

Sports Illustrated
SPORTSPERSON
OF THE YEAR

2020 AWARDS SHOW

LIVE

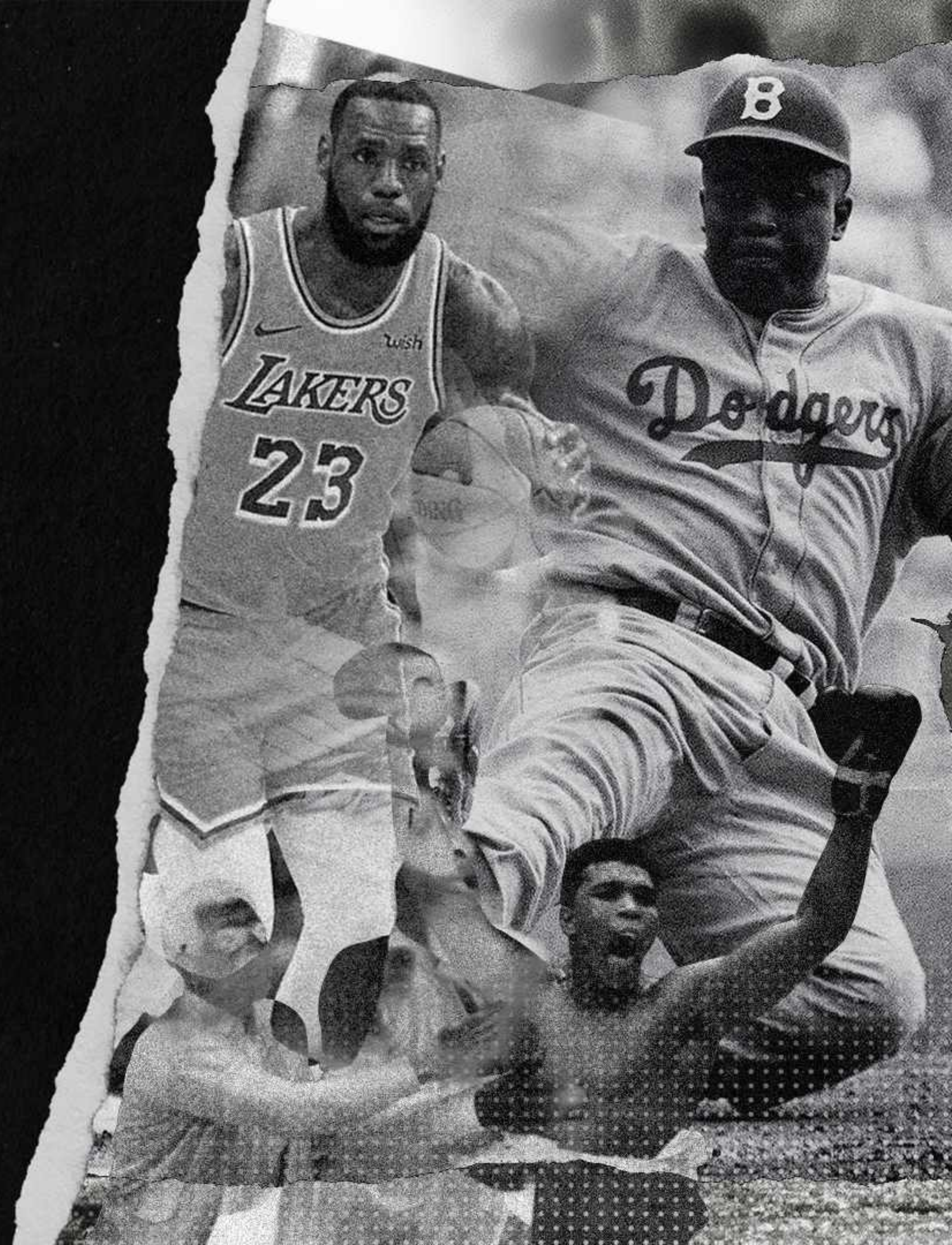
