

Sports Illustrated The Party

BIG GAME WEEKEND 2023

SATURDAY FEBRUARY 11TH

TALKING STICK RESORT | PHOENIX, AZ

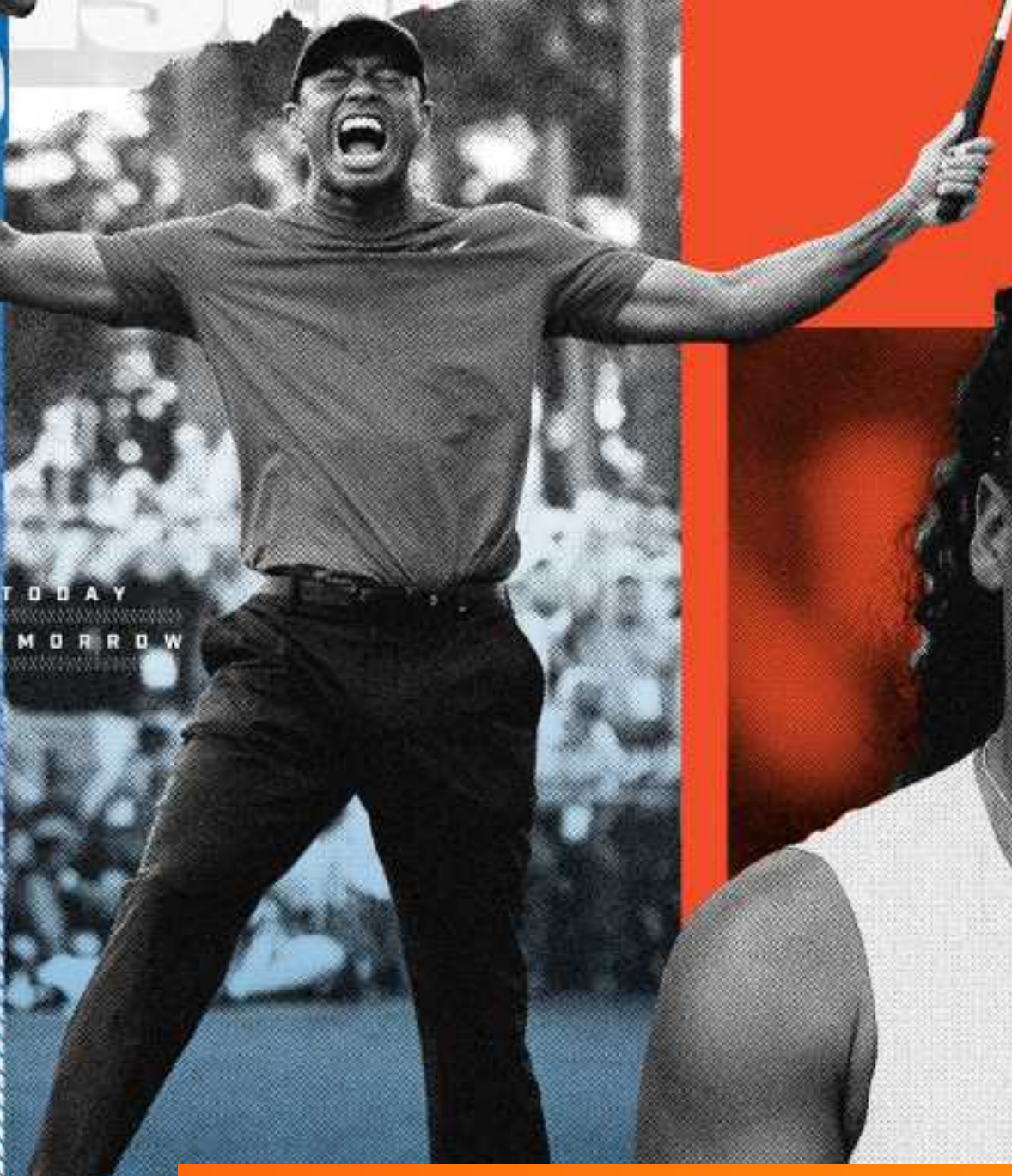
Medium
Rare

TS
TALENT RESOURCES
SPORTS

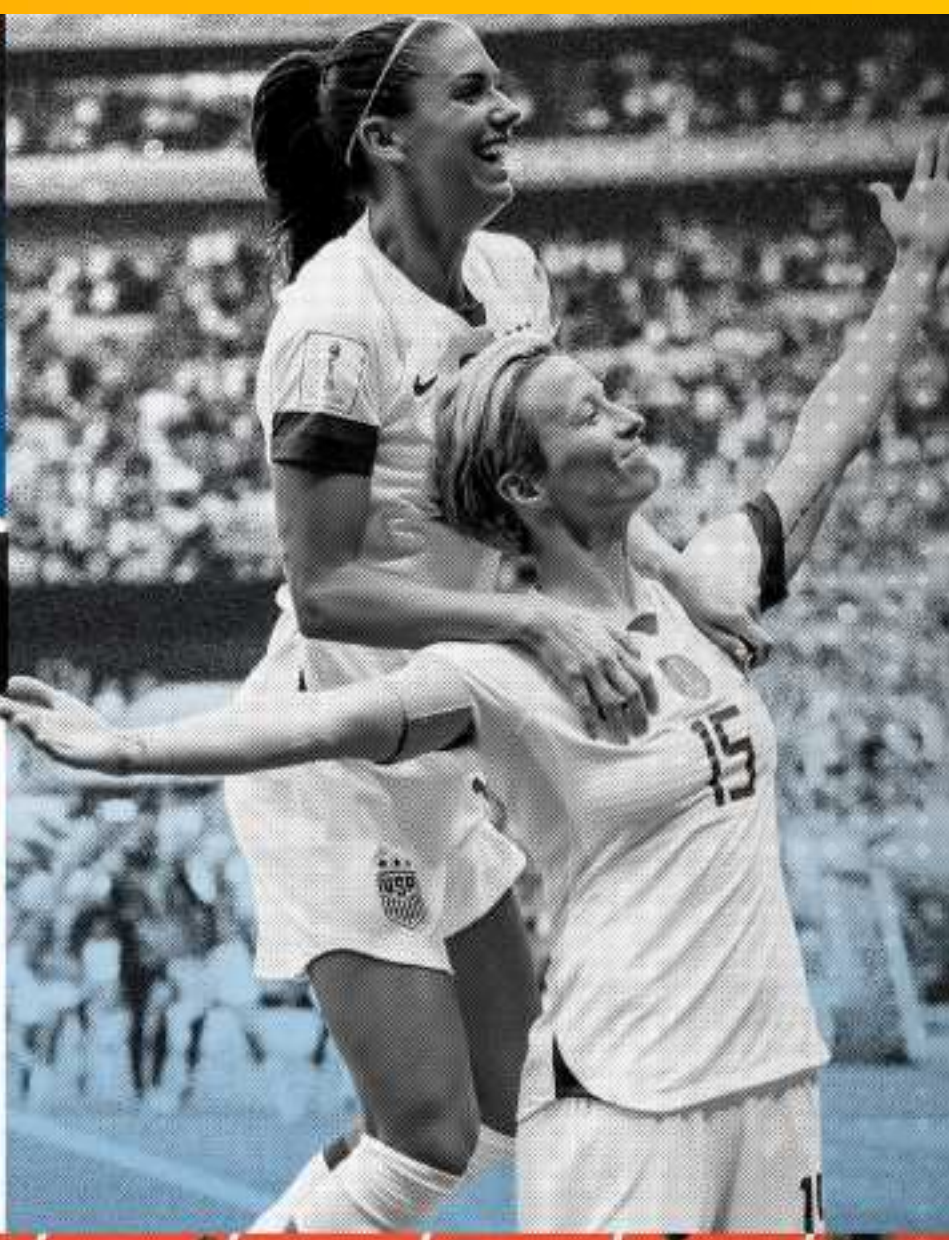
ABG
ENTERTAINMENT



DOMINATE TODAY
INSPIRE TOMORROW



MY MOTIVATION IS THIS
GHOST I'M CHASING



NO. 1

THE TRUSTED LEADER
& MOST ICONIC, IMPACTFUL
NAME IN SPORTS MEDIA

SINCE
1954

SPORTS AREN'T JUST GAMES, AND
THEY'RE NEVER JUST ABOUT THE
SCORE... THEY'RE A WINDOW INTO

Sports
Illustrated

HOPE, CONFLICT, PASSION,
HEARTBREAK, & THE HUMAN SPIRIT.

