



**Bloomberg**

**THE BLOOMBERG BIG GAME BUSINESS SUMMIT**

*\*Working title. Formal announcement & final name to come.*



**JANUARY 31**  
**SOHO STUDIOS**  
**MIAMI**

**11 A M - 5 P M**

**Expected Attendees: 400 C-Level Business Executives**



## **SUMMIT MISSION**

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**The Big Game Business Summit will have a unique seat at the Super Bowl table where top entrepreneurs and C-level executives will come together to network and discuss industry best practices. Attendees will have the opportunity to hear from some of the most respected business minded individuals taking part in panel discussions, fireside chats and live podcast recordings in addition to having a unique networking day. Numerous prominent athletes will be in attendance as they further grow within the business world and off the field/court ventures. This will be a first of its kind to the big game weekend as an impactful moment where Business and Sports collide.**

\*All event details subject to change. \*\*Working title. Formal announcement & final name to come.





## **RUN OF SHOW**

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**11am-12pm Registration and Lunch**

**12:10pm-12:30pm Keynote Speaker, Special Guest**

**12:40pm-1:40pm Discussion Panel**

**1:45pm-2:15pm Networking Break**

**2:30pm-3:30pm Fireside Chat**

**3:40pm-4:40pm Live Podcast Recording**

**4:45pm-5pm Closing Remarks, Networking**



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# Bloomberg



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# SAMPLE AGENDA/SPEAKERS

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Bloomberg Live will create a high impact agenda, that seeks to inspire attendees and facilitate their learning and network building. The agenda will include a diverse mix of individuals across many industries including sports, tech, venture capital, finance, entertainment, politics, and business. Former NFL players, as well as executives and team owners could be included. Agenda and speakers are in development but could include individuals like:



**Peter Thiel**  
ENTREPRENEUR  
/INVESTOR



**Jay-Z**



**Monique Woodard**  
500 STARTUPS



**Joe Montana**



**Walter Isaacson**  
ASPEN  
INSTITUTE



**Will.I.Am**



**Jessica Alba**  
HONEST  
COMPANY



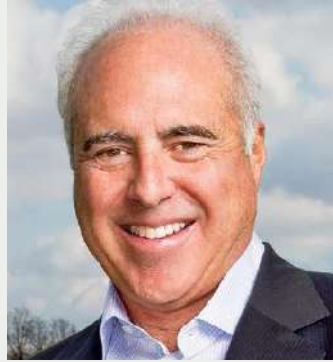
**Reggie Howard**



**Alex Bernstein**



**Mark Wahlberg**  
ENTREPRENEUR  
/INVESTOR



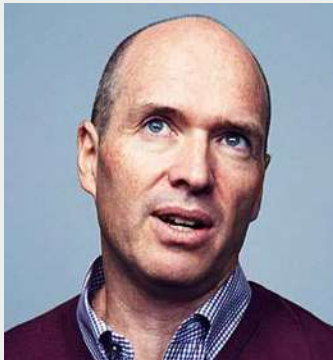
**Jeffrey Lurie**



**Ben Lerer**  
LERER  
HIPPEAU



**Mark Shafir**  
CITIGROUP



**Ben Horowitz**



**Amy Adams**  
Strunk



**Gregg Lemkau**  
GOLDMAN  
SACHS



**Jim Reynolds**  
LOOP CAPITAL



**Josh Kopelman**  
FIRST ROUND



**Ron Conway**  
SV ANGEL  
INVESTOR



**Lo Toney**  
PLEXO  
CAPITAL



**Gwyneth Paltrow**



**Kevin Systrom**  
INSTAGRAM  
CEO

\*Working title. Formal announcement & final name to come.  
\*\*All individuals are sample speakers only Agenda and speaker list in development, and subject to change.  
\*\*\*All event details subject to change.



