

# THE Sports Illustrated AWARDS

20 **LIVE** 21

DECEMBER 7TH, 2021

SEMINOLE HARD ROCK HOTEL & CASINO  
FT LAUDERDALE, FLORIDA

Medium  
Rare

ABG  
ENTERTAINMENT



THE Sports Illustrated AWARDS



THE Sports Illustrated AWARDS





NO. **1**

**THE TRUSTED  
LEADER**

IN SPORTS JOURNALISM

SINCE  
1954

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

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

**Sports  
Illustrated**





# THE SPORTS ILLUSTRATED PLATFORM

## SOCIAL CHANNELS



**3.1MM**  
@SportsIllustrated



**1.5MM**  
@SportsIllustrated



**1.8MM**  
@SInow



**357K**  
@SportsIllustrated



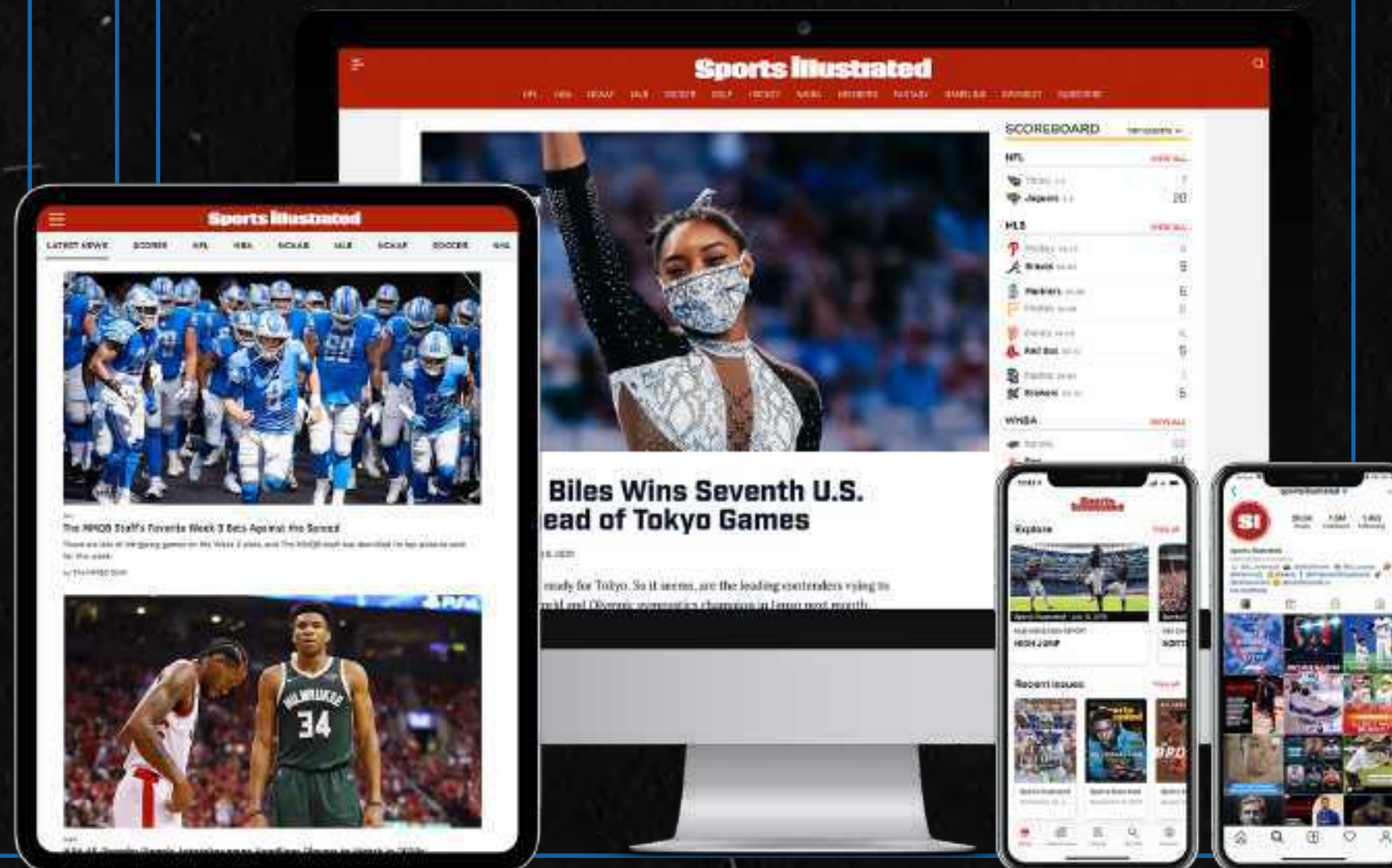
**1.2M**  
@SInow

**7.9MM**  
TOTAL SOCIAL MEDIA  
FOLLOWERS

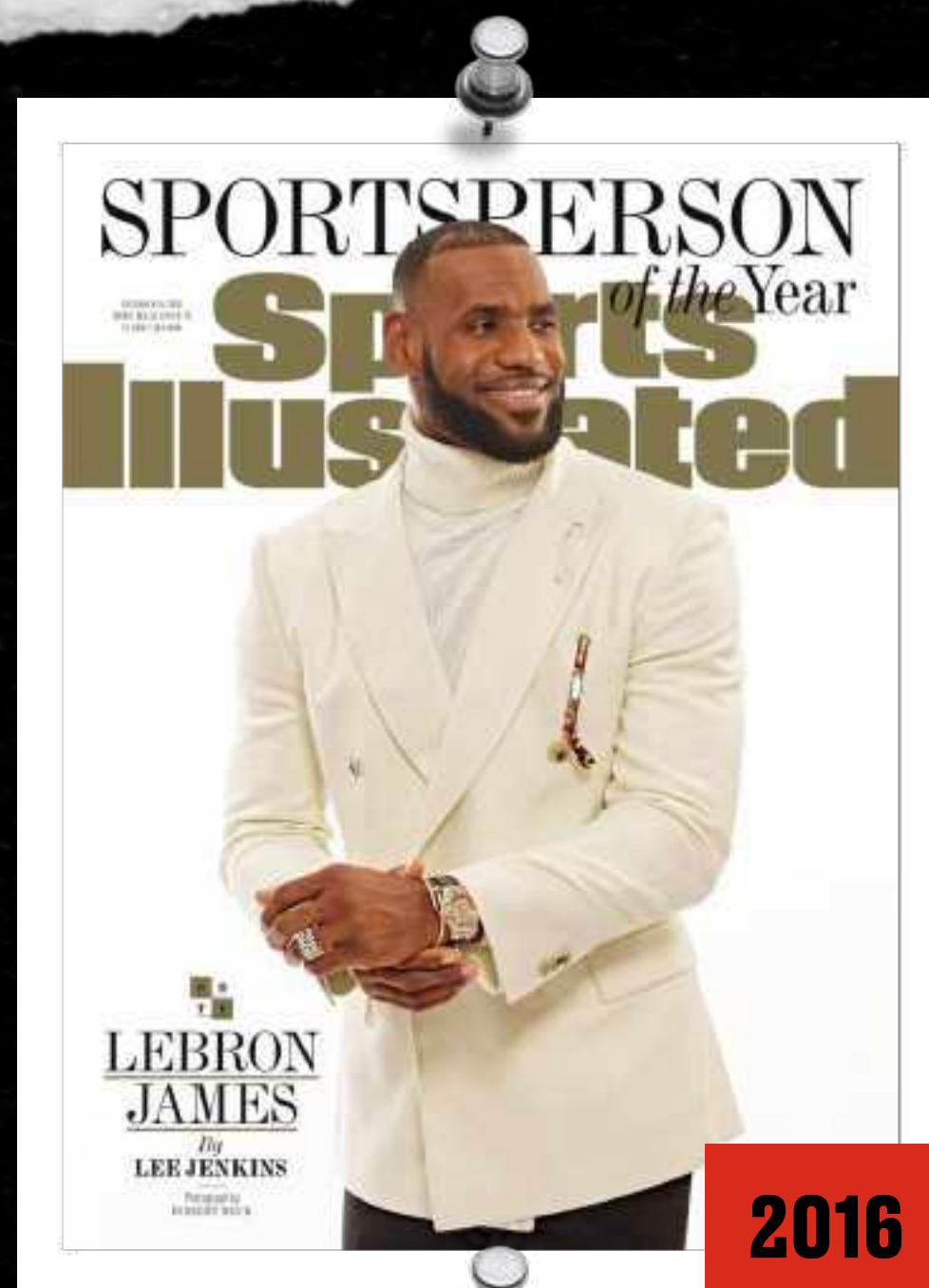
**SI.COM**

**80 MILLION**  
MONTHLY PAGE VIEWS

**30 MILLION**  
MONTHLY UNIQUE VISITORS







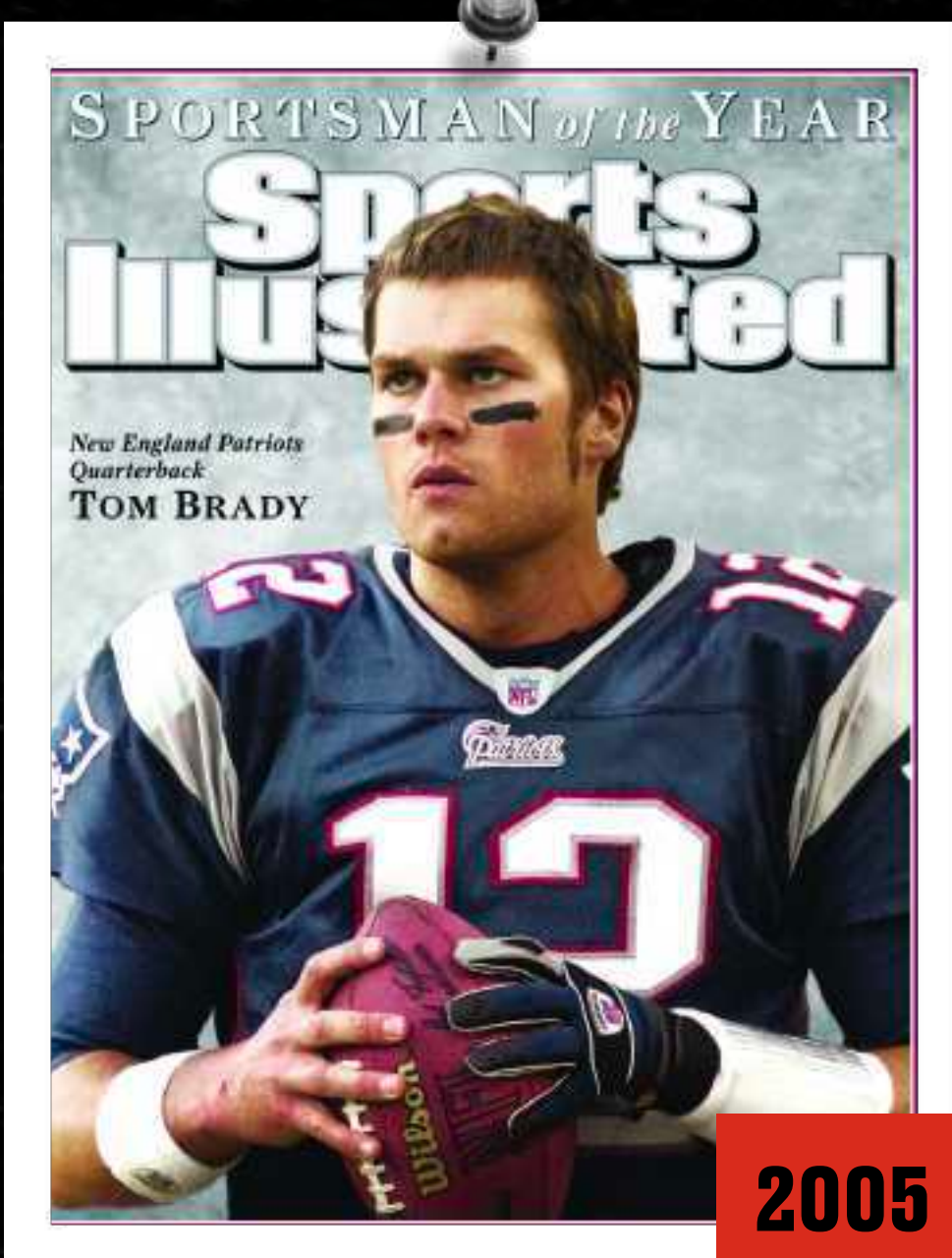
