

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

BRAND PARTNERSHIPS

- Revamped for 2021, The SI Awards are a viral platform for brand partners looking to connect with sports and entertainment enthusiasts around the world.
- SI is seeking a limited number of brand partners to power the broadcast and play a pivotal role in the finest honor in sports.
- By authentically integrating into the programming of the event, brand partners will have the ability to present individual SI Awards, various segments of the broadcast, and work with SI to create custom branded content throughout the show.
- Beyond the Award Show, partners will be showcased across the SI Media platform via editorial content and social media amplification.
- The SI Awards has a variety of brandable assets including:
 - Presenting Individual SI Awards
 - Presenting Musical Performances
 - Exclusive VIP Fan Zones
 - In-show custom branded content & commercial spots
 - Host Mentions / Product Placement
 - Custom branded content with the SI Hosts
 - Social media campaigns across official SI channels
 - Branded at-home activations and experiences during the live broadcast



THE PRESENTING PARTNERSHIP

\$500,000

MARKETING AND MEDIA

- Event to be renamed featuring the Presenting Partner e.g. "The Sports Illustrated Awards Presented by X" or "The SI Awards Presented by X"
- New official event logo lockup created featuring Presenting Partner used across all marketing and media assets
- All mentions of the SI Awards to include Presenting Partner both in logo and/or in text mentions
- Social amplification from Sports Illustrated channels: 3x IG Feed Post, 5x IG Stories, 3x Tweets, 3x Facebook Posts tagging our Presenting Partner
- Social amplification from @SIAwards: 5x IG Feed Post, 10x IG Stories, 5x Tweets, 5x Facebook Posts tagging our Presenting Partner
- Presenting Partner to be showcased as the lead brand across marketing & PR, with custom mentions in all press releases
- 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 SI media channels
- Brand category exclusivity

THE LIVE BROADCAST

- Co-branded event logo featuring the Presenting Partner showcased on live broadcast stage
- The Presenting Partner will present 1x SI Award to one of the world's top athletes (Key Award to be renamed featuring Presenting Partner)
- Co-branded event logo digitally watermarked throughout the broadcast to appear on all distribution platforms
- Opportunity to air 2x branded commercial spots (:60 seconds each)
- Prominent live mentions throughout the broadcast from the event host
- Highest brand share of voice throughout the broadcast
- Inclusion in custom countdown graphics before the broadcast begins and custom thank-you graphics after the broadcast ends
- Ability for company Ambassador / Executive to present an award to one of the world's best athletes
- Ability to broadcast "The Sports Illustrated Awards" or "The SI Awards" across company website, intranet, and social media channels
- Incredible Hospitality & VIP Ticket offerings



PRESENT INDIVIDUAL SI AWARDS

\$150,000 - \$300,000

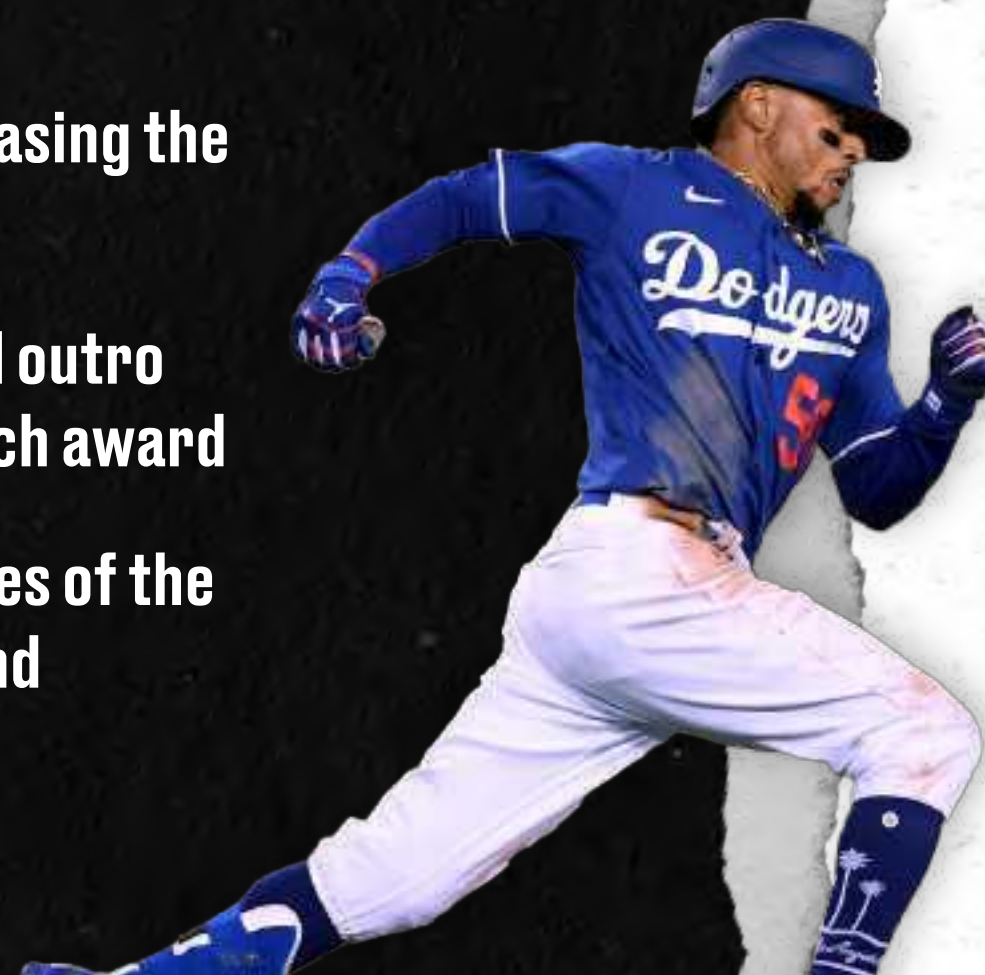


SI is offering brand partners an opportunity to present individual SI Awards. During the show, your brand's award will be presented live to one of the world's top athletes. Each award will have its own robust marketing and social campaign, garnering millions of media impressions.