SOCIAL CHANNELS

Sports Illustrated



3.1MM

@SportsIllustrated



1.6MM

@SportsIllustrated



1.8MM

@SInow



370K

@SportsIllustrated



1.3M

@Sports.Illustrated

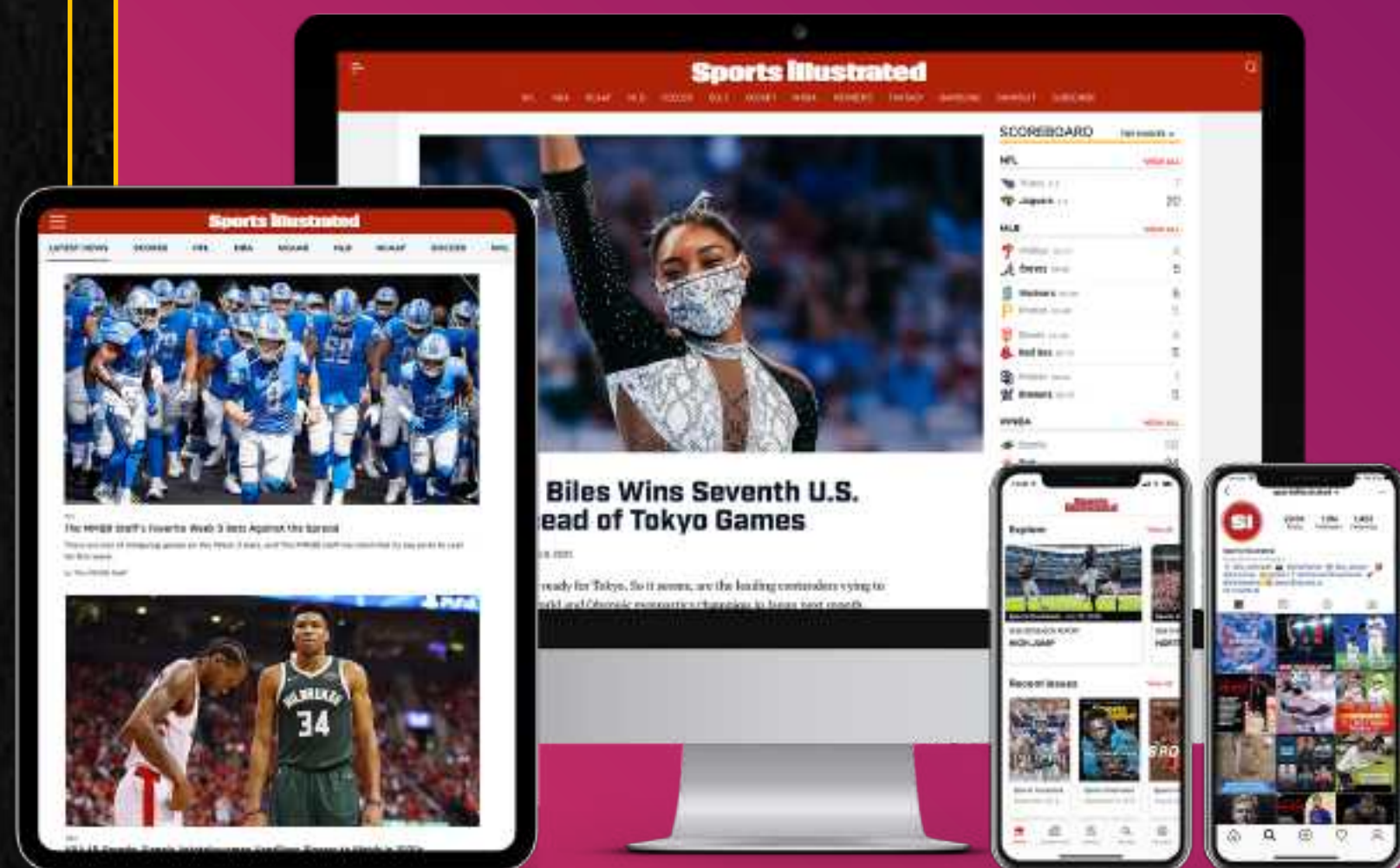
8.2MM

TOTAL SOCIAL MEDIA FOLLOWERS

SI.COM

810 MILLION
ONLINE & VIDEO IMPRESSIONS

42.6 MILLION
MONTHLY UNIQUE VISITORS



Sports Illustrated

The Party

Sports Illustrated The Party is hosted annually, providing guests with an unforgettable experience around the most high-profile sporting event of the year. Debuting in 2019, SI The Party has become a staple of Big Game Weekend with its unprecedented celebrity attendance, performances from some of the world's best musical acts, and compelling brand activations.

SI The Party welcomes over 3,000 guests each year, consistently selling out and delivering an unparalleled experience brings together top-tier talent and A-list attendees with SPORTS ILLUSTRATED, the most iconic brand in sports to drive brand awareness and unmatched buzz for partners, generating countless photo opportunities and PR-worthy moments year after year.



Sports Illustrated

Medium Rare

ABG ENTERTAINMENT

TR5 TALENT RESOURCES SPORTS

Sports Illustrated

The Party

BIG GAME WEEKEND EXPERIENCE



A-LIST ATTENDEES

