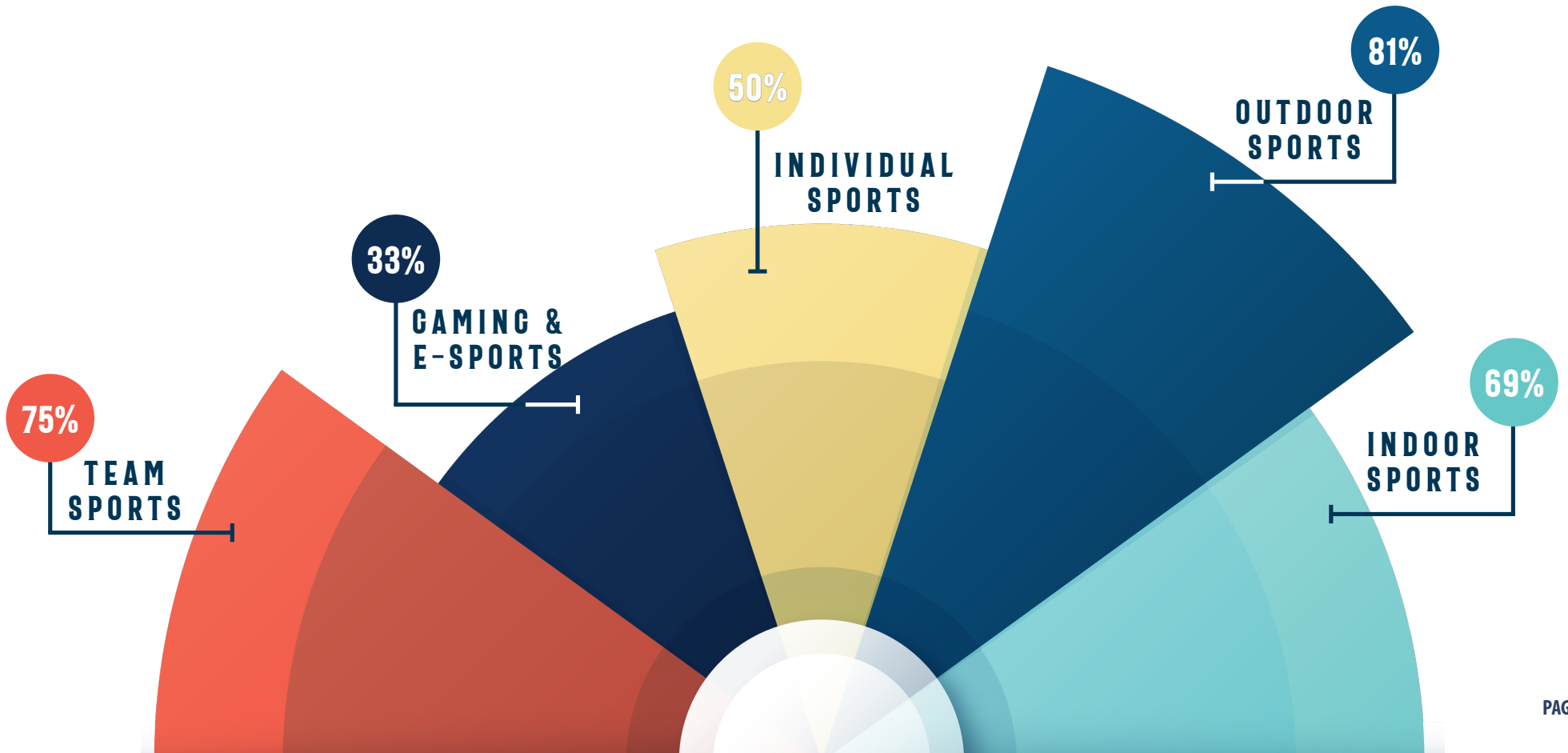
Below is a glance at the types of planning organizations we've hosted at our previous industry events.

100%

OF OUR ATTENDEES ARE
LOOKING FOR NEW PARTNERS,
SUPPLIERS, AND VENDORS.