2016



2019



2015



2005



# SPORTSPERSON OF THE YEAR

Since its inception in 1954, Sports Illustrated has presented the Sportsperson of the Year award annually. With a ceremony each December, the awards are known as the preeminent award show in sports, creating global buzz.



# SPORTSPERSON HIGHLIGHTS THROUGH THE YEARS

- Billie Jean King (1972)
- Muhammad Ali (1974)
- Jack Nicklaus (1978)
- Kareem Abdul-Jabbar (1985)
- Joe Montana (1990)
- Michael Jordan (1991)
- Arthur Ashe (1992)
- Tiger Woods (1996 & 2000)
- Tom Brady (2005)
- Dwayne Wade (2006)
- Michael Phelps (2008)
- Derek Jeter (2009)
- Peyton Manning (2013)
- Serena Williams (2015)
- Megan Rapinoe (2019)
- LeBron James (2016 & 2020)





# MOMENTS HEARD AROUND

# THE WORLD



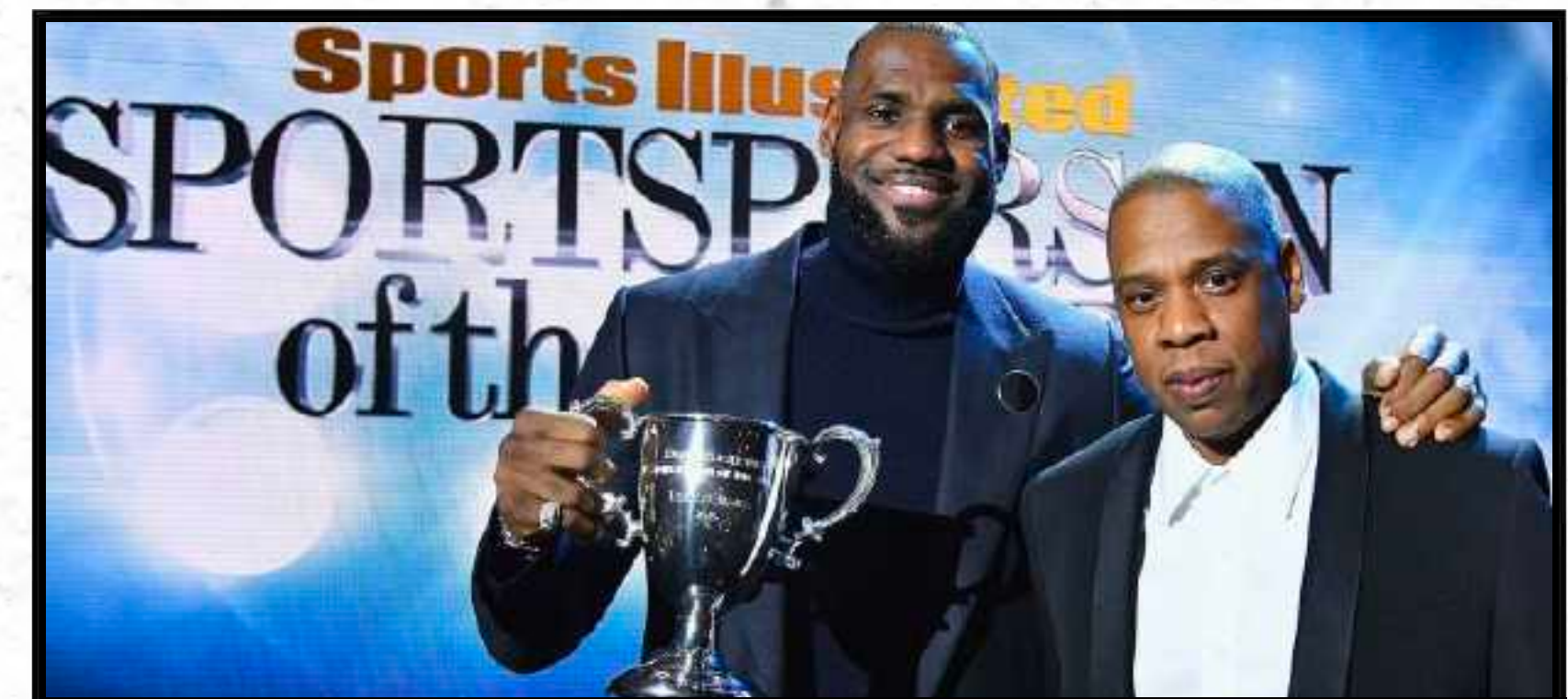
Beyoncé Presents Colin Kaepernick With The Muhammad Ali Legacy Award | 2017



