

# SVU<sup>®</sup>2021

**Advancing the creation, production,  
and distribution of sports content**



**SPORTS VIDEO GROUP**

19 W 21st Street | Suite 301 | New York, NY 10010

[www.sportsvideo.org](http://www.sportsvideo.org)



**Editorial** Email Newsletters, Journals, Website, Mobile App, Blogs

**Events**

**Social Media**

**On Demand** Video Interviews, Podcasts, Webinars

**Initiatives and Education**

**Alliances**

**Philanthropy**

SVG plays an important role in supporting the growth and sustainability of the businesses and people who create, produce, and distribute sports video.

**SVG has the largest, full-time dedicated editorial team covering sports technology.**



**KEN KERSCHBAUMER**  
Executive Director, Editorial Services



**JASON DACHMAN**  
Chief Editor  
Focus Areas:



**BRANDON COSTA**  
Director of Digital  
Focus Areas:



**KRISTIAN HERNANDEZ**  
Associate Editor & Social Media Coordinator  
Focus Areas:





## CHAIRMAN

**Michael Davies**, Fox Sports, SVP, Technical and Field Operations

*Sports Video Group is comprised of leading industry figures, committed to technical excellence in the sports industry.*

*Over the coming years, members will help guide the direction of the organization, consult on various group initiatives, and enable more dialogue across different industry segments.*