# Reaching the world's most powerful leaders across the public and private sector

75.2MM

Global business decision-makers



18.8MM

Financial Professionals



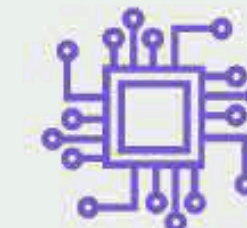
27.1MM

High Net-Worth Individuals



9.0MM

C-Suite Leaders



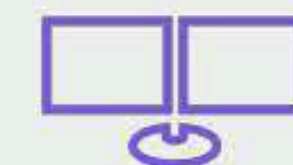
22.6MM

Technology Decision-Makers



6.0MM

Policy Makers



330K

Core Terminal Subscribers

Source: Global unduplicated estimates based on - Digital - Google Analytics, 1st Quarter 2019 (Jan-Feb-Mar monthly average). TV - Internal TV distribution figures. Radio - 2018 Ipsos Affluent Survey USA (Double-base).

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# PARTNERSHIP OPPORTUNITIES



Bloomberg will work with sponsors to create highly engaging event activation sponsorships.

Three levels of sponsorship opportunities available.

Cross-platform media extensions available upon request.

**\*Working title. Formal announcement & final name to come.**

**\*\*Can be used by sponsor executives or sponsor clients. Attendees must fit desired audience profile per Bloomberg's discretion**

**\*\*\*All event details subject to change.**

## FOUNDING SPONSOR

**\$100,000**

### SPONSOR BENEFITS:

- Founding partnership status
- Competitive exclusivity (up to 5)
- 6 invitations\*\*

### ON-SITE EVENT ACTIVATIONS

- Founding sponsor activations
- are the most prominent at the event, designed to facilitate the greatest exposure and deep engagement, often in surprising ways, between event attendees and the sponsor brand.
- Ex. Experiential takeover/large lounge, pop-up shop product display, automobile showcase/lounge, closing dinner

### ADDITIONAL EXPOSURE

- In-room sponsor attribution
- Branding on select event signage
- Inclusion in on site programming guide
- Branding in event webpage
- Seat drop, giveaway or product distribution opportunity
- Co-branded invitation to send to clients and guests
- Social media inclusion
- Inclusion in event promotional campaign, running across Bloomberg's global media platforms -min. value of attribution \$40,000 (campaign runs in a minimum of \$1 million of media)
- Sponsor mention in Bloomberg
- Press Release in advance of event

## SUPPORTING SPONSOR

**\$50,000**

### SPONSOR BENEFITS:

- Supporting partnership status
- Competitive exclusivity (up to 3)
- 4 invitations\*\*

### ON-SITE EVENT ACTIVATIONS

Supporting partnership activations are woven into select moments throughout the event, allowing for intimate access to key delegates.  
**Ex. Breakout lunch session, medium activation area, vitrine product display, VIP transportation, media walls, medium installations**

### ADDITIONAL EXPOSURE

- In-room sponsor attribution
- Branding on select event signage
- Inclusion in on site programming guide
- Branding in event webpage
- Seat drop, giveaway or product distribution opportunity
- Co-branded invitation to send to clients and guests
- Social media inclusion
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## PARTICIPATING SPONSOR

**\$25,000**

### SPONSOR BENEFITS:

- Participating sponsorship status
- 2 invitations\*\*

### ON-SITE EVENT ACTIVATIONS

Participating partnership activations include branding exposure, networking opportunities and an intimate engagement with attendees.  
**Ex. Cocktail reception, wellness break, pouring/tasting/spirits opportunity, resource center/charging station, on-stage polling/insights**

### ADDITIONAL EXPOSURE

- In-room sponsor attribution
- Branding on select event signage
- Inclusion in on site programming guide
- Branding in event webpage
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SUBSCRIPTIONS

# Bloomberg Media to double subscriptions this year

SEPTEMBER 13, 2019 by [Lucinda Southern](#)

Bloomberg Media is on track to double its digital subscribers by the end of the year, with revenue from subscribers reaching double-digit percentage of total digital revenue in 2020, according to the publisher.

Bloomberg, which launched its paywall in [May 2018](#), wouldn't share exact subscription figures, but said that subscribers currently number in the "tens of thousands." By the end of 2018, it had signed up [three times as many subscribers than expected](#), and plans to double that by the end of 2019. The progress to date has been the result of frequent paywall iterations including tweaking the number of free-access articles, to pricing strategy, color and placement of offers.



**F O R M O R E I N F O R M A T I O N ,  
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**ELI LUNZER**  
PRODUCTIONS



**Bloomberg**