President Bill Clinton Honors Magic Johnson | 2014



Jimmy Fallon Reveals J.J. Watt Is SI's Sportsperson of the Year | 2017



Jay-Z Presents Sportsperson of The Year to LeBron James | 2016





A CELEBRATION OF THE YEAR IN SPORTS

Medium Rare & ABG ENTERTAINMENT PRESENT

SPORTSPERSON of the YEAR

# THE Sports Illustrated AWARDS

DECEMBER 19, 2020 • 7PM EST  
WORLDWIDE LIVE STREAM FEATURING

LAURENT DUVERNAY-TARDIF BREANNA STEWART PATRICK MAHOMES LEBRON JAMES NAOMI OSAKA

## HOSTED BY

- LINDSEY VONN
- CHAD OCHOCINCO
- RICHARD JEFFERSON
- CARI CHAMPION

## FEATURED AWARDS

- BEST DRESSED PRESENTED BY JCPENNEY
- BREAKOUT OF THE YEAR PRESENTED BY EMSCULPT NEO
- GAME OF THE YEAR PRESENTED BY BROOKS BROTHERS
- INSPIRATION OF THE YEAR
- MUHAMMAD ALI LEGACY PRESENTED BY WHEATIES
- PLAY OF THE YEAR
- PLAYER OF THE YEAR PRESENTED BY YAPPA
- SPORTSKID OF THE YEAR
- TEAM OF THE YEAR

## MUSICAL PERFORMANCES

GUCCI MANE • STEVE AOKI • DJ DIESEL

## PARTNERS

GENERAL INSURANCE logitech NAUTICA YAPPA WHEATIES JCPenney EMSCULPT NEO EMOVI Brooks Brothers

STREAMING FREE WORLDWIDE

facebook twitch LinkedIn YouTube LIVE X LIVE Twitter

SportsIllustratedAwards.com

# SPORTS ILLUSTRATED AWARDS

2020 RECAP

## AN ALL-NEW LEGACY

Building upon the success of the Sportsperson of the Year awards, The Sports Illustrated Awards premiered in 2020 as a further evolution of the franchise. The revamped show transformed and expanded the program to include an all-star hosting cast, all-new award categories, live performances, and a worldwide broadcast.

## SPORTSPERSON OF THE YEAR WINNERS

Amid an unprecedented year driven by conversations regarding the COVID-19 pandemic, social injustice and a divisive presidential election, Sportsperson of the Year winners LeBron James, Patrick Mahomes, Naomi Osaka, Breanna Stewart, and Laurent Tardif all joined the SI Awards for incredible live interviews.

## THE AWARD SHOW

Hosted by Lindsey Vonn, Chad Ochocinco, Richard Jefferson, and Cari Champion, the SI Awards introduced all-new awards including Breakout of the Year, Game of the Year, Player of the Year, Best Dressed, The Muhammad Ali Legacy Award and more!

## THE VIRAL RESULTS

With appearances and performances from some of the biggest names in sports and entertainment, the SI Awards garnered over 5 million views and tens of millions of impressions across the SI editorial platform, cementing it as one of the biggest celebrations in sports history.



TOTAL LIVE VIEWS  
**5,109,859**

TOTAL EARNED MEDIA IMPRESSIONS  
**2,543,493,939**

TOTAL EARNED SOCIAL IMPRESSIONS  
**33,323,069**





**THE WORLD'S  
BEST ATHLETES**



**WORLD-RENOWNED  
MUSICAL PERFORMANCES**



**INCREDIBLE  
STUDIO PRODUCTION**



**RICHARD JEFFERSON, CARI CHAMPION, CHAD  
'OCHOCINO' JOHNSON, LINDSEY VONN**

**ALL STAR CAST**



# 2020 SPORTSPERSON OF THE YEAR

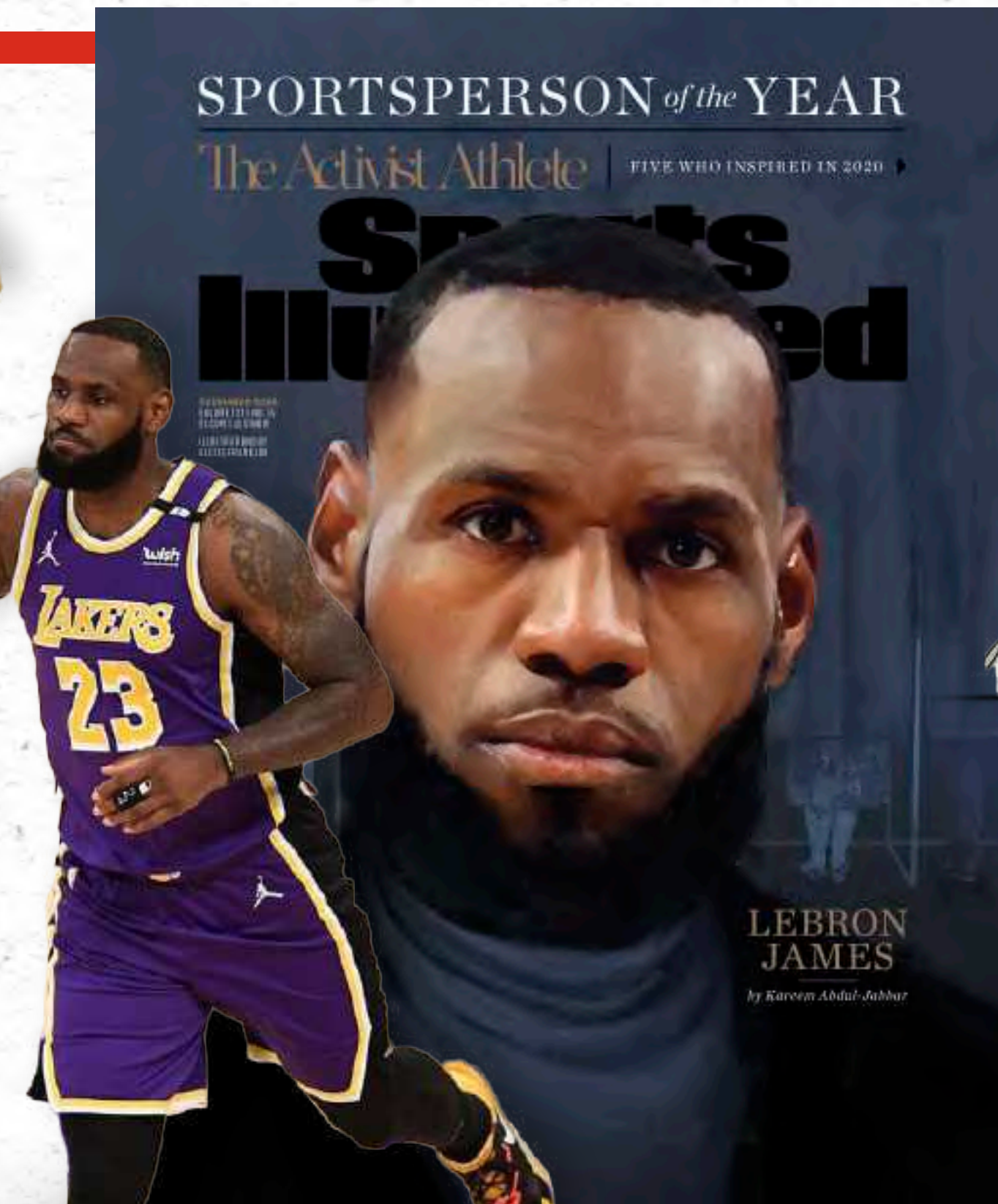
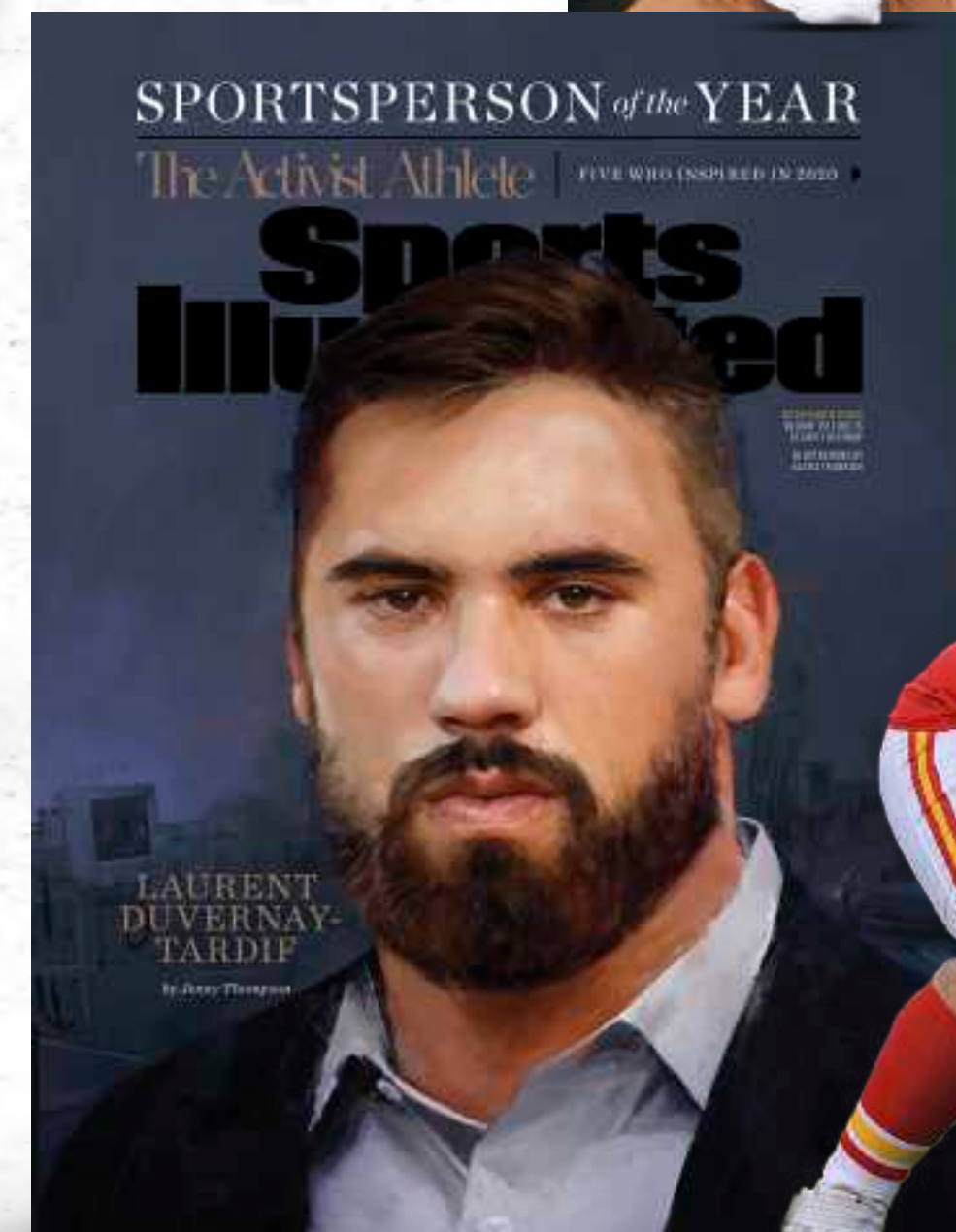
# WINNERS