## EXECUTIVE COMMITTEE

**Ken Aagaard**, SVG Chairman Emeritus and Sports Broadcasting Hall of Fame Chairman

**Andrea Berry**, The G.A.P. Media Group, CEO

**Eric Black**, NBC Sports Group, SVP and CTO Digital

**Chris Brown**, Turner Sports, VP, Sports Production Tech

**Jason Cohen**, CBS Sports and CBS Sports Network, VP, Remote Technical Operations

**Mike Connelly**, FOX Sports Regional Networks, SVP, Production

**Scott Gillies**, VENN, Chief Technology Officer

**Steve Hellmuth**, SVG Chairman Emeritus and NBA, EVP, Operations and Technology

**Jeff Jacobs**, VENN, EVP and General Manager

**Patty Power**, CBS Sports, EVP, Operations and Engineering

**Tom Sahara**, SVG Chairman Emeritus

**Susan Stone**, MLB Network, SVP, Operations and Engineering

## ADVISORY BOARD MEMBERS

**Adam Acone**, NFL Network, Director, Media Operations and Planning

**Glenn Adamo**, Ivanhoe Media and Entertainment, President

**Peter Angell**, Lagardère, SVP

**Onnie Bose**, NFL, VP of Broadcasting

**Tab Butler**, Industry Consultant

**Chris Calcinari**, ESPN, SVP, Remote Production Operations, ESPN and ABC Sports

**Mary Ellen Carlyle**, Dome Productions, SVP and GM

**Ken Clausen**, HBO, Director of Production

**Joe Cohen**, The Switch, President, Sports

**Michael Cohen**, Industry Consultant

**Don Colantonio**, Industry Consultant

**Scott Davis**, CBS Sports, VP of Broadcast Operations

**Jim DeFilippis**, Industry Consultant

**Ed Delaney**, Industry Consultant

**Jed Drake**, Industry Consultant

**David Dukes**, PGA Tour Entertainment, Sr. Director, Technical Operations

**Jerry Gepner**, CP Communications, COO

**Steve Gorsuch**, Industry Consultant

**Ken Goss**, NBC Sports, SVP, Remote Operations & Production Planning

**Mark Haden**, National Hockey League, Group VP, Broadcast Technology

**Ed Holmes**, The Holmes Group, Principal

**Deb Honkus**, NEP Broadcasting, Chairman of the Board

**George Hoover**, Industry Consultant

**Darryl Jefferson**, NBC Sports, VP, Postproduction and Digital Workflow

**Robert D. Jordan CVE**, 1337 Facilities, CEO; Venue Road, Founder

**John Kvatek**, University of Central Florida Knights, Senior Associate Athletics Director/External Operations

**John Leland**, PSL International, LLC, Principal

**Glen Levine**, NEP, President, U.S.

**Louis Libin**, Broad Comm, President

**Jodi Markley**, ESPN, EVP, Content Operations and Creative Services

**Bernadette McDonald**, Major League Baseball, SVP, Broadcasting

**Grant Nodine**, NHL, SVP, Technology

**Ken Norris**, UCLA, Director of Video Operations

**Gary Olson**, GHQ Group, Managing Director

**Del Parks**, Sinclair Broadcast Group, SVP and CTO

**Scott Rinehart**, Fighting Irish Digital Media, Broadcast Technology Program Director

**Larry Rogers**, FirstInTV, President

**Mike Rokosa**, NHRA, Technology Executive

**Scott Rothenberg**, NEP, SVP, Technology and Asset Management

**Oscar Sanchez**, CONCACAF, Director of Broadcast Operations

**Bruce Shapiro**, Broadcast Consulting

**Tracey Shaw**, WWE, SVP, Network and TV Operations

**Jack Simmons**, Industry Consultant

**Don Sperling**, New York Giants Entertainment, VP and Executive Producer

**Jerry Steinberg**, Industry Consultant

**Patrick Sullivan**, Game Creek Video, President

**Jason Taubman**, Game Creek Video, VP Design/New Technology

**Larry Tiscornia**, Major League Soccer, VP, Broadcasting

**Jacob Ullman**, Fox Sports, SVP, Production and Talent Development

**John Ward**, iNDEMAND, EVP and Chief Technology Officer

**Ernie Watts**, Turner, Manager, Transmission Operations Center

**Mike Webb**, YES Network, VP, Broadcast Operations

**Jeff Willis**, Industry Consultant

**Dave Zur**, KSE Media Ventures, SVP, Operations & Engineering



## MEMBER JOB TITLES

- President / CEO
- SVP / VP / Executive Director
- Director, Operations
- SVP / VP / Director, Engineering
- VP, Production Operations
- Producer
- Manager, Scoreboard Video
- Arena Sound and Matrix Manager
- Director, Broadcasting
- Director, Mobile Operations
- Game Operations Manager
- Arena Operations
- Facility Manager
- Audio Engineer
- Technical Manager
- Athletic Director
- AVP, Athletics
- Video Coordinator
- Executive Producer
- Video Director
- Stadium Manager
- VP, Broadcast
- Engineer
- Technical Director
- Senior Producer
- Executive Producer
- SVP / VP / Director, Technology
- VP, Mobile Productions
- SVP / VP / Director, Operations
- Information Officer
- Director, Studio Operations
- Field Technical Manager
- Director, Game Operations
- Chief Technology Officer
- Director, Information Technology
- Chief Information Officer
- SVP / VP / Director, Fan Experience and Production
- Post Production Engineer
- Director, Electronic Media
- General Manager
- VP Business Development and Digital Media
- Video Editor
- SVP / VP / Director, Remote Operations
- SVP, Studio Operations
- EVP, Digital
- Chief Engineer
- Technology Manager,
- Remote Operations
- Senior Director, Technical Operations
- SVP / VP, Digital Products and Emerging Technology
- VP, Post Operations and Digital Workflow
- VP, Global Media Strategy and Distribution
- SVP, Direct to Consumer and Mobile Strategy
- Many, Many More!

OUR MEMBERS ARE **YOUR BIGGEST CUSTOMERS**



SPORTS MEDIA	LEAGUES/PROPERTIES	TRUCKS/SERVICES	INTEGRATORS

OUR MEMBERS ARE **YOUR BIGGEST CUSTOMERS**

**SVG2021**

VENUES	TEAMS	COLLEGES/ UNIVERSITIES	DIGITAL MEDIA
 	 	 	 
 	 	 	 
 	 	 	 
 	 	 	 
 	 	 	 
 	 	 	 
 	 	 	 

As part of your sponsorship of SVG, you are able to **attend** most SVG Events for free. To increase your exposure, additional opportunities are available depending on the event.