**SPORTS ILLUSTRATED EVENTS BRING TOGETHER
SOME OF THE BIGGEST NAMES IN SPORTS & ENTERTAINMENT**



ELON MUSK



KEVIN & ANIKA HART



JACK HARLOW



JEFF BEZOS



BRYCE HALL & JOSH RICHARDS



SHAQ



RUSSEL & CIARA WILSON



LIL JON



QUAVO



CASSIE SCHERZO



AARON JUDGE



SEQUIN BARKLEY



BRIAN BAUMGARTNER



FOOD GOD



DAYMOND JOHN



NINJA



JEFF ROSS



CAMILLE KOSTEK



DIPLO



WIZ KHALIFA



NIKKI & BRIE BELLA

Sports Illustrated

The Party

2022 RECAP

After a hiatus in 2021, Big Game weekend's most legendary party returned to deliver an over-the-top, sold-out experience for fans at Los Angeles' very own Century Park!

Located in the heart of Beverly Hills, Sports Illustrated The Party 2022 offered fans a unique VIP experience with musical performances from award-winning artists Kygo and Jack Harlow, curated one-of-a-kind experiences, incredible sponsor activations and much more.

With over 3,000 guests in attendance and nearly 1 billion media impressions achieved, Sports Illustrated's 'The Party' transformed Century Park into an elite playground for A-list guests including Jeff Bezos, Elon Musk, Kevin Hart, Leonardo DiCaprio, Tobey Maguire, Guy Fieri, Michael Ruben, Shaquille O'Neal, Quavo, Camille Kostek, Michael Bay, Russel & Ciara Wilson, Diplo and many more.