**PATRICK  
MAHOMES**



**NAOMI  
OSAKA**

**LAURENT  
DUVERNAY-TARDIF**



**LEBRON  
JAMES**

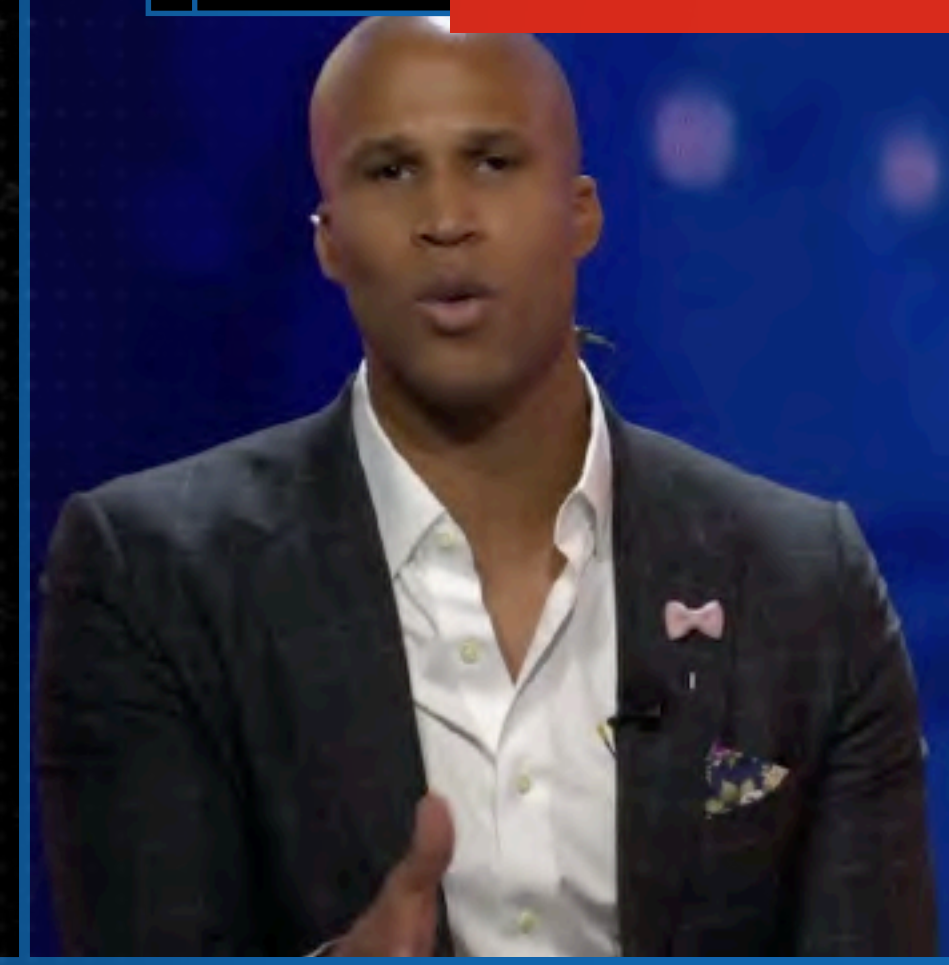


**BREANNA  
STEWART**



LEBRON JAMES

MUHAMMAD ALI LEGACY AWARD



MOOKIE BETTS

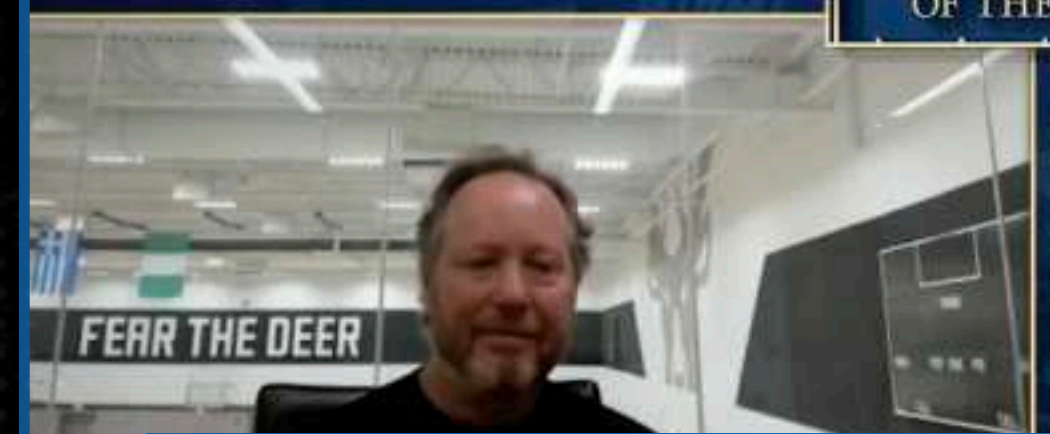
PLAYER OF THE YEAR



TEAM OF THE YEAR

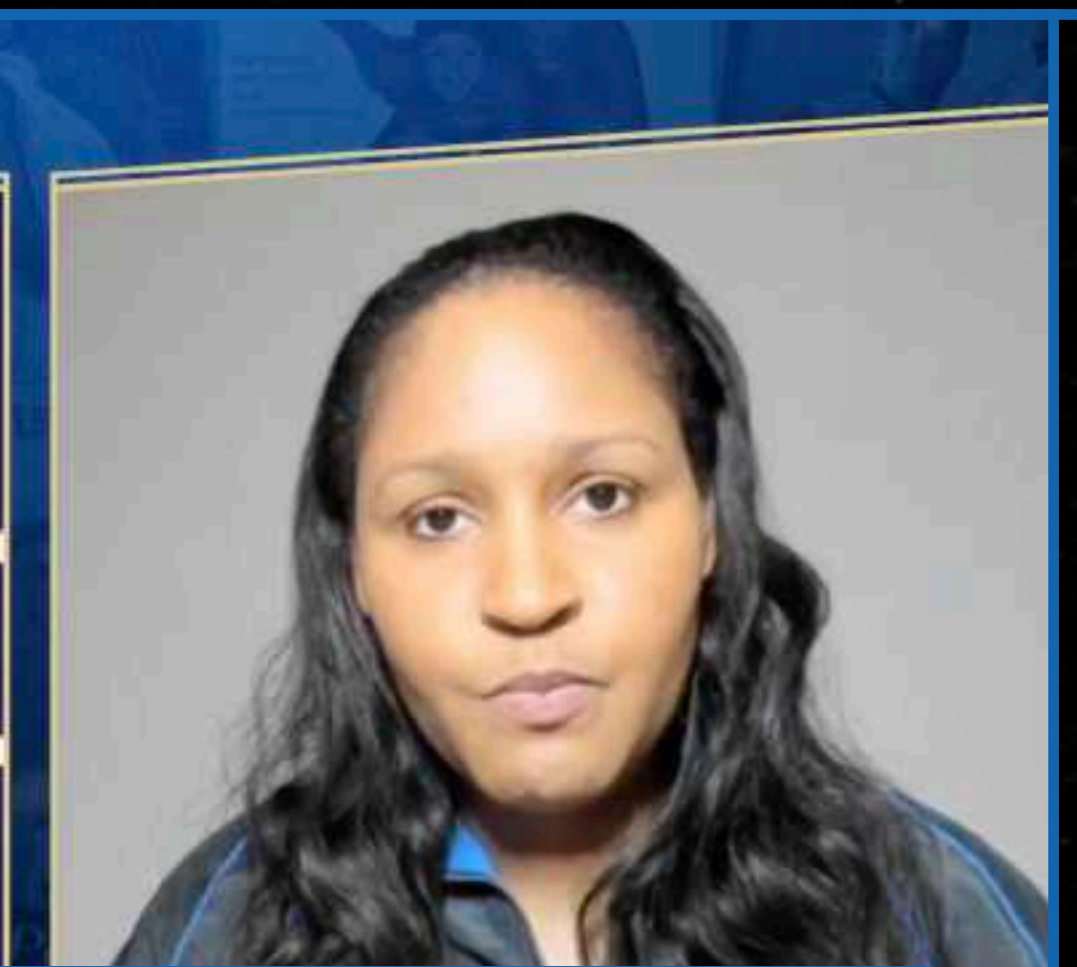


KHRIS MIDDLETON



MILWAUKEE BUCKS

TEAM OF THE YEAR



MAYA MOORE

INSPIRATION OF THE YEAR



**DEANDRE HOPKINS**  
**BEST DRESSED**



**JAMAL MURRAY**  
**BREAKOUT OF THE YEAR**



**BRETT PHILLIPS**  
**GAME OF THE YEAR**

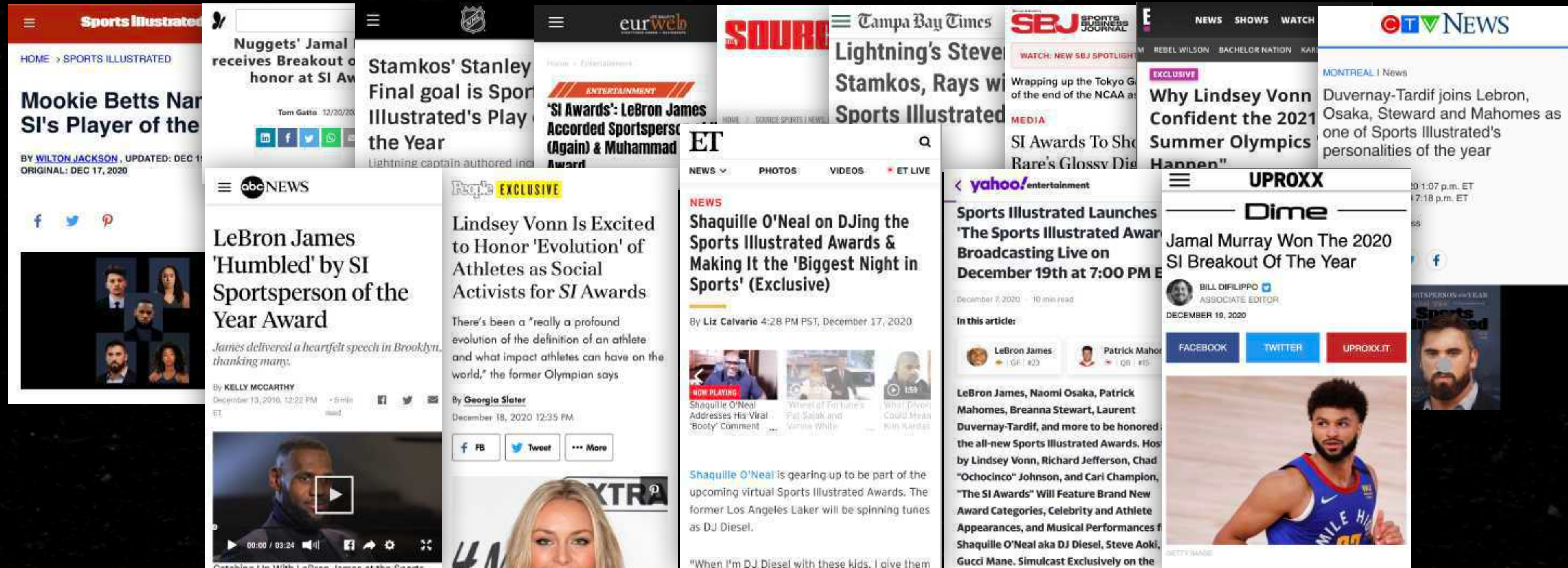


**STEVEN STAMKOS**  
**PLAY OF THE YEAR**





# MEDIA & PR BUZZ



TOTAL EARNED MEDIA IMPRESSIONS  
**2,543,493,939**

TOTAL PUBLICITY VALUE  
**\$163,091,148**



# BY THE NUMBERS



2.5B

EARNED PR  
IMPRESSIONS

5.1M

LIVESTREAM  
VIEWS

33.3M

SOCIAL MEDIA  
IMPRESSIONS

1.5M

SOCIAL MEDIA  
ENGAGEMENT  
(NUMBER OF INTERACTIONS)