## **Sponsorship opportunities may include:**

**Title Sponsorship:** Biggest branding exposure with multiple elements

**Registration Sponsorship:** Branded signage and literature distribution on registration desk

**Badge / Lanyard Sponsorship:** Logo on the SVG badge / lanyard

**Session Sponsorship:** Introduce a panel discussion; branding on session slide

**Networking Sponsorship:** Cocktail Reception, Breakfast, Networking Breaks, etc.

**Case Studies:** White paper presentations

**Roundtable Sponsorship:** Sponsorship of targeting group conversation

**Print Program Advertising:** Full- or half-page ad in event print program and digital edition

**Technology Showcases:** Available at certain events

**Sizzle Reels:** Video commercial ads

**Branding:** All event sponsors typically receive digital and print exposure.

Sponsor logos appear on the event webpage, the event's PowerPoint presentation, event signage, and in the event program (both print and digital editions).





**SPORTSTECH JOURNAL – Spring Edition, April Delivery**

DELIVERED TO 5,000 INDUSTRY EXECUTIVES

Technology publication for sports-video production and broadcast professionals. Includes in-depth NAB Show Preview.

**SPORTSTECH JOURNAL – Fall Edition, October Delivery**

DELIVERED TO 5,000 INDUSTRY EXECUTIVES

Technology publication for sports-video production and broadcast professionals. Includes an special section on Venue Production.

**SPORTS PRODUCTION YEARBOOK – Annual, December Delivery**

DELIVERED TO 5,000 INDUSTRY EXECUTIVES

Production truck roundup for sports-video production and broadcast professionals. Includes the annual Gearbase Study.

