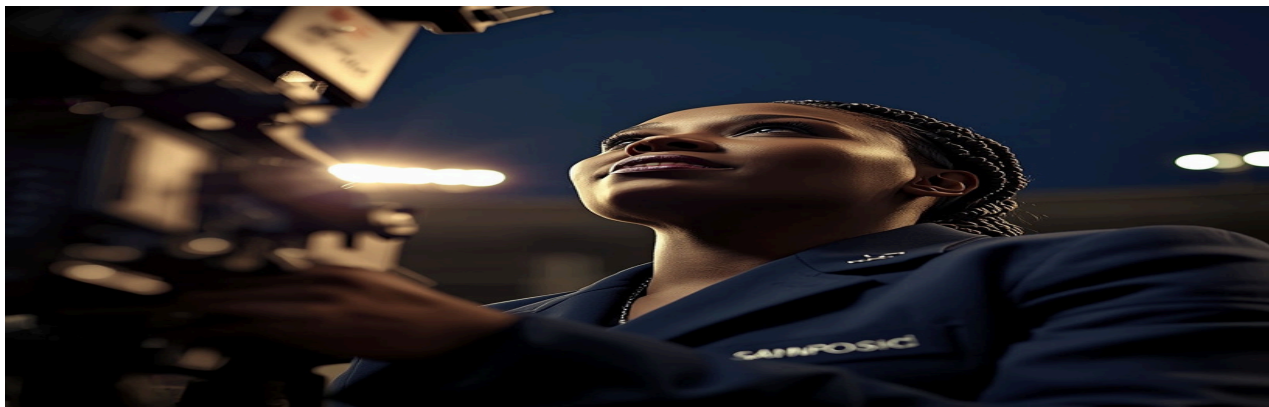




Diversity in Sports Broadcasting. Behind the Camera.

This guide provides the official overview and strategic plan for our community's presence at Cannes Lions 2026. As we have decided not to pursue the official festival passes (including the LIONS Sport pass) or ERA-funded tickets this year, our strategy is built on high-impact, focused networking through the 'fringe' ecosystem -- specifically Sport Beach.

SECTION 01

What Is Cannes Lions?

Cannes Lions is the global benchmark for creative excellence. Held annually in the South of France, it brings together the world's leading brands, agencies, and tech platforms.

- **2026 Dates:** Monday 22 June -- Friday 26 June
- **The Structure** -- The festival is split between **the Palais** (official awards and talks requiring a paid pass) and **the Croisette** (beach-side activations and hotel hubs where the industry connects for free).

SECTION 02

BPSB 2026 Strategy: The 'Sport Beach' Focus

This year, BPSB is concentrating its efforts exclusively on the Sport Beach activation.

The Decision

- **No Official Passes:** We are not purchasing the LIONS Sport pass (€2,500 + tax) or the Classic pass.
- **No ERA Funding:** Following an unsuccessful bid for ERA tickets, we are pivoting to a purely activation-led strategy.
- **Allocation:** We have secured access for two BPSB members to be present at Sport Beach.

Why Sport Beach?

Hosted by Stagwell, Sport Beach is the most vital hub for those at the intersection of sport and brand culture. It features:

- **Elite Networking:** High-level panels and roundtables with CMOs and athlete-entrepreneurs.
- **Strategic Partnerships:** Features like the Boardroom VIP space (in partnership with Kevin Durant and Rich Kleiman) make it a more effective business environment than the general Palais stages.

SECTION 03

The 2026 Pass Picker (For Self-Funded Attendance)

For community members who wish to attend the full festival or official programming, here are the primary pass options for 2026. Note that many require an application to verify your senior-level industry connection.

LIONS Sport	€2,500	24--25 Jun	<i>Carlton Hotel. Auto-approval for Sport Beach + private access to Sport Awards.</i>
Creator	€1,245	22--26 Jun	<i>Creator economy focus; networking with major brands.</i>
Connector	€625	Digital	<i>App/Directory access to organise meetings citywide.</i>
Student (Classic)	€1,035	22--26 Jun	<i>Full access. Age 23 or under.</i>
Young Lion (Classic)	€2,180	22--26 Jun	<i>Full access. Age 30 or under.</i>
Creative/Brand Academies	€2,940	22--26 Jun	<i>LIONS-accredited learning for young professionals.</i>
Start-Up (Classic)	€1,345	22--26 Jun	<i>Independent start-ups since June 2020, <€5m funding.</i>
Gold	€6,600	22--26 Jun	<i>Clubhouse access, priority seating, curated schedule.</i>
Platinum	€11,595	22--26 Jun	<i>5* hotel, luxury airport transfers, companion pass.</i>

SECTION 04

Accommodation: Solo & Shared Strategies

Cannes during the Lions is highly competitive. To make the trip viable, we recommend pairing up to share costs.

Where to Book

- **Airbnb:** Best option for solo travellers looking for a private room in a host's home (the cheapest way to stay central).
- **Booking.com:** Best for apart-hotels and flexible cancellation policies.
- **IMMOGROOM:** A professional agency that is generally more reliable for business bookings than individual Airbnb hosts.

Recommended Areas

Central Cannes ('The Banana')	Walkable	<i>Those who want to be in the mix 24/7.</i>
Le Cannet	25--35 min walk / 10 min bus	<i>Budget-friendly solo stays.</i>
La Bocca	10 min bus/Uber	<i>Modern apartments, often better value than centre.</i>
Juan-les-Pins / Antibes	15 min train	<i>Beautiful but watch the last train (approx. 11:30 PM).</i>

SECTION 05

Life Along the Croisette

Even without a pass, you can have a highly productive week on the Boulevard de la Croisette.

- **Beach Activations:** Global giants (Google, Meta, Reddit, Amazon) host their own beach houses. Register online in May for free access to workspaces, talks, and networking.
- **Hotel Lobbies:** The Carlton, Martinez, and Majestic act as the industry's 'living rooms.' A coffee in these lobbies is a legitimate investment for serendipitous meetings.
- **The Gutter Bar:** The unofficial late-night spot outside the Hotel Martinez. It is where the industry gathers informally after the nightly awards shows and parties.

SECTION 06

Flights & Logistics

- **Airport:** Fly into Nice Cote d'Azur (NCE).

- **Transfers:** The TER train is the most cost-effective (approx. £6). Ubers are plentiful but expect heavy surge pricing (up to £80+) during late-night hours.

Community Note: As we are workshopping this as a community, we encourage members to use our shared channels to find travel buddies and split accommodation costs to ensure Cannes remains accessible and productive for everyone.