BROADCASTING LIVE
WORLDWIDE

DECEMBER 5TH 2020

Medium Rare

ABG
ENTERTAINMENT

ELP
EST. 3.27





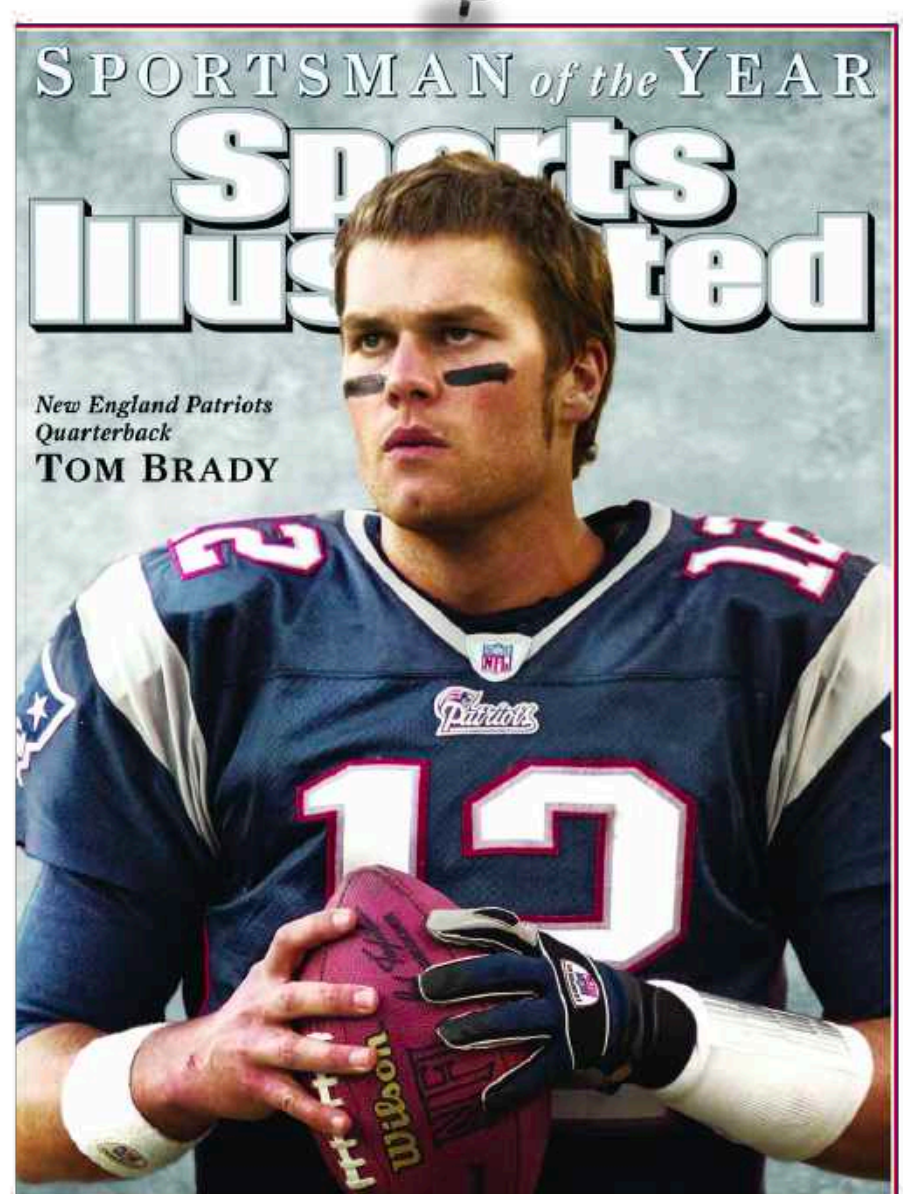
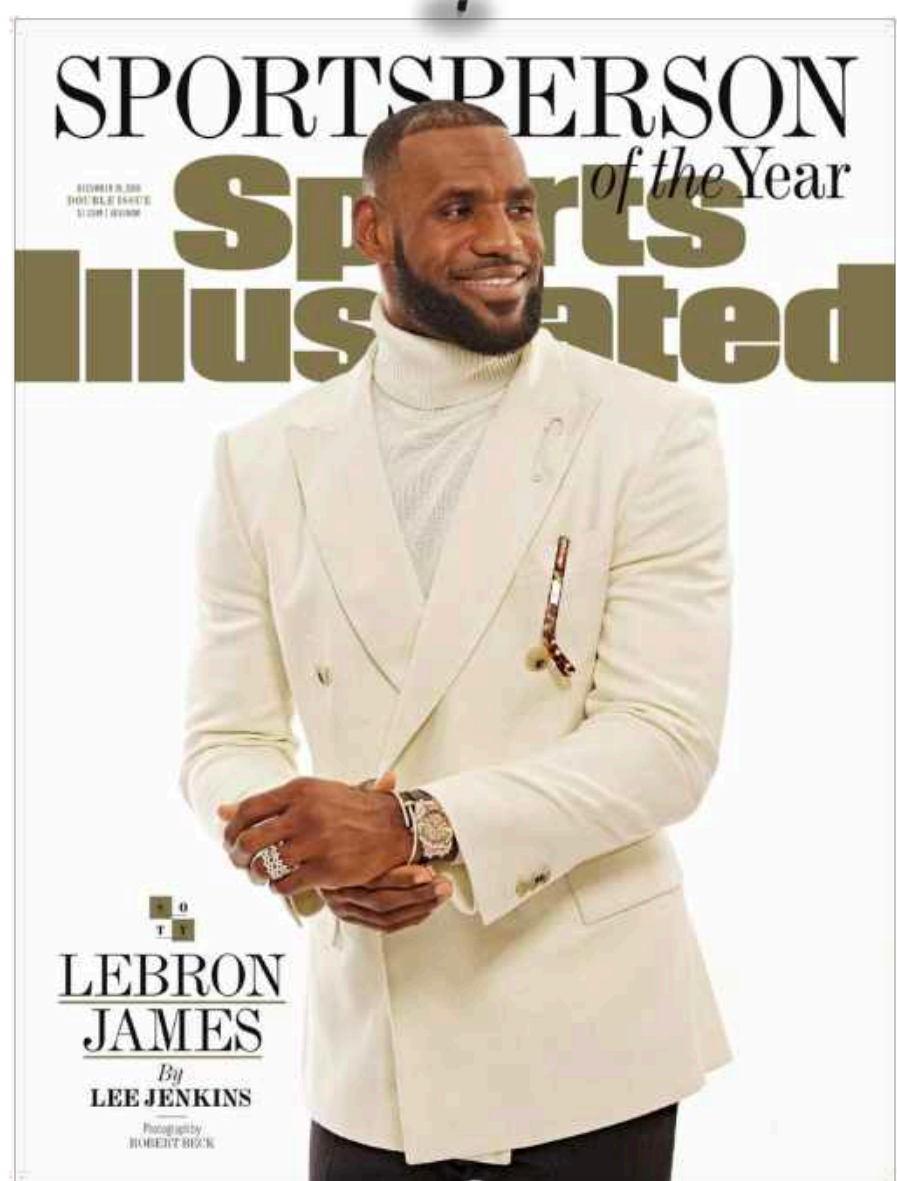
NO. **1**