97%

OF OUR ATTENDEES ARE
THEIR ORGANIZATION'S
DECISION MAKERS.



PLATINUM SPONSORSHIP PACKAGES CONTINUED

BOURBON & BINGO “ON THE ROCKS” – \$16,295

This is a new take on an old classic! Get attendees talking by letting them sing along to popular songs while we play a musical version of B-I-N-G-O all while serving up top-notch B-O-U-R-B-O-N!

- 2 Hours Complementary Bourbon Tasting
- 2 Hours of BEER, WINE, & 1 SIGNATURE BOURBON COCKTAIL
- Custom Bingo Cards & Cocktail Napkins (PROVIDED BY US!)
- Option to Provide Prizes for Winners

LIVE SCREEN PRINTED T-SHIRTS – \$12,195

This opportunity is as awesome as it is unique! Provide attendees with the exciting experience of watching artists screen print custom-designed t-shirts right in front of our eyes!

- Custom Shirt Design Themed to your Destination
- Your Logo Placed on Shirt (in Addition to Custom Design)
- Custom Signage Placed Near Sponsored Area
- Option to Provide Additional Promo Items in Sponsored Area

GRAND ANNUAL LUNCHEON – \$10,195

Play a promotional video or grab the mic and say a few words - either way, all eyes will be on you and your brand during our Grand Annual Luncheon!

- 5 Minutes of Stage/Video Time During Luncheon
- Logo Projected on Luncheon Screens
- Dedicated Mobile App Alerts Promoting Luncheon
- Custom Table Signage & Branded Dessert Toppers (PROVIDED BY US!)
- Option to Provide Additional Promo Items to Luncheon Attendees

ALL PLATINUM PACKAGES INCLUDE:

- ONE COMPLIMENTARY REGISTRATION
- 1 Full-Page, Full-Color Ad in Conference Program
- Sponsor Recognition on Website, Mobile-App, & All Materials
- Company Listing Placed in Program Sponsor Section
- Option to Place Promo Item in Registration Bag
- Post-Conference Copy of Attendee List

AFTER HOURS RECEPTION – \$15,995

Give our attendees a late-night reception that's a complete reflection of your destination! We'll work with you to plan a fully custom menu of desserts, small-bites, and beverages!

- Custom Signage Placed Throughout Reception
- 2 Hours of BEER, WINE, & 1 SIGNATURE COCKTAIL
- Custom Cocktail Napkins (PROVIDED BY US!)
- Option to Display Promotional Items & Give-Aways to Attendees

GROUND TRANSPORTATION – \$10,195

By becoming our official ground transportation sponsor you'll get the chance to get all eyes on your brand each time we shuttle attendees to and from the airport and off-site events all conference long!

- 5 Minutes of Stage/Video Time During Conference
- Option to Place Promo Items On-Board Shuttles for Attendees
- Branded “Board Shuttles Here” Directional Signage

AIRFARE & TRAVEL GIFTS – \$10,195 (3 AVAILABLE)

Make a lasting impression on each & every planner attendee before the conference even begins! We'll send custom, travel-themed gifts on your behalf to each planner prior to the conference.

- Full-Page Ad in the Pre-Conference Issue of *SportsEvents* Magazine
- Recognition as Airfare Sponsor on ALL Planner Flight Correspondence
- A Pre- AND Post-Conference Eblast Sent to All Attendees
- 5 Minutes of Stage/Video Time During Conference
- Branded Travel-Themed Gift Sent to Planners (PROVIDED BY US!)

PLATINUM SPONSORSHIP PACKAGES CONTINUED

ALL PLATINUM PACKAGES INCLUDE:

- ONE COMPLIMENTARY REGISTRATION
- 1 Full-Page, Full-Color Ad in Conference Program
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- Company Listing Placed in Program Sponsor Section
- Option to Place Promo Item in Registration Bag
- Post-Conference Copy of Attendee List

CLOSING RECEPTION DINNER & DESSERTS - \$9,795

This opportunity is SWEET & SAVORY! Get all eyes on your brand by sponsoring dinner & dessert at this year's Closing Reception!