DJ D SOL



FRANK WALKER



KYGO



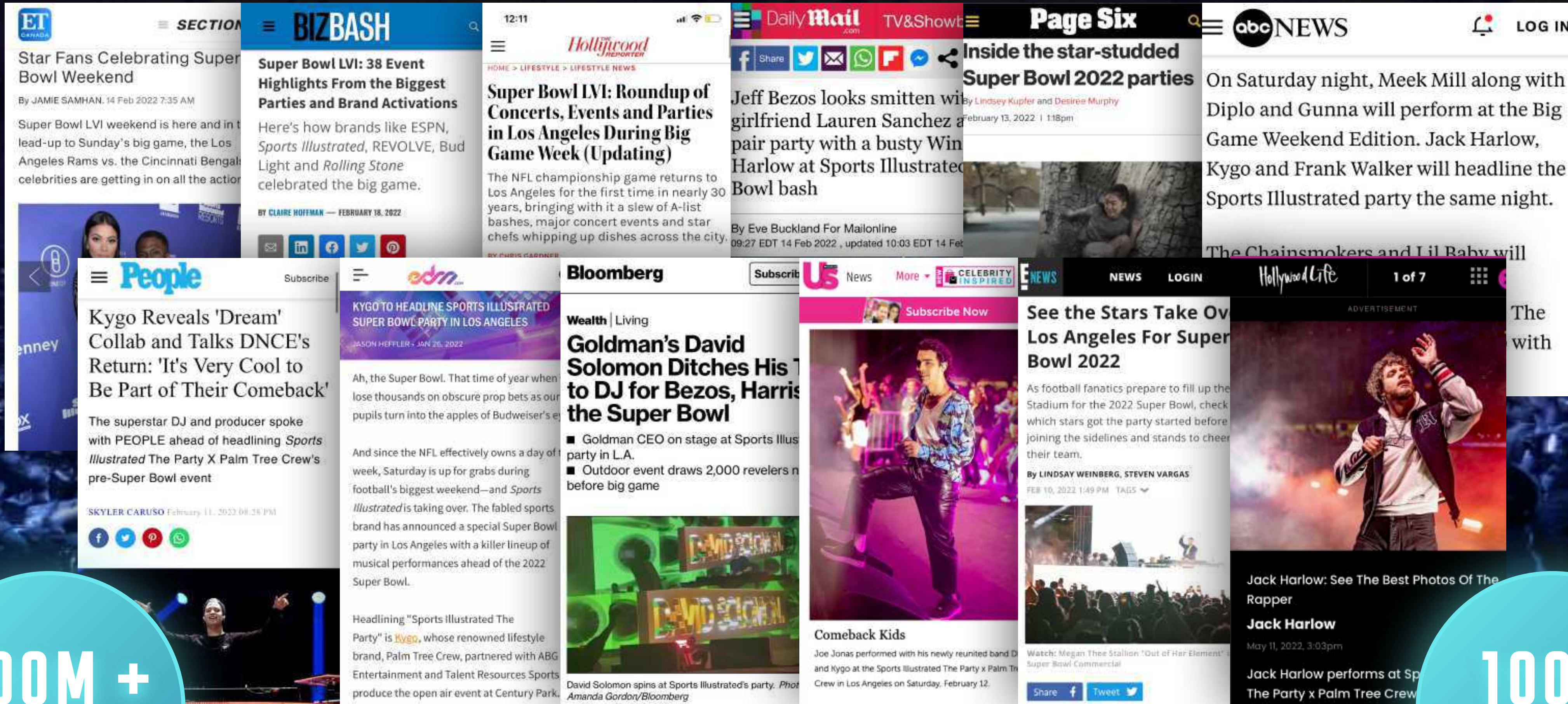
JACK HARLOW



DJ IRIE



2022 MEDIA HIGHLIGHTS



900M +
MEDIA IMPRESSIONS

ONE OF BIG GAME WEEKEND'S MOST VIRAL EVENTS!

