SPEED LEAGUE SWIMMING (SLS)

EVENT & PRESENTATION FORMAT DOSSIER — PUBLIC VERSION

Scope: Defines how SLS events are staged, paced, and presented in-arena and on broadcast for **all SLS event types** (PPV, Race Night, Sprint Night), using the 25m clear arena pool and three-athlete race format.

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1. Role of This Dossier

This document explains:

- **How an SLS event actually runs** (run-of-show, pacing, segments)
- **How athletes are presented** (walkouts, on-deck behavior, interviews)
- **How fans experience the product** in the arena and via broadcast
- **How PPV, Race Night, and Sprint Night differ** in length, pacing, and presentation style

It is **public-facing** but detailed, and designed to:

- Lock in the **official event architecture** of Speed League Swimming
- Provide clarity for athletes, venues, broadcasters, and partners
- Protect the league's **unique event-family structure and presentation identity**

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2. Event Families: Three Types, One League

Speed League Swimming uses **one competitive system** (divisions, rankings, Trident) across **three event formats**:

1. **PPV Race Card** – Flagship, long-form, premium showcase
2. **Race Night** – Mid-length, higher-frequency event format
3. **Sprint Night** – Short-form, ultra-fast, sprint-focused format

All share the same core:

- three-athlete finals,
- Gold/Silver/Bronze lane identities,
- Top 15 division rankings,
- Trident title concept,
- the same 25m × 12.5m clear arena pool.

But each has **different presentation pacing rules**.

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3. Shared Event Identity (Applies to All Formats)

Before we split them, these are the **universal presentation rules** for every SLS event.

3.1 Three-Athlete Final Model

All events are:

- **three-athlete finals only**
- no heats, no semis, no prelims
- every race carries ranking implications

3.2 Lane Identity System

The same visual grammar is always used:

- **Gold Lane** – Trident holder or highest-ranked athlete in that race
- **Silver Lane** – second-highest-ranked
- **Bronze Lane** – third

Walkout order: **Bronze → Silver → Gold**.

3.3 The Signature Silence Moment

Before every start:

- Music cuts.
- Crowd noise naturally dips.
- Lighting locks onto the blocks and water.
- Start signal triggers from silence.

This is a **core emotional beat** of SLS.

3.4 Core Race Flow

Every race follows the same skeleton:

1. Race intro & slate
2. Walkout
3. Pre-start block moment & silence
4. Race
5. Result & confirmation
6. Replay (length varies by format)
7. Post-race interview (frequency varies by format)
8. Reset → next race

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4. PPV RACE CARD — FLAGSHIP EVENT FORMAT

4.1 Overview

- **Primary, launch event format**
- **15 total races**
- **Runtime:** ~3.0 - 4.0 hours
- **Tone:** cinematic, deliberate, premium, high-profile

PPV events are structured like a full fight card or race night: a **build from early contenders to marquee, title-relevant matchups and Trident defenses**.

4.2 Card Structure (Macro)

Default PPV layout (Commissioner can adjust):

- **Opening Block — Races 1–5**
  - Rising talent
  - Prospect vs ranked
  - Early contender fights
- **Mid Card — Races 6–10**
  - Ranked vs ranked
  - Clear storyline races

- o "Next in line" matchups
- **Main Stretch — Races 11–15**
  - o Biggest names
  - o Major Trident defenses
  - o Primary rivalries
  - o Main event typically Race 14 or 15

4.3 PPV Presentation Style

PPV is where the **full SLS presentation toolset** is used.

Walkouts:

- **Up to ~60 seconds per athlete**
- Individual track segment (edited clean)
- Full use of walkout lighting, tunnel glow, spotlights
- More camera time on the athlete walking to the blocks
- Gold Lane walkout framed as a mini "championship walk"

Storytelling:

- Rich context on:
  - o division rankings
  - o previous matchups
  - o Trident status
  - o trajectory (rising star vs established name)

Post-Race Interviews:

- **Every race** gets a short winner interview (20–30 seconds)
- Occasionally brief dual interviews when rivalry/trilogies demand it

Replay Packages:

- Default:
  - o 1–2 replays after each race
  - o Turn + finish in full
  - o Optional underwater or profile highlight

Resets:

- Slightly **longer reset windows** between certain races for:
  - o deeper graphic packages
  - o bigger narrative moments
  - o promotional inserts (next event, division overview)

PPV is the **premium SLS experience**, built for main broadcast partners, big in-arena nights, and top-tier athlete appearances.

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5. PPV Micro Flow — One Race in Detail

Approximate time per race segment: **3–5 minutes**.
(Tightly controlled but allowed to breathe.)

5.1 Pre-Race Slate (30–60 seconds)

- On screen:
    - Division
    - Event distance
    - Rankings for each athlete
    - Trident icon if applicable
    - One-line premise ("#2 vs #3 for next Trident shot")
- In-arena MC:
    - Short stakes call ("Winner likely earns the next Trident defense")

5.2 Walkout (up to 60 seconds/athlete)

- Bronze walks, then Silver, then Gold
- Individual music stings
- Lower-thirds: name, rank, division, lane color
- Camera focuses on body language, presence, arena reaction

5.3 On-Block & Silence (20–30 seconds)

- Athletes adjust goggles, stand on blocks
- Short final graphic with clear lane/athlete mapping
- Music stops → silence moment
- Head Official initiates start protocol
- Start tone/light → race begins

5.4 Race (distance dependent)

- Multi-angle coverage:
    - Above water
    - Through clear walls
    - Finish line camera

5.5 Result & Replay (~45–60 seconds)

- Provisional results shown, then confirmed
- Graphics show updated rankings indicator where relevant
- Replays:
    - At least the finish
    - Often a key turn or breakout

5.6 Post-Race Interview (20–30 seconds)

- On-deck quick hit:
    - "What did this win mean in this division?"
    - "What's next?"
    - Rivalry or Trident commentary if applicable

5.7 Reset (30–60 seconds)

- Short explanation of rankings implications
- Transition visuals to next race slate

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6. RACE NIGHT — MID-LENGTH FORMAT

6.1 Overview

- **Expansion format** (post-launch)
- **10–12 races**
- **Runtime:** ~2.0 hrs
- **Tone:** fast, sport-forward, still premium but less cinematic than PPV

Think of Race Night as your "weekly fight night" style property once the league scales.