- 5 Minutes of Stage/Video Time During Closing Reception
- Branded Dinner Napkins & Dessert Toppers (PROVIDED BY US!)
- Custom Signage Placed on Each Table & Throughout Reception
- Option to Provide Additional Promo Items to Reception Attendees

S.P.O.R.T.S. IN OVERTIME! - \$9,695

Take S.P.O.R.T.S. into OVERTIME! This is your chance to host attendees at your very own late-night dessert and cocktail party immediately following the Closing Reception.

- Dedicated Mobile -App Alerts to Promote Reception
- 2 Hours of BEER, WINE, & 1 SIGNATURE COCKTAIL
- Custom Cocktail Napkins & Disposable Cups (PROVIDED BY US!)
- Option to Provide Additional Promo Items to Reception Attendees

CLOSING RECEPTION BAR - \$9,195

Sponsor the most popular spot in the room during the S.P.O.R.T.S. Closing Reception! It wouldn't be the party of the year without a bar, now would it?

- BEER, WINE, and 1 SIGNATURE COCKTAIL for Duration of Event
- 5 Minutes of Stage/Video Time During Closing Reception
- Branded Bar Napkins & Koozies (PROVIDED BY US!)
- Option to Place Additional Promo Items Near Bar Area

ANNUAL NETWORKING BRUNCH - \$9,795

What better way to kick-off S.P.O.R.T.S. than by mixing and mingling at our Networking Brunch on Tuesday! This fun and fresh mealtime will provide even more networking opportunities for all!

- Dedicated Mobile-App Alerts to Promote Brunch
- 5 Minutes of Stage/Video Time During Brunch
- Logo Projected on Brunch Screens
- Option to Provide Additional Promo Items to Brunch Attendees

LIVE HEAT-PRESS "HAT BAR" - \$9,495

This opportunity is as awesome as it is unique! Provide attendees with the exciting experience of customizing their very own trucker hat at your Live Heat-Press "Hat Bar!"

- Assorted/Custom Patches Heat-Pressed onto Trucker Hats
- Custom Patch Designed to be Themed Towards Your Destination
- Custom Signage Placed Near Sponsored Area
- Option to Provide Additional Promo Items to Reception Attendees

OFF-SITE NETWORKING RECEPTION - \$8,595

Give fellow industry peers a chance to let loose, mix, & mingle all while standing out by having your very own Networking Reception at one of Downtown Columbia's unique venues!

- 1 Hour of Small Bites, BEER & WINE Provided
- Custom Bar Napkins Placed at Bar (PROVIDED BY US!)
- Signage Placed on Tables & Throughout Reception Area
- Option to Provide Additional Promo Items to Attendees

PLATINUM SPONSORSHIP PACKAGES CONTINUED

ALL PLATINUM PACKAGES INCLUDE:

- ONE COMPLIMENTARY REGISTRATION
- 1 Full-Page, Full-Color Ad in Conference Program
- Sponsor Recognition on Website, Mobile-App, & All Materials
- Company Listing Placed in Program Sponsor Section
- Option to Place Promo Item in Registration Bag
- Post-Conference Copy of Attendee List

TUES. BRUNCH ENTERTAINMENT - \$7,995

Nothing livens up a party quite like live entertainment! Help us take our annual Networking Brunch up a notch!

- 5 Minutes of Stage/Video Time During Brunch
- Dedicated Mobile App Alert for All Attendees
- Custom Signage Placed on Stage & on Tables Throughout Brunch
- Option to Provide Additional Promo Items to Brunch Attendees

BREAKFAST & NETWORKING - \$7,995

Provide fellow industry peers with the most important meal of the day - a hot and delicious breakfast buffet with all the traditional morning staples!