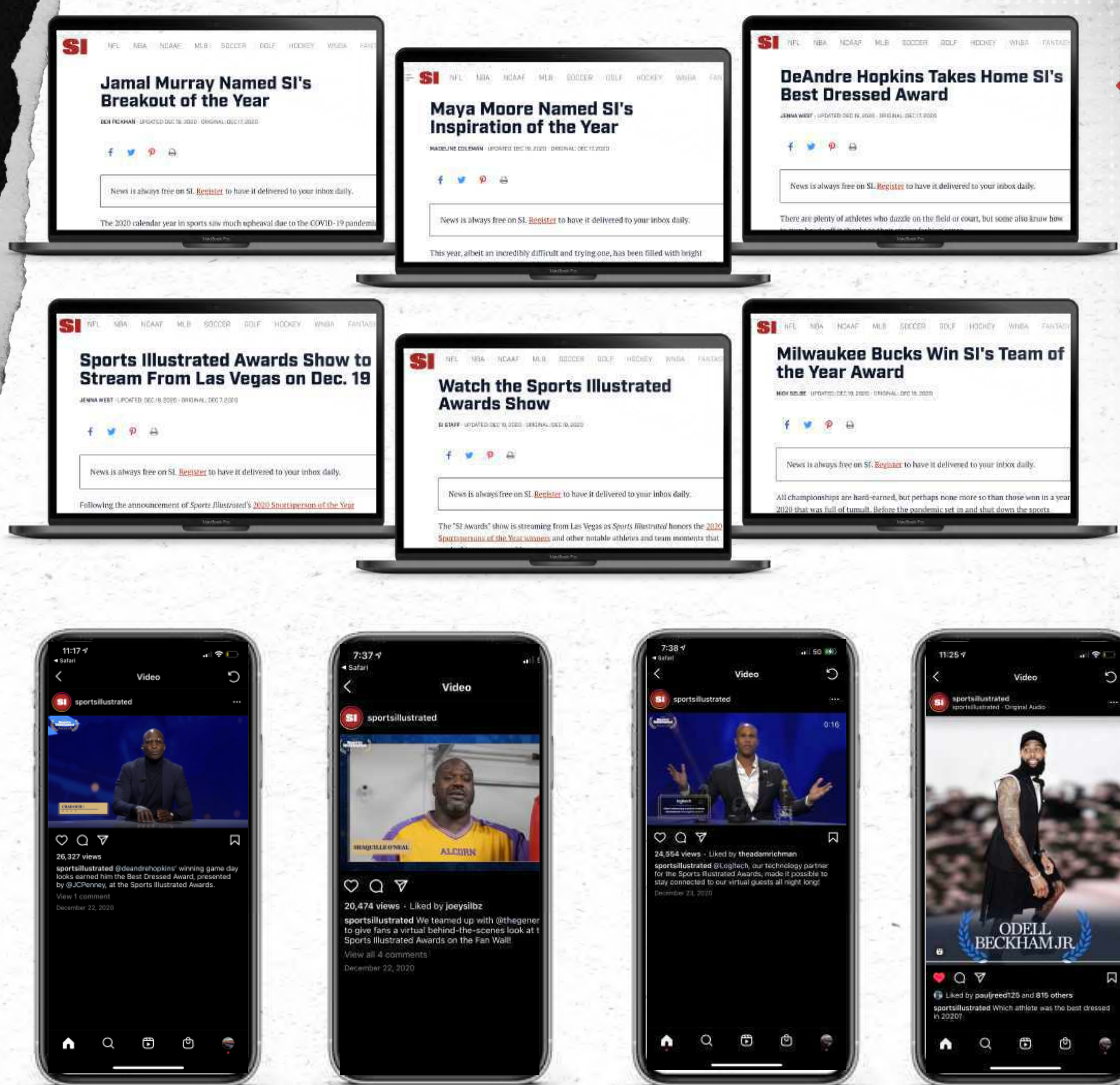
4.2M

SOCIAL MEDIA  
VIDEO VIEWS



# SPORTS ILLUSTRATED AWARDS DIGITAL CAMPAIGN

The SI Awards is the most exciting time of the year on Sports Illustrated owned and operated channels. From the magazine cover and dozens of web editorials to homepage takeovers, and custom social application, the SI Awards campaign attracts countless eyeballs yielding massive engagement.