**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



SPORTSPERSON OF THE YEAR

Since its inception in 1954, Sports Illustrated has annually presented the Sportsman of the Year award to "The athlete whose performance that year most embodies the spirit of sportsmanship and achievement." The SI Sportsman of the year ceremony each December is known for creating global buzz as the preeminent award show in sports.

SPORTSPERSON HIGHLIGHTS THROUGH THE YEARS



- Michael Jordan
- LeBron James
- Megan Rapinoe
- Muhammad Ali
- Joe Montana
- Serena Williams
- Jack Nicklaus
- Kareem Abdul-Jabbar
- Peyton Manning
- Michael Phelps
- Arthur Ashe
- Tom Brady
- Billie Jean King
- Tiger Woods
- Derek Jeter

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

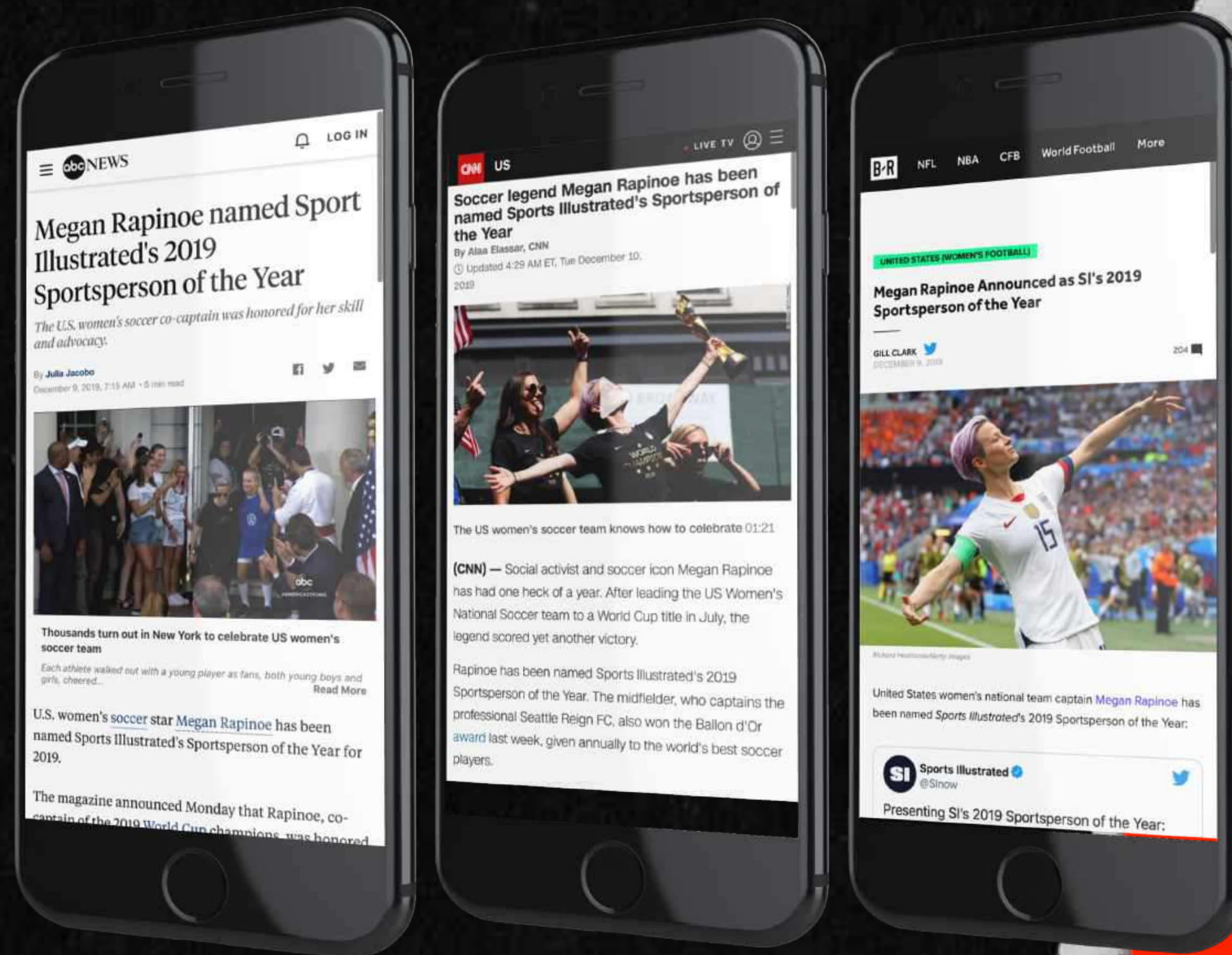
SPORTSPERSON OF THE YEAR 2019 HIGHLIGHTS