- 5 Minutes of Stage/Video Time During Breakfast on Wednesday
- Dedicated Mobile-App Alerts Promoting Breakfast
- Logo Projected on Breakfast Screens & Placed on Custom Table Signage
- Option to Place Promo Items on Breakfast Tables

CHAMPAGNE & MIMOSA WALL - \$7,995

POP, CLINK, FIZZ! Get all eyes on your brand by sponsoring a cocktail wall filled with champagne and mimosas during our Networking Brunch.

- Branded Drink Toppers or Drinkware
- 1 Banner Ad Placed in Mobile-App
- Custom Signage Placed Near Sponsored Area

REGISTRATION BAGS - \$7,495

Become the official S.P.O.R.T.S. registration bag sponsor and get your logo front and center and in the hands of each and every attendee!

- 1 Color Logo Placed on Front of Registration Bags
- Option to Place Additional Promo or Marketing Items in Bags
- Dedicated Social Post Showcasing Bags on All Event Pages

CLOSING RECEPTION ENTERTAINMENT - \$7,995

Nothing livens up a party like live entertainment! Provide fellow industry peers with a live band at our Closing Reception that will set the mood and keep the party going!

- 5 Minutes of Stage/Video Time During Closing Reception
- Live Entertainment at Closing Reception
- Custom Signage Placed on Stage & on Tables Throughout Reception
- Option to Provide Additional Promo Items to Reception Attendees

GRAND ANNUAL LUNCHEON SPEAKER - \$7,995

Get all eyes on your brand by taking the stage to show your promo video before introducing the keynote speaker at our Grand Annual Luncheon!

- 5 Minutes of Stage/Video Time During Luncheon
- Custom Signage Placed on Each Luncheon Table
- Logo Projected on Luncheon Screens
- Option to Place Additional Promo Items on Luncheon Tables

THE ANNUAL GOLF SCRAMBLE - \$7,795

FORE! Stand out to planners and fellow industry suppliers while bonding over the love of the game!

- 1 Complimentary Golf Registration
- Custom Signage Placed Throughout Golf Course
- Option to Provide Additional Promo Items to Golfers

APPOINTMENT SESSIONS - \$7,295

Have your logo placed front & center during every appointment session, plus get the option to place gifts or promo items on each planner table!

- Logo Featured on Planner Table Numbers & on the Appointment Clock
- Large-Scale Floor Signage Placed Throughout Appointment Room
- Option to Place Additional Gifts or Promo Items on Planner Tables

GOLD SPONSORSHIP PACKAGES

ALL GOLD PACKAGES INCLUDE:

- ONE DISCOUNTED REGISTRATION
- Sponsor Recognition on Website, Mobile-App, & All Materials
- Company Listing Placed in Program Sponsor Section
- Option to Place Promo Item in Registration Bag
- Post-Conference Copy of Attendee List

REFRESH & RENEW BASKETS – \$7,095

Offer attendees a chance to freshen up in between meetings & meals! We'll place branded mirror clings, plus helpful supplies & toiletries right inside the restrooms on your behalf!

- Branded mirror clings placed in restrooms (PROVIDED BY US!)
- Branded breath mints -AND- luxury soaps (PROVIDED BY US!)
- Option to provide additional promotional items in sponsored area

TRAVEL BACKPACKS – \$6,995

S.P.O.R.T.S. swag is always good enough to keep! SmushPack brand travel backpacks are the perfect packing solution for our attendees as they fold into a compact zippered compartment until you need them!

- Custom Travel Backpacks (PROVIDED BY US!)
- Branded Signage Placed Near Sponsored Area

S.P.O.R.T.S. MOBILE APP – \$6,895

Our most marketing-centered sponsorship, the official conference mobile-app, is an excellent way to get noticed!

- 1 COMPLIMENTARY Registration
- 1 Banner Ad Placed in Mobile-App
- Logo Placed on all Mobile App Marketing/Signage
- 1 Post-Conference Custom Broadcast Sent to ALL Attendees
- 1 Full-Page, Full-Color Ad in Conference Program

DESK-TOP TRAVEL FANS – \$6,295

Be the coolest sponsor on campus! These old-style, mini-box fans are the perfect travel accessory that attendees are sure to go crazy for!