## SPECIAL INTEREST GROUPS/RESOURCES

**SVG2021**



**DTV** AUDIO GROUP



**SPSG**  
SPORTS PRODUCTION SAFETY GROUP



---

**HELP US GIVE BACK TO THE SPORTS COMMUNITY**

**SPORTS**  
BROADCASTING  
**HALL OF FAME**

**SPORTS**  
**BROADCASTING**  
**FUND** Supporting our own  
in times of need...



**SVG Initiatives help you to reach deeper into market segments by utilizing hyper-targeted market environments.**

SUPPORTED BY THE INDUSTRY'S **TECHNOLOGY LEADERS**

**SVG2021**

**PLATINUM:**



Updated 3/16/2021



SUPPORTED BY THE INDUSTRY'S **TECHNOLOGY LEADERS**

**SVG2021**

**PREMIER:**



**CORPORATE:**

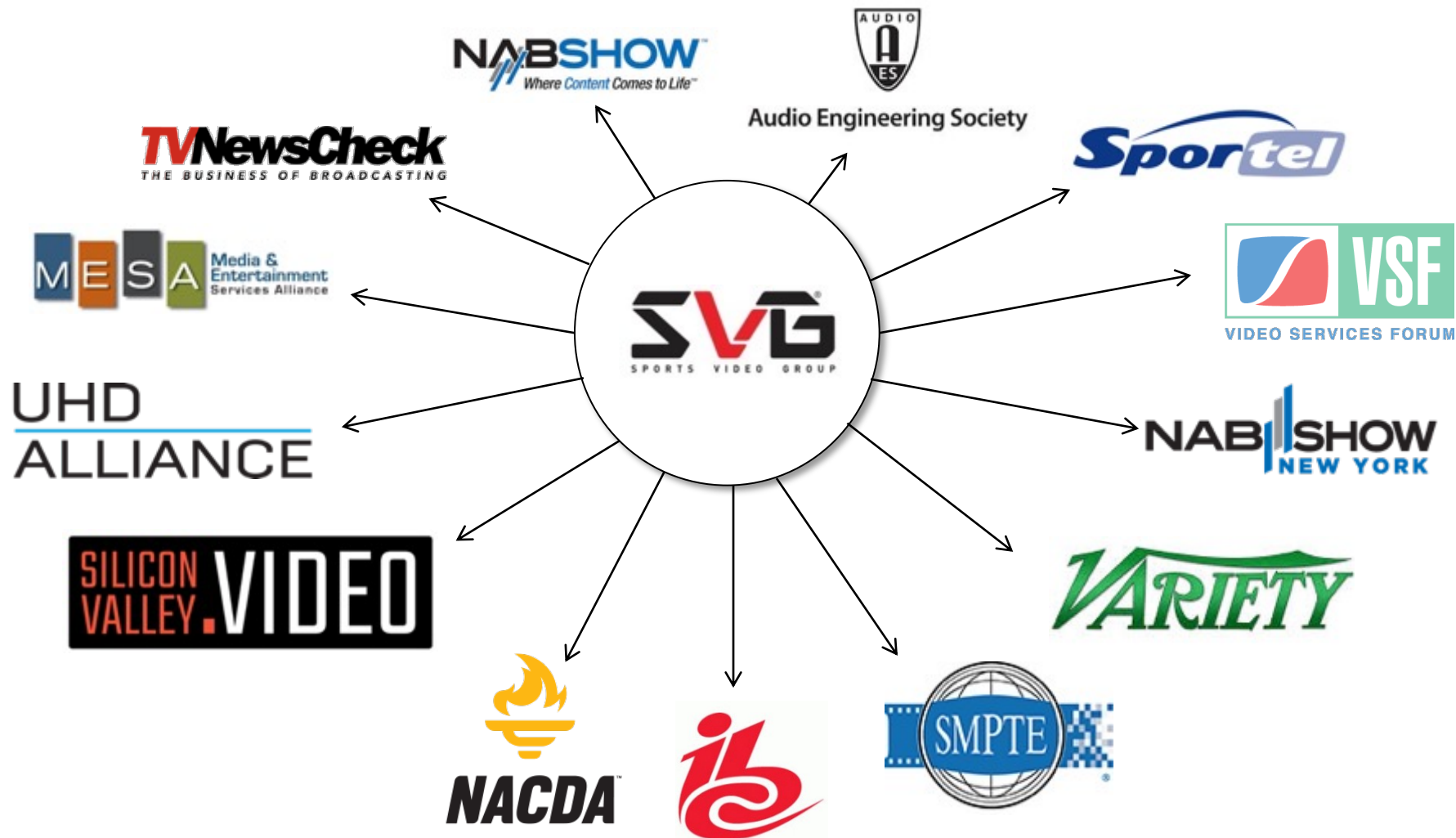
• AJA Video Systems • Aldea • Amagi • Arista Networks • ARRI • ATEME • Audio-Technica • AVIWEST • BELDEN • BitCentral • BitFire Networks • Blackbird Video • Brainstorm • Caringo • Cisco Systems • Clark Wire & Cable • Cobalt Digital • Creative Dimensions • Crown-Castle • Daktronics • Dale Pro Audio • delaPlex • Digital Nirvana • Dimetis • DMC Broadcast Group, LLC • EEG Enterprises • Eluvio Inc. • Encompass Digital Media • Fastly • Fingerworks Telestrators • Flowics • FOR-A • FUJITSU • G&D North America Inc. • Globecast • Google Cloud • Grabyo • Haivision • Imagen • Intelsat • JB&A • Joseph Electronics • JVC Professional Video • Leader Instruments • Levels Beyond • Limelight Networks • Live CGI • LTN Global Communications • M2A Media • Marshall Electronics • Masstech • MATROX • Maxon • Media Links • MediaKind • Mobile TV Group • MPE • NCAM • Nema Electronics • Net Insight • Nevion • Nextologies • Object-Matrix • OpenDrives • Parsec • Pixellot • Primestream • Primeview • ProductionHUB • Quantum5X • RCN Business • RT Software • RTS Intercom Systems • SafeSite • Sanken/Brainstorm Electronics • Sencore • Sennheiser • Silver Spoon Animation • SMT • SOS Global • Spectra Logic • SportZcast • Stats Perform • Streaming Global • Streann Media • Studio Network Solutions (SNS) • Supponor • Synamedia • TAG V.S. • Tata Communications • Telemetrics • Telstra • Teradek • The Video Call Center • TSL Products • uniQFEED • Variant Systems Group • Venue Edge • Verizon Media • Videon Central • Vidispine – An Arvato Systems Brand • Vimond • Vislink Technologies • VISTA Worldlink • VITAC • Vitec • Wildmoka • World Wide Technology • Wowza Media Systems • WSC Sports • Xcite Interactive • Xytech Systems • Zorroa