6.2 Card & Presentation Differences

Walkouts:

- **20–30 seconds per athlete**
- Condensed lighting and music
- Fewer camera angles; straight down the ramp onto the deck

Storytelling:

- Focus on:
    - current rankings
    - recent results
    - immediate stakes ("winner moves into top 5")

- Less deep historical background than PPV nights

Post-Race Interviews:

- **Not every race**
- Primarily:
    - Trident defenses
    - Top-5 vs Top-5 matchups
    - Important upsets

Replay Packages:

- Shorter: mainly finish and maybe one key turn
- Designed to keep the event moving

Resets:

- Shorter transitions; goal is a **tight, snappy 120 minutes**

Race Night still feels big and premium, but **prioritizes pace over spectacle**.

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7. SPRINT NIGHT — SHORT-FORM SPECIALTY FORMAT

7.1 Overview

- **Specialty format** focused on traditional sprint events
- **10–12 races**
- **Runtime:** ~2 hrs
- **Tone:** explosive, compact, highlight-driven

Sprint Night is built to be **hyper-watchable and clip-heavy**, perfect for digital distribution and younger viewers.

7.2 Presentation Characteristics

Walkouts:

- **10–12 seconds max per athlete**
- Quick intro, minimal lighting shifts
- Minimal time from "name on screen" to "on the blocks"

Storytelling:

- One-line context only:
    - "#3 vs #4 in Sprint Free"
    - "Winner moves into Trident contention"
- Heavier emphasis on speed and pure race drama

Post-Race Interviews:

- Used sparingly:
    - major record
    - huge upset
    - key Trident storyline

Replay Packages:

- Very short — often just the finish, sometimes in real-time replays
- The race itself is the "clip"

Resets:

- Aggressive pacing; minimal downtime
- Rapid transitions from result to next slate

Sprint Night is the **densest**, fastest SLS product: **bang-bang-bang**, but still straight and clear.

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8. Shared Show Components & Roles

8.1 In-Arena MC

Common to all formats:

- Sets stakes, introduces races, reacts to big moments
- Tone: modern, sharp, not cheesy

PPV: more space for narrative VO
Race Night / Sprint Night: shorter, punchier hits

8.2 Broadcast Commentary

- Play-by-play: describes action, stakes, shifts
- Analyst: elevates technical understanding
- Sideline/interview: handles winner interviews and quick context updates

8.3 Head Official & Officiating System

- One on-deck Head Official visible on camera
- Camera-based and sensor-driven officiating environment backing the calls
- False start and rules enforcement as per Competition Dossier

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9. Visual & Audio Language (All Formats)

9.1 Visual Core

- The 25m clear arena pool is the visual anchor.
- Five-lane shell with three central race lanes.
- Visual palette:
    - water and clear walls as focal points
    - dark surrounding environment
    - controlled lane and accent lighting

9.2 Lighting States

All formats use the same states; **only durations change**:

1. Pre-Show Warm Arena
2. Card Intro / Cold Open
3. Walkout Mode
4. Start Lock
5. Race Mode
6. Finish Pop
7. Replay Glow
8. Reset to Pre-Walkout

PPV = slower and more theatrical transitions
Race Night = medium speed
Sprint Night = fast

9.3 Music

- No music during races.
- Music is used:
    - during walkouts
    - between races
    - subtly over resets
- No gimmick sound effects, no overbearing DJ identity.

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10. Fan Engagement

10.1 Tools Used

- Fan cams only in reset windows
- Simple "make noise" prompts
- Occasional predictive prompts ("Which lane takes it?")

10.2 Tools Avoided

- Mid-event stunt games
- Overlong crowd segments that break pacing
- Anything that distracts from the race product

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11. On-Deck Presentation & Safety

- Deck remains clear: athletes, Head Official, lifeguards, essential crew only
- Lifeguards are visibly professional and on brand
- Wet areas managed off-camera as much as practical
- Cable runs and camera positions carefully staged so visuals stay clean

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12. Event Principles — Across All Formats

12.1 Do

- Keep the card moving.
- Make every race legible: who, what, why it matters.
- Let athletes show personality in walkouts and interviews.
- Use the clear pool to tell underwater stories.
- Maintain a serious, professional tone.

12.2 Don't

- Overdo theatrics or kitsch.
- Flood the show with sponsor clutter.
- Slow the event with unnecessary segments.
- Confuse formats — PPV, Race Night, and Sprint Night must feel distinct in pacing.

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13. Summary

This Event & Presentation Format Dossier establishes the **full, detailed** event architecture of Speed League Swimming:

- **What a fan experiences** in the building and on broadcast
- **How a 15-race PPV operates** from start to finish
- **How Race Nights and Sprint Nights differ in pacing and presentation**
- **How universal SLS elements (three-athlete finals, Gold/Silver/Bronze lanes, silence moment) are expressed** in each format

It completes the public-facing league blueprint when combined with:

1. **Competition Format & Rankings System Dossier**
2. **Arena Pool (Clear 25m Tank) Dossier**