- Branded Desk-Top Travel Fans (PROVIDED BY US!)
- Custom Signage Placed Near Sponsored Area
- 1 Full-Page, Full-Color Ad in Conference Program

BRANDED TRAVEL BLANKETS – \$6,995

Provide attendees with a useful travel blanket they can use during and after the conference!

- Branded Blankets (PROVIDED BY US!)
- Custom Signage Placed Near Sponsored Area
- 1 Full-Page, Full-Color Ad in Conference Program

BRANDED 42" UMBRELLAS – \$6,895

Provide attendees with a useful, branded umbrella they can use during and after the conference!

- Branded Umbrellas (PROVIDED BY US!)
- Custom Signage Placed Near Sponsored Area
- 1 Full-Page, Full-Color Ad in Conference Program

HOT SPOT & WIFI LOUNGE – \$6,695

Give fellow attendees a comfortable place to relax in between meetings with your very own lounge area!

- Monitor Placed in Lounge Area to Loop Promo Video(s)
- Custom Wifi Name/Password Used in all Conference Areas
- 1 Full-Page, Full-Color Ad in Conference Program
- Option to Place Additional Promo Items in Lounge Area

GOURMET BLOODY MARY BAR – \$6,095

What's that saying about hair of the dog? Help attendees kick-start the day by providing them with a morning cocktail favorite during Brunch!

- Branded Disposable Cocktail Glasses (PROVIDED BY US!)
- Custom Signage Placed Near Sponsored Area
- Option to Place Additional Promo Items Near Bar Area

SILVER SPONSORSHIP PACKAGES

ALL SILVER PACKAGES INCLUDE:

- ONE DISCOUNTED REGISTRATION
- Sponsor Recognition on Website, Mobile-App, & All Materials
- Company Listing Placed in Program Sponsor Section
- Option to Place Promo Item in Registration Bag
- Post-Conference Copy of Attendee List

DONUT & BAGEL BREAKFAST STATION - \$5,795

This fun and photogenic breakfast station features bagels and donuts displayed in a way that's sure to stand out!

- Branded Napkins Placed in Station Area (PROVIDED BY US!)
- Custom Signage Placed Near Station Area
- Option to Display Additional Promo Items in Station Area

CONFERENCE PROGRAM - \$5,395

Put your brand front and center by sponsoring our official conference program! You'll get your logo placed on the front cover, plus a 2 page spread prominently placed inside!

- Logo Placed on Front Cover of Conference Program
- 2-Page, Full-Color Spread in Conference Program

VIP PLANNER FUN PASSES - \$4,795

Welcome each planner attendee to the hotel bar with a round (or two) on you by providing them with branded drink tickets!

- 2 Branded Drink Tickets Given to Each Planner at Registration
- Branded Signage Placed at Hotel Bar

APPOINTMENT ROOM CAFÉ STATIONS:

Stand out by sponsoring one of several snack & beverage stations placed directly inside the meeting room! Available stations include:

FRESH FRUIT STATION - \$4,295

- Includes Branded Napkins or Toothpicks

COFFEE & TEA STATION - \$4,295

- Includes Branded Coffee Sleeves

SOFT DRINK STATION - \$3,995

- Includes Branded Koozies

SWEET & SALTY SNACKS - \$3,995

- Includes Branded Napkins

INFUSED WATER STATION - \$5,795

Provide our appointment room with a much-needed hydration station! Plus, we'll put fun stickers out as well so our attendees can customize their branded water bottle!

- Branded Water Bottles (PROVIDED BY US!)
- Branded Stickers (PROVIDED BY US!)
- Option to Display Additional Promo Items in Sponsored Area

SMOOTHIE OR PARFAIT BAR - \$4,995 (2 AVAILABLE)

Get all eyes on your brand by offering fellow attendees a fresh & delicious start to the day with one of these awesome breakfast stations!

- Branded Napkins (PROVIDED BY US!)
- Custom Signage Promoting Breakfast Station
- Option to Display Additional Promo Items at Sponsored Area

IN-ROOM PLANNER GIFTS - \$4,295 (2 AVAILABLE)

Surprise each planner attendee with a special gift placed right inside their hotel room supplied by your brand!