**MOBILE/INTEGRATOR:**

• 3G Wireless • AE Live • Aerial Video Systems • All Mobile Video • Alpha Video • ARCTEK Satellite Productions • ASG (Advanced Systems Group) • Azzurro Group • BeckTV • Broadcast Management Group • BSI (Broadcast Services International) • BSI (Broadcast Sports International) • C360 • CAT Entertainment Services • Chesapeake Systems • CineSys.io • Conference Technologies, Inc. (CTI) • CP Communications • Creative Mobile Solutions • CSP Mobile Productions • disguise • Diversified • DNA Studios • Dome Productions • ES Broadcast • F&F Productions • Filmwerks • Fletcher Sports • Game Creek Video • Geartech USA • High Rock Mobile Television • Illumination Dynamics • Integrated Media Technologies • Intoto Systems • Kaufman Broadcast • Key Code Media • KMH Audio-Video Integration • LH Computer Services • Live Media Group • Lyon Video • MeyerPro • Program Productions • PSSI/Strategic TV • Reality Check Systems • RF Wireless • Robovision • Rush Media Company • SDTV • Skycam • SmartCart SVX • SOUTHWORKS • Sparx Technology • ST Engineering iDirect • THUMBWAR • VidOvation • Worldstage

Updated 3/19/2021

**SVG works with other industry organizations to establish our mission and broaden your reach.**





[www.sportsvideo.org](http://www.sportsvideo.org)

Stay up to date – and join the conversation – on all the latest stories, videos, and photos!



[@sportsvideo](#)  
[@svgcollege](#)  
[@thesvgdigital](#)



**Join the Conversation!**  
[#SVGSummit](#)  
[#SVGscm](#)  
[#SVGatNAB](#)  
And Many More!



[Sports Video Group](#)



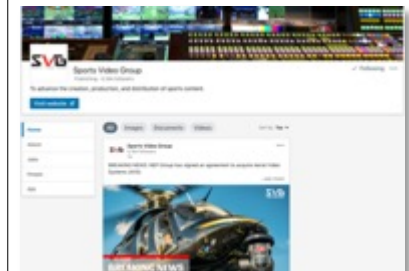
**Join the Conversation!**  
Like, comment,  
and share with  
your network.



[@sportsvideogroup](#)



[Sports Video Group](#)



**Join the Conversation!**  
Or start your own  
discussion on  
[SVG – L1nked1n Group](#)



## BLOGS

### SportsTechLive

Trade shows and milestone sporting events are where many of the biggest innovations happen. Go in-depth on these marquee moments with our hyper-focused blogs!



### Upcoming Blogs

Fall SportsTech Blog  
Spring SportTech Blog  
Super Bowl  
Tokyo Olympics

## PODCAST

### The SVG Podcast

Offers listeners long-form conversations with some of the smartest minds in the sports television and technology industry.



### Recent Interviews

Scott Kaufman-Ross, NBA  
John Filippelli, YES Network  
Steve Mayer, NHL  
Dean Locke, Formula 1  
Mark Parkman, Olympic Channel

## YOUTUBE

### Sports Video Group

Subscribe to our YouTube channel for the latest interviews with experts across the industry from live in the field and at SVG events!



## WEBINARS

### SVG Webinar Series

Provides our sponsors with a new way to communicate your messaging to our membership and generate direct, qualified leads.