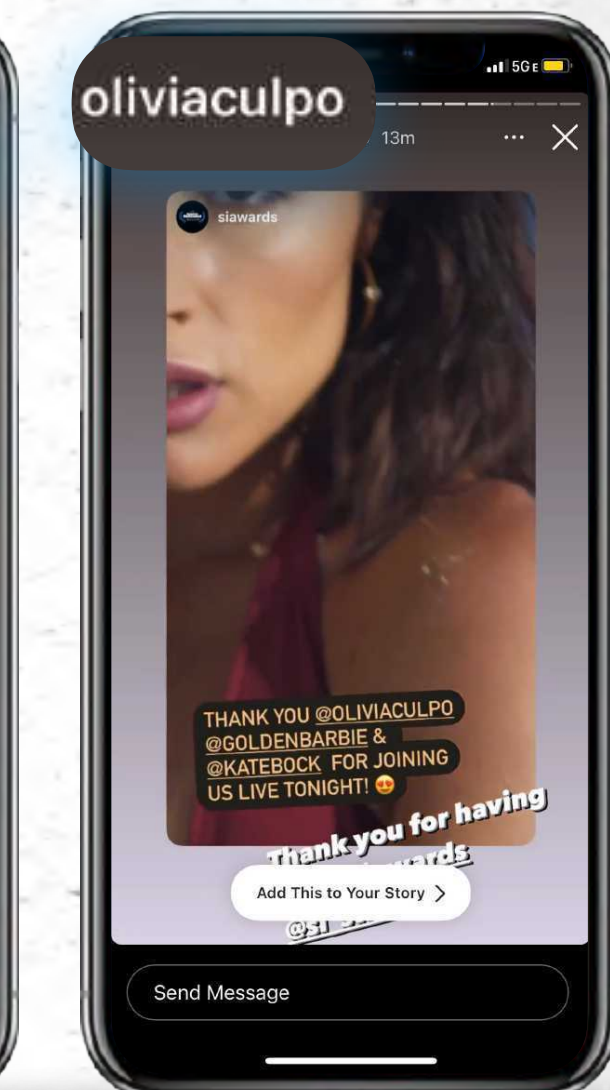
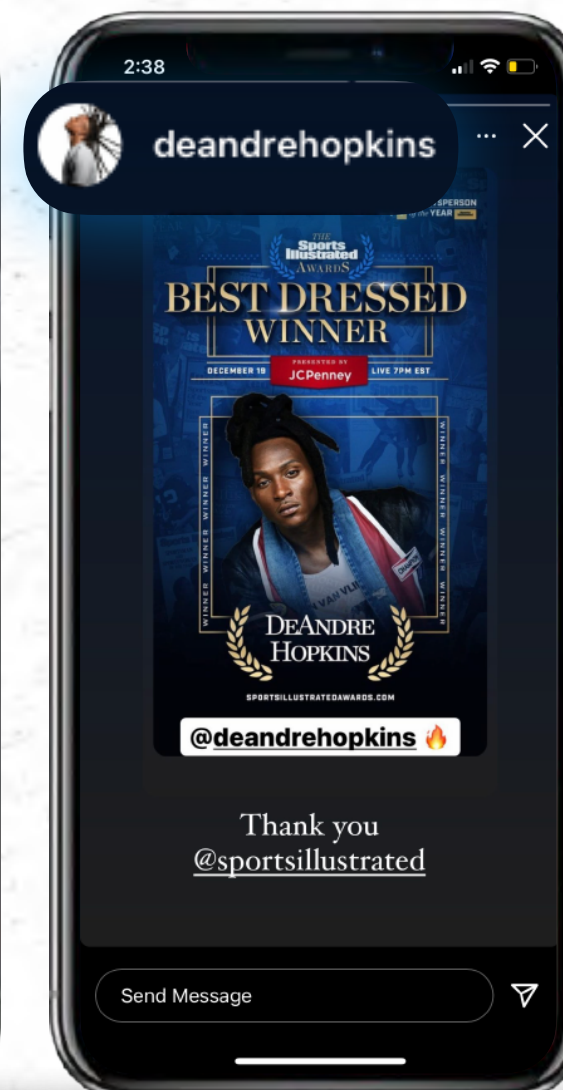
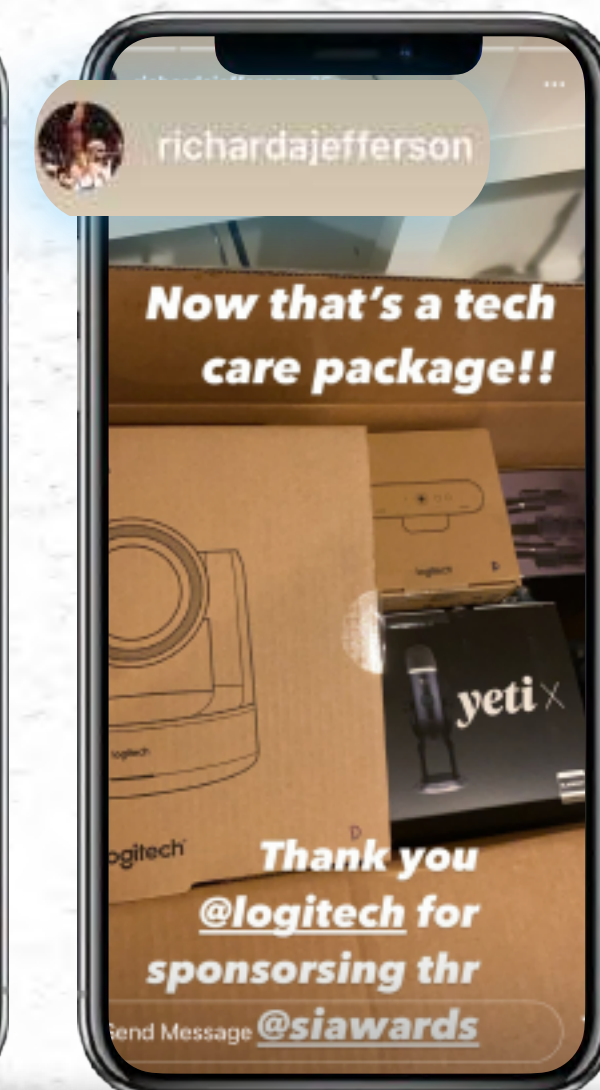
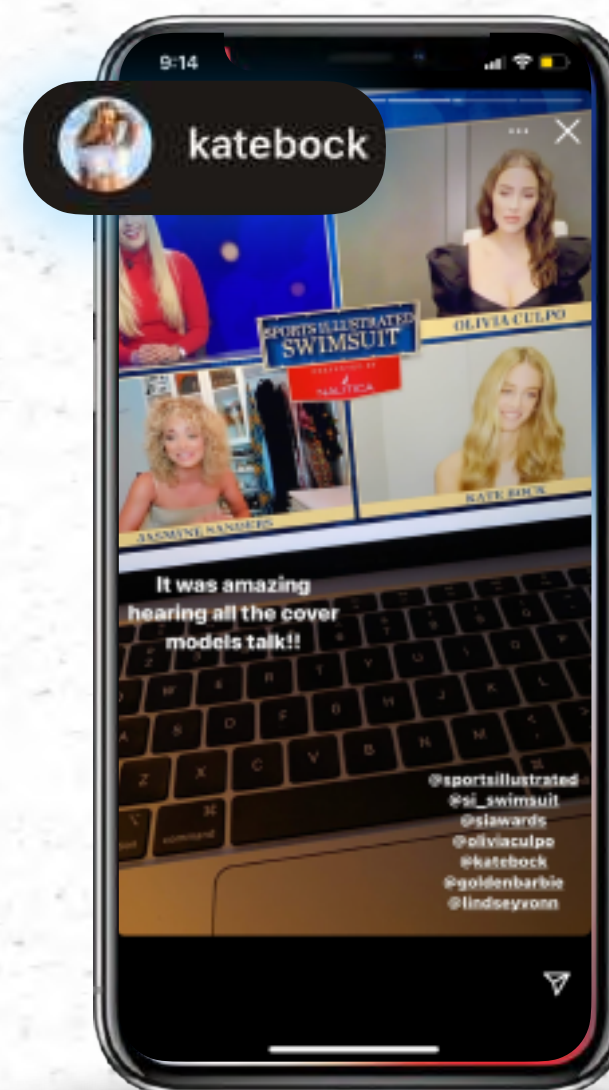
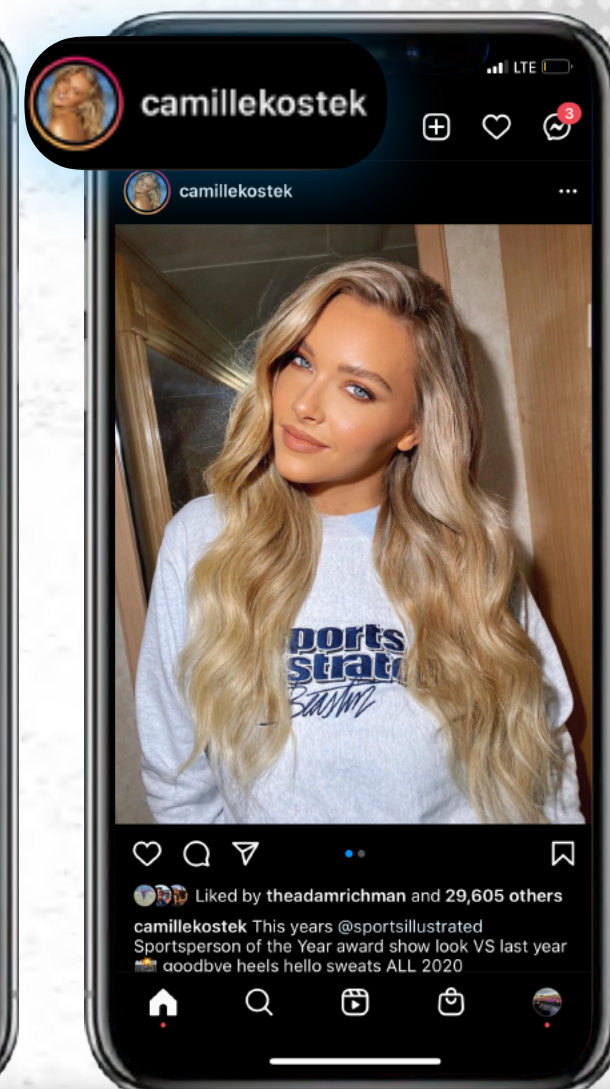