- Gifts (SUPPLIED BY YOU) Placed in Each Planner Room

PLANNER PORTFOLIOS - \$4,195

Impress our planner attendees by providing them with a conference portfolio to use all conference long, plus you get to stuff each one with your business card or marketing collateral!

- Logo Placed on All Planner Portfolios
- Option to Place Marketing Items or Business Cards in Portfolios

BRONZE SPONSORSHIP PACKAGES

REGISTRATION DESK - \$3,995

Greet each and every conference attendee by providing welcome gifts, or anyway you see fit by becoming our Registration Desk sponsor!

BADGE LANYARDS - \$3,995

Get all eyes on you by having your logo on each and every lanyard!

ALL BRONZE PACKAGES INCLUDE:

- ONE DISCOUNTED REGISTRATION
- Sponsor Recognition on Website, Mobile-App, & All Materials
- Company Listing Placed in Program Sponsor Section
- Option to Place Promo Item in Registration Bag
- Post-Conference Copy of Attendee List

NAME BADGES - \$3,895

Stand out by having your logo front & center on each and every conference name badge!

HOTEL ROOM KEYS - \$3,595

Impress each planner attendee by providing them with a custom designed hotel room key showing off your brand!

GOLD LEVEL MARKETING PACKAGE - \$4,095

- 1 DISCOUNTED REGISTRATION
- 1 Pre- or Post-Conference Broadcast to All Attendees
- Full-Page, Full-Color Ad in Conference Program
- 2 Month Banner Ad on Conference Website
- 3 Social Media Mentions or Posts
- Option to Place Promo Item in Registration Bag

SILVER LEVEL MARKETING PACKAGE - \$3,095

- 1 DISCOUNTED REGISTRATION
- 1 Pre- or Post-Conference Broadcast to All Attendees
- Full-Page, Full-Color Ad in Conference Program
- 1 Month Banner Ad on Conference Website
- 2 Social Media Mentions or Posts
- Option to Place Promo Item in Registration Bag

BRONZE LEVEL MARKETING PACKAGE - \$2,795

- 1 DISCOUNTED REGISTRATION
- 1 Pre- or Post-Conference Broadcast to All Attendees
- Half-Page, Full-Color Ad in Conference Program
- 1 Social Media Mentions or Posts
- Option to Place Promo Item in Registration Bag



**DON'T SEE WHAT YOU'RE
LOOKING FOR?**
Contact us and we'll create something
just for you!

Sales@SportEventsMediaGroup.com

A LA CARTE ITEMS AND PACKAGE ADD-ON'S

AD IN *SPORTSEVENTS* MAGAZINE - \$1,895+

Keep it simple and stylish! Advertise your company with a print ad in the pre-conference issue of *SportsEvents Magazine!*

- Full-Page, Full-Color Ad: \$2,395 - Half-Page, Full-Color Ad: \$1,895

CONFERENCE PROGRAM AD - \$495+

Keep it simple and stylish! Advertise your company with a print ad in the official conference program!

- Full-Page, Full-Color Ad: [\$595 w/ Sponsorship] [\$1,095 w/o Sponsorship]

- Half-Page, Full-Color Ad: [\$495 w/ Sponsorship] [\$875 w/o Sponsorship]

PROMOTIONAL ITEM UPGRADE - \$995+

Increase the value of any sponsorship by either upgrading the included promo item or by adding one to any package!

- Pricing starts at \$995 but may increase depending on item.

PRE- OR POST-CONFERENCE BROADCAST - \$1,495

SPORTS WEBSITE BANNER AD - \$895 (COST PER MONTH)

PROMO ITEM FOR REGISTRATION BAG - \$595

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WANT TO SCHEDULE AN
ON-SITE INTERVIEW?
LET US KNOW!





TO SECURE YOUR SPONSORSHIP OR LEARN MORE

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SCAN HERE TO VISIT OUR WEBSITE!