# CALENDAR OF EVENTS

\* EVENT DATES AND LOCATIONS ARE SUBJECT TO CHANGE

Updated 3/19/2021



DATE	EVENT	WHO CAN ATTEND
Jan 19	PLATINUM NETWORKING RECEPTION	Advisory Board & Platinum Sponsors
Feb 16	COLLEGE INITIATIVE SHINDIG	Members & College Initiative Sponsors
Feb 17-18	2021 SPORTS PRODUCTION TOOLS FORUM	Members & Sponsors
Feb 24	VENUE INITIATIVE SHINDIG	Members & Venue Initiative Sponsors
Feb 25	TEAMS SUMMIT	Members & Sponsors
Mar 24-25	SPORTS GRAPHICS FORUM: DESIGN, DATA & AR	Members & Sponsors
Apr 14	DTV AUDIO PRODUCTION SERIES: PRODUCTION & DISTRIBUTION FORUM	Members & Sponsors
Apr 21-22	SYSTEMS INTEGRATOR SUMMIT	Members & Sponsors
Apr 27	PLATINUM NETWORKING RECEPTION	Advisory Board & Platinum Sponsors
Apr 29	SPORTS OTT FORUM	Members & Sponsors
May 4	SVG DIVERSITY & INCLUSION WORKSHOP	Members & Sponsors
May 12-13	REMOTE PRODUCTION WORKFLOWS	Members & Sponsors
May 19	DTV AUDIO PRODUCTION SERIES: REMOTE PRODUCTION VIRTUALIZATION FORUM	Members & Sponsors
May 26	VENUE INITIATIVE SHINDIG	Members & Venue Initiative Sponsors
May TBD	COLLEGE INITIATIVE SHINDIG	Members & College Initiative Sponsors
June 9-10	IP PRODUCTION SUMMIT	Members & Sponsors
June 22-24	COLLEGE SUMMIT & CSMA'S	Members & Sponsors
July 14	RSN SUMMIT	Members & Sponsors
July 15	SPORTS BETTING SUMMIT	Members & Sponsors
July TBD	DTVAG IMMERSIVE AUDIO	Members & DTVAG Sponsors
July TBD	PLATINUM NETWORKING RECEPTION	Advisory Board & Platinum Sponsors
July 28-29	SPORTS CONTENT MANAGEMENT FORUM	Members & Sponsors
Aug TBD	COLLEGE INITIATIVE SHINDIG	Members & College Initiative Sponsors
Sep TBD	PLATINUM NETWORKING RECEPTION	Advisory Board & Platinum Sponsors
Sep TBD	VENUE INITIATIVE SHINDIG	Members & Venue Initiative Sponsors
Oct 8-9	CHAIRMAN'S FORUM	VIPs, Platinum & Event Sponsors
Oct 27	TRANSPORT	Members & Sponsors
Nov 16	ESPORTS PRODUCTION SUMMIT	Members & Sponsors
Nov 17	VENUE SUMMIT	Members & Sponsors
Dec 13-14	SVG SUMMIT	Members & Sponsors
Dec 14	SPORTS BROADCASTING HALL OF FAME	CHARITY EVENT: TICKETS SOLD SEPARATELY

For the most up-to-date information on SVG's events, please visit [www.sportsvideo.org/events](http://www.sportsvideo.org/events)