100 +
MEDIA PLACEMENTS

Sports Illustrated

The Party

2023 TALENT
+ MORE TBA



MACHINE GUN KELLY



THE CHAINSMOKERS



THE VENUE TALKING STICK RESORT

- As a landmark venue, Talking Stick is one of Arizona's most well known venues located in Scottsdale - Phoenix's most prestigious neighborhood
- Talking Stick has hosted Bruno Mars, Demi Lovato, Jay-Z, Imagine Dragons, John Mayer, The Weeknd, Bon Jovi, Adele, Drake and many more positioning itself as the perfect home for Sports Illustrated's marquee event
- Celebrity guests will enter through a private red carpet located on the back side of the venue while ticketed attendees and VIP Table Buyers will enter through the custom-built Sports Illustrated archway at the main entrance
- The incredible open floor plan allows us to build 75+ VIP Bottle Service Tables — all hosted by Las Vegas' Wynn Nightlife team
- 5,000 Capacity

THE TALKING STICK RESORT IS LOCATED IN SCOTTSDALE AND CONVENIENTLY PROXIMATE TO ALL AREAS OF THE CITY:

- Scottsdale Proper - 5 minutes
- Old Town - 10 minutes
- ASU - 20 minutes
- Footprint Center - 20 minutes
- State Farm Stadium - 25 minutes

MARKETING AND MEDIA

- Event to be renamed featuring the Presenting Partner as lead in title “__X__ Presents: Sports Illustrated The Party
- New official event logo lockup created featuring your brand used across all marketing and media asserts
- All owned mentions of SI’s The Party to include presenting partner both in logo and/or in text mentions
- Social amplification from @SportsIllustrated social media channels
- Social amplification from @SITheParty with dozens of dedicated posts
- Ability to leverage Sports Illustrated to create custom content surrounding the event
- Highest brand share of voice in official event press release, website, marketing materials, trailer and recap videos
- Lead brand inclusion on the official event website including placement on the masthead
- Rights to create sweepstakes or similar initiatives around the event amplified by Sports Illustrated
- IP/Marketing rights surrounding SI’s The Party
- Ability for Sports Illustrated to develop influencer programs

\$500,000



THE LIVE EXPERIENCE

- Presenting partner to be featured across main stage banners and LED screens
- Dedicated on-site activation footprint for the presenting brand partner ie: ability to build a large scale on-site activation, custom cocktail experience, branded attraction, carnival experience, etc.
- Presenting partner will have largest share of voice on event’s celebrity red carpet
- Co-branded event logo featuring presenting partner used across large scale on-site branding, decor, menus etc.
- Premium ticket bank and VIP ticket allocation
- VIP Table with unlimited bottle service and premium food
- Ability to bring media team to capture content alongside Sports Illustrated
- Presenting partner presence across backstage artist areas + opportunity for artist gifting
- Artist meet & greet for brand executives and invited guests

