



BUSINESS ^{OF} ARTS SYMPOSIUM SPORTS AND ENTERTAINMENT

Where the Front Office Meets the Front Row

JUNE 5, 2026 | Atlanta, GA

 PARTNERSHIP PROPOSAL

WWW.BASESYM.COM






The Momentum

The **Business of Arts, Sports and Entertainment Symposium (BASES)** will unite professionals, students, and industry leaders who are driving innovation, education, and community engagement in the world of sports, creativity, and entertainment!

In 2026, the eyes of the world turn to **Atlanta**. As the city transforms into the global epicenter of soccer, BASES provides the **intellectual and professional hub** for the industry's most influential players.

BASES will serve as the **premier forum for the architects** of the Arts, Sports, and Entertainment landscapes. Our goal is to move **beyond trends** to tackle the actual **business models** of the future.

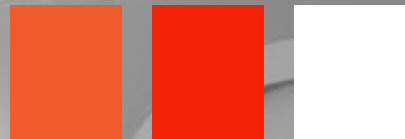


Our Community

These aren't just attendees; they are your future clients, partners, and hires.

- **40% Future Leaders:** Metro Atlanta College Students (AUC, Emory, GA Tech, GA State).
- **35% Industry Professionals:** Executives from major leagues, studios, and agencies.
- **25% Innovators & Cultural Architects:** Founders and creatives at the intersection of Tech and Culture.





Main Event Overview

Our 1-day symposium is more than a gathering — it's the nexus of culture and commerce, a curated experience tailored for discovery, interaction, and visibility. Additional activations related the event will be announced soon.

Date: June, 5, 2026

Location: Academy of Medicine @ GA Tech

Confirmed Speakers Representing



EMPIRE



Sample Sessions

**The Modern Sports
Front Office**
Technology That Runs
the Franchise

CMO Roundtable
Building Brands Fans
Will Pay to Belong To

Athletes as Enterprises
From endorsements to
operating companies

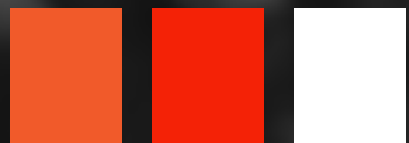
**Stadiums, Venues & the
Experience Economy**
Generating revenue
beyond game day

Why Partner

BASES is not a traditional conference—it is a **business platform** designed for brands that want relevance, influence, and long-term equity in the Arts, Sports, and Entertainment economy.

In 2026, Atlanta becomes a **global stage**. BASES positions partners inside the **decision-making ecosystem**, not adjacent to it.

- Access to a curated audience of sports executives, CMOs, athletes, and founders,
- Content ownership- recordings of your sponsored panel or keynote for high-quality marketing collateral
- Accelerated sales cycles by proximity to C-suite decision-makers
- Access to a curated pool of the industry's next talent and leaders





Value Creation

***Results you can measure—
from digital reach to real-
world engagement.***

- Pipeline opportunities created
- Content saves, shares, and downloads
- Email/SMS opt-ins collected
- Direct hires and internships
- Attendee Sentiment
- Post-event brand lift surveys

Partnership Levels

The Visionary

Category exclusivity, main-stage keynote, and "Presented by" status across all global marketing.

\$75K

1 Available

The Producer

Ownership of a specific track (e.g., "Brand & Fan Economies", "Creators, Athletes & Entrepreneurship", etc.)

\$50K

Multiple Available

The Superstar

Exclusive branding at the VIP networking event, recharge zones, and additional activations.

\$25K

Multiple Available

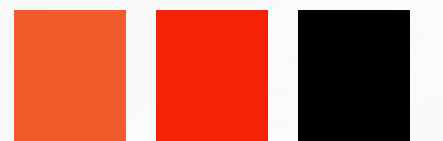
The Scout

Branding of table, booth, product donation, and digital platforms.

\$10K or In-Kind

Multiple Available

Entitlements	Visionary	Producer	Superstar	Scout
Category Exclusivity	✓	✓ (Track-Level)	—	—
“Presented By” Designation	✓ (Conference-Wide)	✓ (Track-Level)	—	—
Main Stage Keynote	✓	—	—	—
Track Ownership	—	✓	—	—
Panel Appearance	✓	✓	—	—
VIP Networking Access	✓	✓	✓	—
Experiential / On-Site Activation	✓ (Premium)	✓	✓	✓
Digital Activations	✓	✓	✓	✓
Post-Event Content & Reporting	✓	✓	✓	✓





READY TO SHAPE THE NARRATIVE?

Join the roster and let's build a winning team

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