# INTEGRATED YEAR-ROUND **SPONSORSHIP PACKAGES**

**NOTE:** Sponsorships are effective one year from date of initiation; rates valid through 12/31/21



<b>SVG 2021 SPONSORSHIP BENEFITS</b>	<b>PLATINUM</b>	<b>PREMIER</b>	<b>CORPORATE</b>	<b>MOBILE /SI*</b>
Editorial: Coverage of all news, press releases, events etc.	✓	✓	✓	✓
Editorial: Welcome/Renewal article with social support	✓	✓	✓	✓
Editorial: Sponsor Spotlight Video Interview (April – June)	15 min	10 min	5 min	5 min
Editorial: White Paper or Case Study in SportsTech Journal	1			
Editorial: White Paper or Case Study On Website & Email Newsletter	✓	✓	✓	✓
Editorial: Company/Product News Brief in Spring & Fall SportsTech Journals	✓	✓	✓	✓
Events: Attend In-Person/Virtual Advisory Board Networking Meetings	✓			
Events: Platinum Profiles (Featured Video Highlight)	✓			
Events: Exclusive Invite to SVG Chairman's In-Person/Virtual Forum	✓			
Events: Access to Online Attendee Directory	✓	✓	✓	✓
Events**: Prime Sponsorship & Tech Tour SVG Summit or SVG College (or tabletop for in-person events)	1	1		
Events: Attend Special Interest Meetings (ie SPIRIT, SVGW, DTV Audio Group)	✓	✓	✓	✓
Events: Complimentary Registrations to SVG In-Person events	4	3	2	2
Events: Complimentary Registrations to SVG Virtual events	Unlimited	Unlimited	Unlimited	Unlimited
Events: Sponsor Event Calendar Listings	✓	✓	✓	✓
E-Newsletter: Rotating Leaderboard Banner Ad	✓			
E-Newsletter: Hyperlinked Logo on SVG Email Newsletters	✓	✓		
E-Newsletter: Hyperlinked Text on SVG Email Newsletters			✓	✓
Website: Rotating 728 x 90 Top and Bottom Banner Ads on All Web Pages	✓			
Website: Rotating 468 x 60 Banner Ad on Home Page		✓		
Website: Rotating 468 x 60 Banner Ad on Story Pages			✓	✓
Website: Hyperlinked Logo on Sponsor Page of sportsvideo.org	✓	✓	✓	✓
Website: Unlimited Job Board Listings	✓	✓	✓	✓
Print & Digitally Delivered Sports Production Yearbook - December	Page Ad	Page Ad	Page Ad	Page Ad
Print & Digitally Delivered Spring SportsTech Journal – April	Page Ad	Page Ad		
Print & Digitally Delivered Fall SportsTech Journal – October	Page Ad			
Podcast: Exclusive episode sponsorship w/ 15-Second Audio Commercial (runs twice)	✓			
Mobile App: Rotating Banner on Section Headline Pages	✓			
Mobile App: Rotating Banner on Story Pages		✓		
Mobile App: Text Listing on Sponsor Page	✓	✓	✓	✓
<b>SPONSORSHIP INVESTMENT</b>	<b>\$33,000</b>	<b>\$18,000</b>	<b>\$10,000</b>	<b>\$5,000</b>

\* For mobile trucks / systems integrators

## MANAGEMENT

### Paul Gallo

Executive Director  
paul@sportsvideo.org

### Marty Porter

Executive Director  
marty@sportsvideo.org

## EDITORIAL

### Ken Kerschbaumer

Executive Director, Editorial  
kenkersch@sportsvideo.org

### Jason Dachman

Chief Editor  
jason@sportsvideo.org

### Brandon Costa

Director of Digital  
brandon@sportsvideo.org

### Kristian Hernandez

Associate Editor and Social  
Media Manager  
kristian@sportsvideo.org

## SPONSORSHIP

### Rob Payne

Managing Director,  
Worldwide Sponsor  
Development  
rob@sportsvideo.org

### Andrew Gabel

Director,  
Sponsor Development  
agabel@sportsvideo.org

### Dylan Davidson

Sponsorship Coordinator  
dylan@sportsvideo.org

## SVG SERVICES

### Karen Hogan Ketchum

Director of Production  
karen@sportsvideo.org

### Katie Champion

Production and  
Operations Associate  
katie@sportsvideo.org

### Andrew Lippe

Membership and  
Client Services Manager  
andrew@sportsvideo.org

### Alicia Montanaro

Meetings and  
Events Manager  
alicia@sportsvideo.org

### Cris Ernst

Event Operations Director  
cris@sportsvideo.org