PARTNERSHIP OPPORTUNITIES

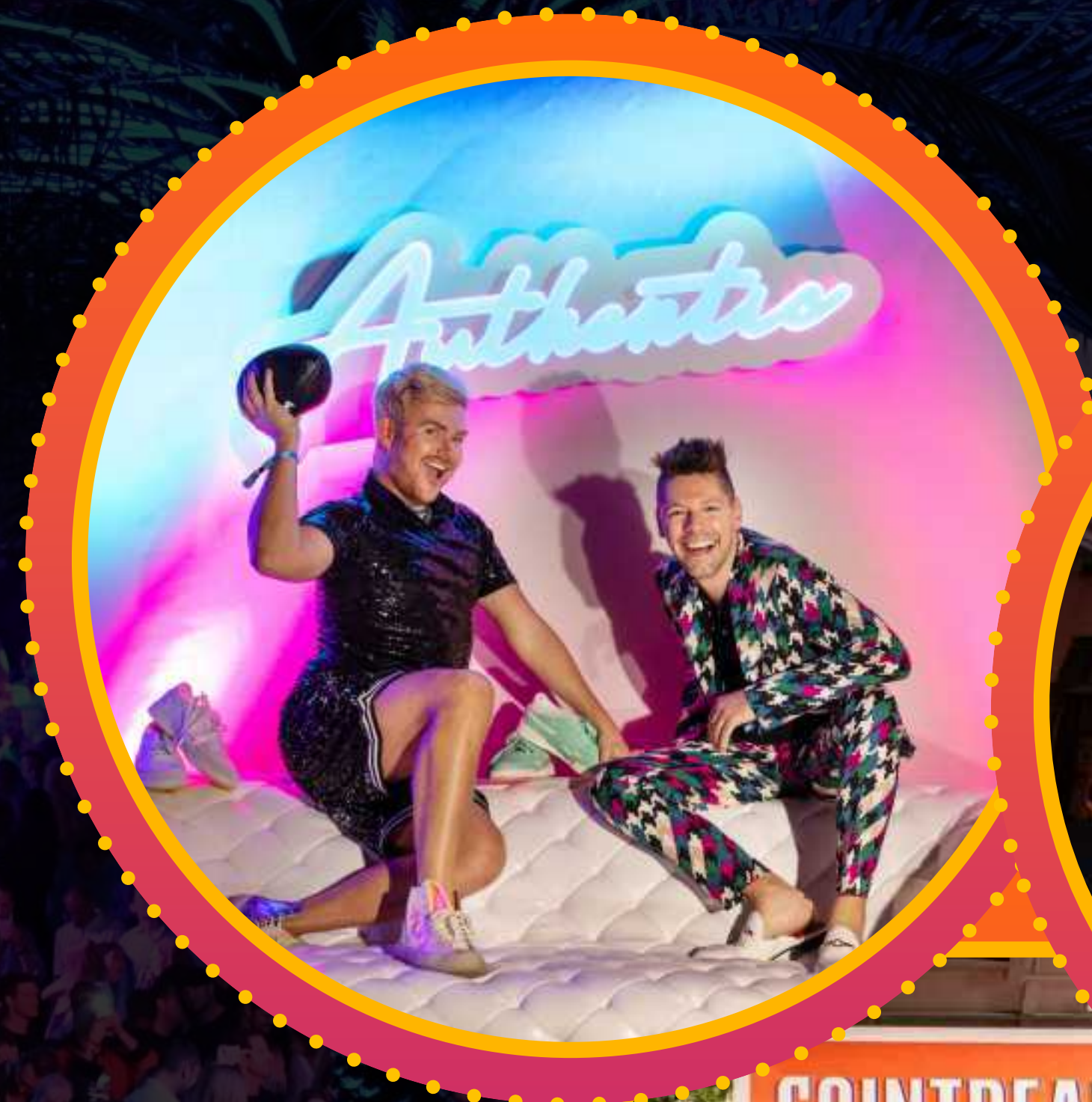
STARTING AT

★★★ **\$250,000** ★★★

- ★ Own SI The Party's VIP Area & Lounge
- ★ Lounge to be renamed "VIP presented by X"
- ★ Present and brand SI The Party Ferris Wheel with brand logo, archways, and more
- ★ Custom built over-sized experiential activations
- ★ Spirits Portfolio Exclusivity across all Categories featuring custom bottle presentations and cocktails
- ★ Dedicated Food Hall and Integrations custom built by SI The Party team
- ★ Dedicated & Branded VIP Hosting Area
- ★ Red Carpet Takeover ft. Branding, custom bar, and product giveaways
- ★ Custom PR Strategy and Amplification

We create custom packages for your brand based on your KPIs and Budget!

Sports Illustrated
The Party



ADDITIONAL OPPORTUNITIES

STARTING AT

★★★ **\$100,000** ★★★

- ★ Liquor Exclusivity + Pouring Rights
- ★ Dedicated on-site activation footprint
- ★ Custom designed and created activation
- ★ Custom content opportunities
- ★ Custom social integration
- ★ Sweepstakes with your brand
- ★ Dedicated & Branded VIP Hosting Area
- ★ Product Sampling
- ★ Artist/Celebrity Gifting
- ★ Product Launches
- ★ Custom PR Strategy and Amplification

We create custom packages for your brand based on your KPIs and Budget!

Sports Illustrated
The Party





PAST BRAND ACTIVATIONS





PAST BRAND ACTIVATIONS



Sports Illustrated

The Party

PARTNERSHIP INQUIRIES

Ryan McCallum

rmccallum@canadasportmarketing.com

Medium
Rare

TR5
TALENT RESOURCES
SPORTS

ABG
ENTERTAINMENT