OVER 1000+
PRINT & ONLINE PLACEMENTS



The Boston Globe

San Francisco Chronicle REFINERY29



2019

AWARD WINNERS

SPORTSPERSON OF THE YEAR AWARD

MEGAN RAPINOE

BREAKOUT STAR OF THE YEAR AWARD

LUKA DONCIC

MUHAMMAD ALI LEGACY AWARD

WARRICK DUNN

SPORTSKID OF THE YEAR AWARD

ALLY SENTNOR

1,837,668,413+

MEDIA IMPRESSIONS



INTRODUCING THE 2020 SI AWARDS



A NEW MODERN TAKE ON THE FINEST HONOR IN SPORTS

For the first time ever, The SI Awards will be broadcasted live around the world, plus introduce exciting new award categories, in turn creating the most exciting celebration in sports.

- **A Worldwide Live Broadcast** - Available free of charge to fans across all social media and streaming channels (Youtube, Facebook, Twitch, Twitter etc) that will drive millions of live viewers
- **Revamped Show Format** - Combining The SI Awards with performances from superstar musical artists
- **New & Modernized Awards** - New award categories featuring select fan voting campaigns across social media to help select the winners
- **Superstar Talent** - All participating talent will be billed and marketed ahead of the event for the first time (nominees, presenters, musical performers, notable guests etc)
- Shot live with **'Television Special'** quality featuring state of the art high quality production
 - Event host and musical performers will broadcast live
 - Award recipients to join live virtually from their home
- **New Brand Partnership Integrations** - Featuring the ability for brand partners to present individual SI Awards for the first time ever



THE TALENT



SUPER STAR ATHLETES

- Award winners will join the broadcast live from their home virtually as winners are awarded in real time
- We will expand the evening to include more awards and more athletic stars throughout the night

MUSICAL PERFORMERS

- The intersection of sports & music has never been stronger and SI plans to embrace that by adding superstar musical performers throughout the night
- Artists will perform live on extravagant stage with state-of-the-art production

THE HOSTS

- We will recruit a top celebrity fueled panel of hosts to keep the show fun and engaging live from the stadium location, plus they will star in "Fun B-Roll content" throughout the show

SAMPLE FLYER



NOMINEES & GUEST APPEARANCES BY

Aaron Donald, Alex Ovechkin, Amanda Nunes, Brittney Griner, Carlos Vela, Colin Kapernick, Giancarlo Stanton, Greg Popovich, Jasmine Sanders, Kate Bock, Khalil Mack, Diana Taurasi, Luka Dončić, Lamar Jackson, Mike Trout, Mookie Betts, Olivia Culpo, Natasha Howard, Novak Djokovic, Patrick Mahomes, Rob Gronkowski, Serena Williams, Shaquille O'Neal, Simone Biles & MORE!