- SI Award will be renamed to be presented by your brand
 - IE: Breakthrough of The Year Presented By __X__
- Each award will get its own custom logo lockup including your brand logo
- Each award will have a robust marketing/PR campaign across SI Media channels beginning from the announcement of the nominees all the way through the event itself
- SI Award trophy received by winner to include custom lockup logo + partners will have the ability to include additional prizing
- Social amplification from @SportsIllustrated: 1x IG Feed Post, 2x IG Stories, 2x Tweets, 2x Facebook Posts tagging the Award Partner
- Social amplification from @SIAwards: 3x IG Feed Post, 5 IG Stories, 3x Tweets, 3x Facebook Posts tagging our Award Partner
- Dedicated media and artwork showcasing the award & nominees
- Custom branded broadcast intro and outro showcasing the Award Partner of each award
- Video highlights showing the nominees of the award will be presented by your brand

THE 2020 SI AWARDS

- Sportsperson of the Year
- Muhammad Ali Legacy Award
- Breakthrough Athlete of the Year
- Inspiration of the Year
- Team of The Year
- Play of the Year
- Executive of the Year
- Best Dressed of the Year
- Social Media Star of The Year
- Hometown Hero
- Moment of The Year
- SI All-American Team
- SportsKid of the Year



PARTNERSHIP OPPORTUNITIES



BRANDED FAN SECTION \$300,000+



- Have your own branded section at the SI Awards where your customers and clients can watch the awards live from the best seats in the house!
- Distribute tickets to your customers/clients with sweepstakes, promotional incentives, etc.
- Branded area inside Hard Rock Live that will be shown and mentioned during the broadcast

SUPERSTAR MUSICAL PERFORMANCES \$300,000



- Present the Superstar Music Performances during the Sports Illustrated Awards
- Music Performances to be renamed featuring your brand / logo lock-up to be created ie: "Musical Performances Presented by X"
- Custom branding within the musical performances during the show and across all marketing/media

EXPERIENTIAL ACTIVATIONS \$150,000+



- Utilize an existing experiential activation or work with the SI team to build one at Hard Rock Live for our 5000+ fans to interact with
- Activation will be featured and shown on the broadcast of the show
- Ability to create activations for GA, VIP, or Backstage

PARTNERSHIP OPPORTUNITIES



SI SWIMSUIT YEAR IN REVIEW \$150,000



- Present the SI Swimsuit Year In Review showcasing the SI cover stars and breakout models of the year in a custom branded content spot within the show
- Create a branded moment within the show presented by your brand honoring this past year's biggest SI Swimsuit stars

USA OLYMPIC RECAP \$200,000



- Have your brand present the 2020 Olympic look-back, custom branded content showing the USA's best moments throughout the Olympics
- Present an award to one of the USA's most decorated Olympians live during the show

VIP GIFTING \$50,000+



- Get your product/brand in the hands of the world's biggest athletes & celebrities
- Range of gifting options from being included in a gift bag, placed on VIP tables, or even demonstrating your product backstage!

THE HOSPITALITY

HARD ROCK LIVE

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

- **At the SI Awards - partners will enjoy the show from VIP tables located on the floor amongst our celebrity attendees. Tables will feature premium food and beverage options, serving as an incredible way to host your team and/or guests**
- **Outside of the Award Show, prepare for amazing events across the weekend including: Private Cocktail Receptions, Hosted Dinners, DAER Nightclub featuring superstar musical performers, and The Sports Illustrated Hard Rock Pool Party!**
- **Partners will have the ability to participate in all events throughout the weekend and can create their own branded receptions / cocktail hours / dinners at The Hard Rock surrounding the SI Awards!**
- **With custom crafted partnership packages that include everything from tickets to hotel rooms, The SI Awards is the perfect event to cap off 2021 and connect with some of the world's most notable celebrities and athletes!**





THE GENERAL INSURANCE
VIRTUAL FAN WALL



BROOKS BROTHERS
OFFICIAL WINNERS JACKET

2020
PAST PARTNER
ACTIVATIONS



WHEATIES
MUHAMMAD ALI LEGACY AWARD



NAUTICA
SI SWIM YEAR IN REVIEW

RELIVE THE 2020

SI AWARDS

WATCH NOW



WATCH NOW

OVER 5M VIEWS ON
20+ PLATFORMS

THE Sports Illustrated AWARDS
20 LIVE 21

JOIN US
DECEMBER 7TH, 2021

PARTNERSHIP INQUIRIES
RYAN McCALLUM
rmccallum@canadasportmarketing.com

Medium Rare

ABG
ENTERTAINMENT