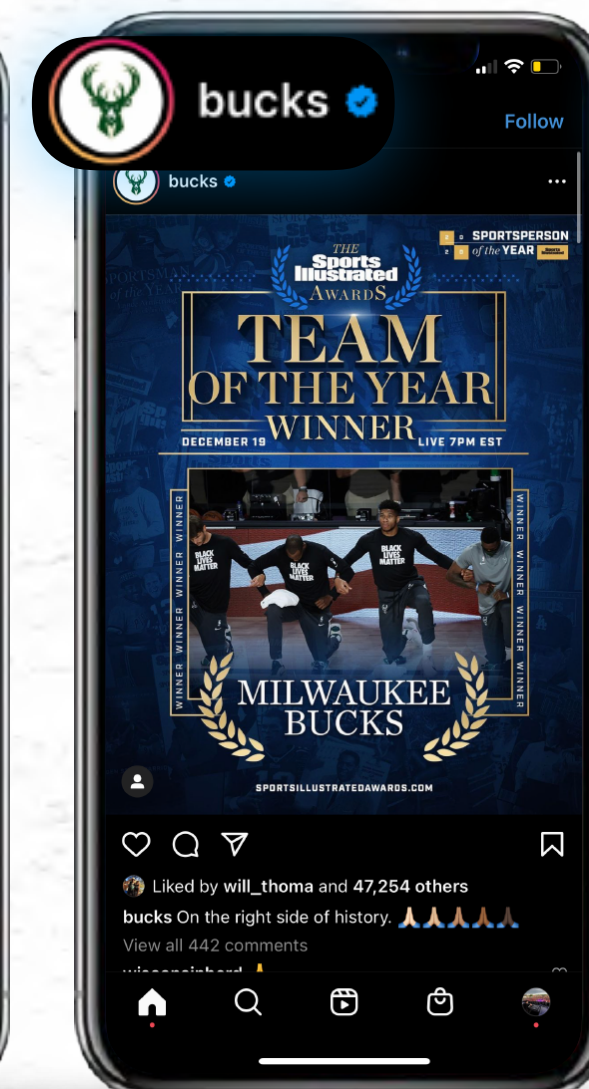
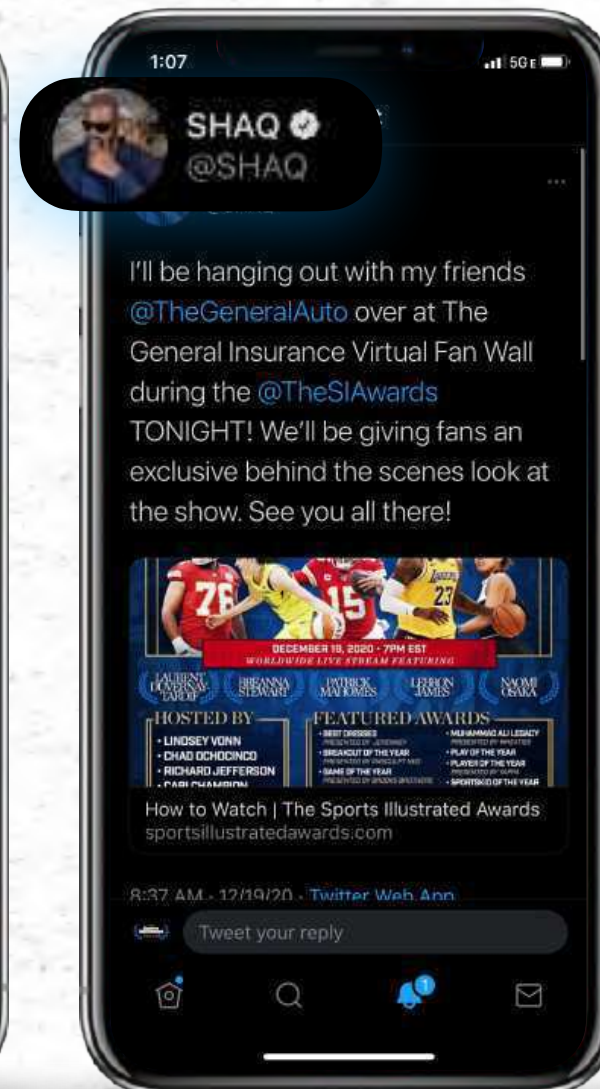


# 185M

## ORGANIC CELEBRITY IMPRESSIONS

Celebrities from all walks of life came together to support the first-ever Sports Illustrated Awards.

**ALL CELEBRITY POSTS WERE ORGANIC!**





**INTRODUCING**

**THE**  
**Sports Illustrated**  
**AWARDS**

**20** **LIVE** **21**

**DECEMBER 7, 2021**  
**THE MOST EXCITING NIGHT IN SPORTS**

- **Live From The Hard Rock**

An all-new live format featuring the world's best athletes, celebrity presenters, and musical performances in-person in front of thousands of fans at the legendary Hard Rock Hotel & Casino in Fort Lauderdale, FL.

- **Sportsperson of The Year Winner Revealed Live**

For the first time ever, the Sportsperson of The Year winner will be revealed live on the show!

- **Superstar Talent**

Prepare for the biggest stars in sports coming together LIVE at the SI Awards! Talent will be billed and marketed ahead of the event driving both increased PR and viewership.

- **'Television Special Quality'**

Filmed live with state of the art television production on a custom built Sports Illustrated set.

- **A Worldwide Broadcast Event**

Fans around the world can watch the SI Awards free of charge across all SI's social media and streaming channels (YouTube, Facebook, Twitch, Twitter, etc).

- **New & Modernized Awards**

In addition to the Sportsperson of the Year winners, all new award categories have been added.

- **Musical Performances**

Live performances from superstar musical artists coupled with incredible stage production.

- **360 Brand Partnership Integrations**

Ability for partners to present individual SI Awards + leverage cross-channel marketing and editorial touchpoints across the SI media platform.





# THE VENUE

**HARD ROCK LIVE**

**SEMINOLE HARD ROCK HOTEL & CASINO  
FT LAUDERDALE, FL**



- The Sports Illustrated Awards are excited to be moving to their new home — The Seminole Hard Rock Hotel & Casino in Fort Lauderdale, FL!
- The 7,000-person capacity Hard Rock Live opened its doors to sellout crowds and standing ovations. Primed as the epicenter of South Florida entertainment, The SI Awards' new home hosts state-of-the-art technical capabilities that will feature a custom SI-branded studio set and over-the-top live production.
- The resort is centrally located 10 minutes from Fort Lauderdale-Hollywood International Airport, 15 minutes from Fort Lauderdale's beaches, and just 30 minutes from Miami!
- The Hard Rock Live has or will host notable events such as: Miss Universe, Alicia Keys, Guns N' Roses, Sebastian Maniscalco, Trevor Noah, Metallica.
- Featuring DAER Nightclub and Dayclub on premises, prepare for incredible nightlife offerings throughout the SI Awards weekend.
- Seminole Hard Rock Hotel & Casino Hollywood is a AAA Four Diamond-rated, characterized by authentic memorabilia that surrounds stay, play, and dine resort amenities. The Guitar Hotel features 750+ upscale guest rooms and unique swim-up suites plus features the largest casino in South Florida with an array of table games and slots!



**ONLY 30 MINUTES FROM MIAMI, FLORIDA**





# THE TALENT

## SUPERSTAR ATHLETES

- Award winners will accept their trophies live and in-person at the Hard Rock Theatre in front of a large-scale crowd.
- From LeBron to Tiger and Serena, all of the biggest names in sports have graced the SI Awards. With the enhanced award categories, expect the most athlete appearances to date!

## MUSICAL PERFORMERS

- The intersection of sports & music has never been stronger. The SI Awards will embrace that by adding live superstar musical performers throughout the night.
- Artists will perform live on an extravagant stage with never-before-seen production and special effects.

## CELEBRITY PRESENTERS

- The SI Awards will recruit an all-star lineup of top athletes and celebrities to keep the show fun and engaging.
- 2020 hosts included: Chad 'Ochocinco' Johnson, Lindsey Vonn, Richard Jefferson & Cari Champion.



# THE 2021 **AWARD** **PROGRAM**

- For the first time ever the Sportsperson of the Year winner will be revealed live on the show!
- The SI Awards will feature an array of awards honoring some of the world's best athletes and most inspirational moments of the year.
- Award winners will join the SI Awards live or remotely for brief acceptance speeches and custom content throughout the show.
- The Awards Program is the foundation of the show and is heavily promoted across SI channels via dedicated editorial content and promotion on social media.
- Brand partners have the opportunity to present an award of their choosing — (i.e. The Muhammad Ali 2020 Legacy Award presented by Wheaties).

- Sportsperson of the Year
- Muhammad Ali Legacy Award
- Game of the Year
- Breakout Athlete of the Year
- Best Dressed of the Year
- Team of the Year
- Inspiration of the Year
- Play of the Year
- Player of the Year
- Sportskid of the Year

## NEW 2021 AWARD CATEGORIES

- Social Media Star of the Year
- Executive of the Year
- E-Sports Athlete of the Year
- Hometown Hero of the Year
- Love of the Game Award
- Fighter of the Year Award





# MARKETING AND MEDIA CAMPAIGN

- Honoring some of the biggest names in sports combined with an all-star cast and superstar artists, The SI Awards will be an internet sensation. The new event format will be announced with a national press conference, exclusive media placements, and via promotions across all SI media channels.
- National Marketing & Media campaign across SI Media and national outlets positioning The SI Awards as the preeminent award show in sports.
- National press conference with leading sports and entertainment media outlets to announce the event (NY Times, USA Today, Forbes, AP, CBS Sports, Bleacher Report, etc)
- An SI Awards hub and homepage takeover on [SI.com](https://www.si.com) featuring dozens of editorials highlighting award nominations, winners, and the best moments from the show.
  - 80M Monthly Page Views, 30M Monthly Unique Visitors, 8M+ Social Reach
- We will work with our global streaming partners to deliver the event live to millions around the world and host the broadcast natively on SI's social media.
- Dedicated post-event press showcasing the Sportsperson of the Year winner and profiling all event winners across SI channels and amplified via top national media outlets.







# THE SI AWARDS PR AND MEDIA CAMPAIGN



## NOV 9 ANNOUNCEMENT DAY

- Official event flyer released with participating athletes, musical performers, and brand partners
- Press Conference - SI to host a national press conference with top national media outlets (NY Times, USA Today, Forbes, AP, CBS Sports, Bleacher Report etc)
- Press Release - Official press release distributed to the top publications around the world. Press release to detail the new event format, nominees, musical performers, and brand partners
- Cross-platform promotion and dedicated editorials from SI media channels
- Award nominations announced in conjunction with brand partners

## NOV 10 - DEC 6 MARKETING & PR BLITZ

- PR features and editorials showcasing award nominations
- SI Awards hub live on homepage
- Interactive social media campaign featuring athlete nominees
- Social blitz and editorial content across all SI channels showcasing new show format
- Live TV appearances from award nominees, artists, and event host to promote the event

## DEC 7 THE SI AWARDS

- The SI Awards live event & broadcast at the Hard Rock Hotel
- SI Awards hub prominently featured on SI homepage
- Go Live campaigns on all platforms (YouTube homepage, Twitch homepage + carousel, Twitter event page, TikTok push notification, etc)
- Social posts from @SportsIllustrated and participating talent when going live
- Day-of media and PR to run and support the broadcast and brand partners

## DEC 7-29 POST BROADCAST MARKETING

- Campaign across SI Media and top outlets showcasing the SI Award winners
- PR team to disseminate event highlights to top national media outlets. Clips to specifically include speakers, breakthrough moments, & brand partners segments
- Production and release of the SI Awards official event recap movie across SI Media channels





# DISTRIBUTION AND VIEWERSHIP

- The SI Awards guarantees 5 million+ live viewers to tune into the broadcast alongside 500+ million media impressions surrounding the event — that is more viewers than an average NFL game!
- The SI Awards will partner with lead streaming platforms to broadcast the event free of charge around the world.
- Through meaningful marketing partnerships, the broadcast will receive homepage and leading placements ie: YouTube homepage placement, Facebook sports amplification, custom Twitter event page, Twitch homepage carousel, etc.
- At the intersection of sports & music, the event format will be exciting for everyone! From causal sports fans and music lovers, to over-the-top sports enthusiasts, the SI Awards will be programmed for mass market appeal across all demographics.
- The broadcast will be aired across all of Sports Illustrated's social media channels, participating talent social media channels, as well as brand partner websites and social channels.

## BROADCAST PARTNERS







JOIN US  
**DECEMBER 7TH, 2021**

**PARTNERSHIP INQUIRIES**

**RYAN McCALLUM**  
[rmccallum@canadasportmarketing.com](mailto:rmccallum@canadasportmarketing.com)

*Medium  
Rare*

**ABG**  
ENTERTAINMENT