MUSICAL TALENT

DJ DIESEL
SHAQUILLE O'NEAL

LIL WAYNE

MEGAN THEE STALLION



LIVE BROADCASTING LIVE WORLDWIDE DECEMBER 5TH 2020

YouTube facebook twitch TIKTOK

SAMPLE FLYER



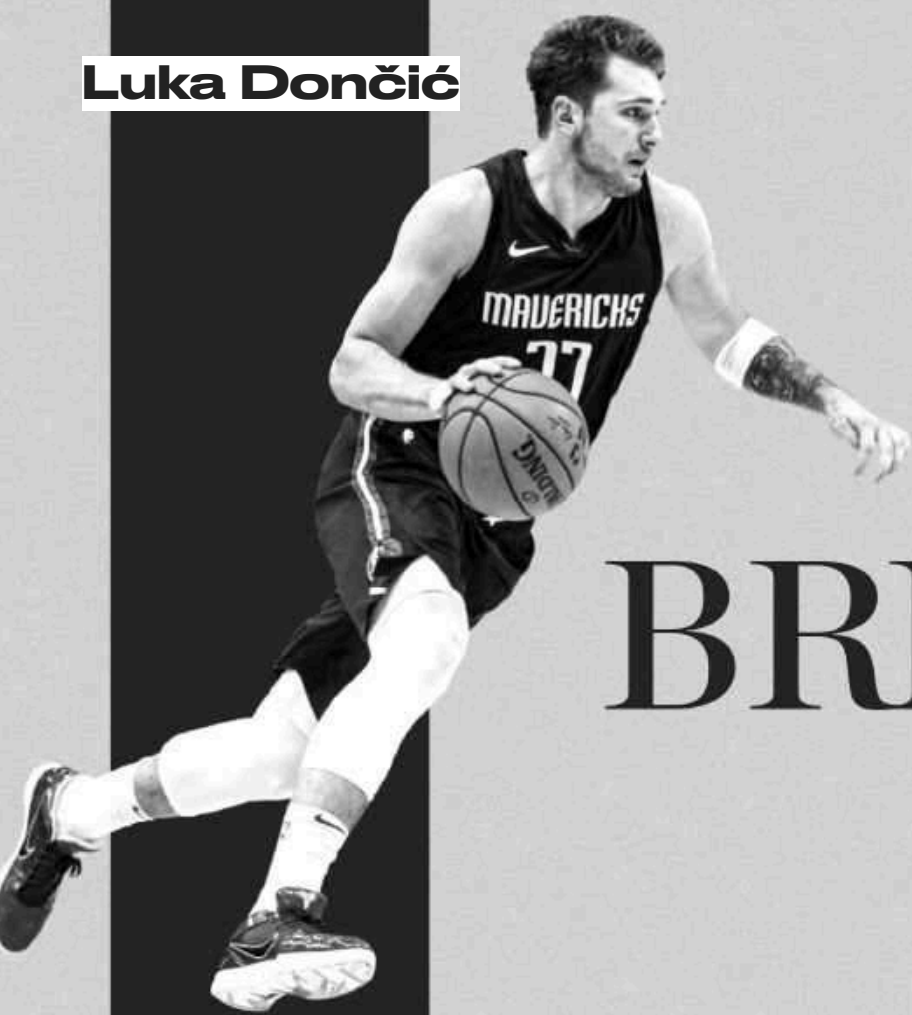
A NEW AWARDS FORMAT

We are revamping The SI Awards by introducing new modernized and exciting categories! Additional awards will allow for even more participating athletes in the show and more opportunity for brand partners.

THE 2020 AWARDS

SPORTSPERSON OF THE YEAR AWARD

Luka Dončić




SPORTSPERSON
of the **YEAR** 

BREAKOUT
OF THE YEAR AWARD

- Sportsperson of the Year
- Muhammad Ali Legacy Award
- SportsKid of the Year
- Breakout of the Year
-  Inspiration of the Year
-  Moment of The Year
-  Team of The Year

-  Executive of the Year
-  Social Media Star of The Year
-  Love of the Game Award
-  Hometown Hero
-  SI All-American Team
-  Photo of the Year

 = New 2020 Award

THE SI AWARDS **SAMPLE RUN OF SHOW** DECEMBER 5TH 2020



7PM EST

- Show Introduction & Kickoff
- SI All-American Team Award Presented to LSU Tigers Football - Joe Burrow & Coach O
- Musical Performance #1 - Lil Wayne
- Social Media Star of The Year Award Presented to Joel Embiid
- Sponsor Segment #1
- Team of the Year Presented to Kansas City Chiefs - Patrick Mahomes, Travis Kelce
- NCAA Athlete of The Year Presented to Trevor Lawrence
- Sponsor Segment #2
- Entrepreneur Athlete of The Year Presented to Venus Williams
- Sponsor Segment #3
- Best Dressed of The Year Presented to Russell Westbrook
- Moment of The Year Presented to Milwaukee Bucks
- Musical Performance #3 - Megan Thee Stallion
- Breakout of The Year Award Presented to Satou Sabally
- Sponsor Segment #4
- Sportsperson of The Year Award Presented by Shaquille O'Neal
- Sportsperson of The Year Acceptance Speech by Patrick Mahomes
- **9PM EST** Closing Musical Performance #4 - DJ DIESEL AKA SHAQ

SAMPLE

SAMPLE

**STREAMING FREE
WORLDWIDE**

You **TikTok**



THE PRODUCTION



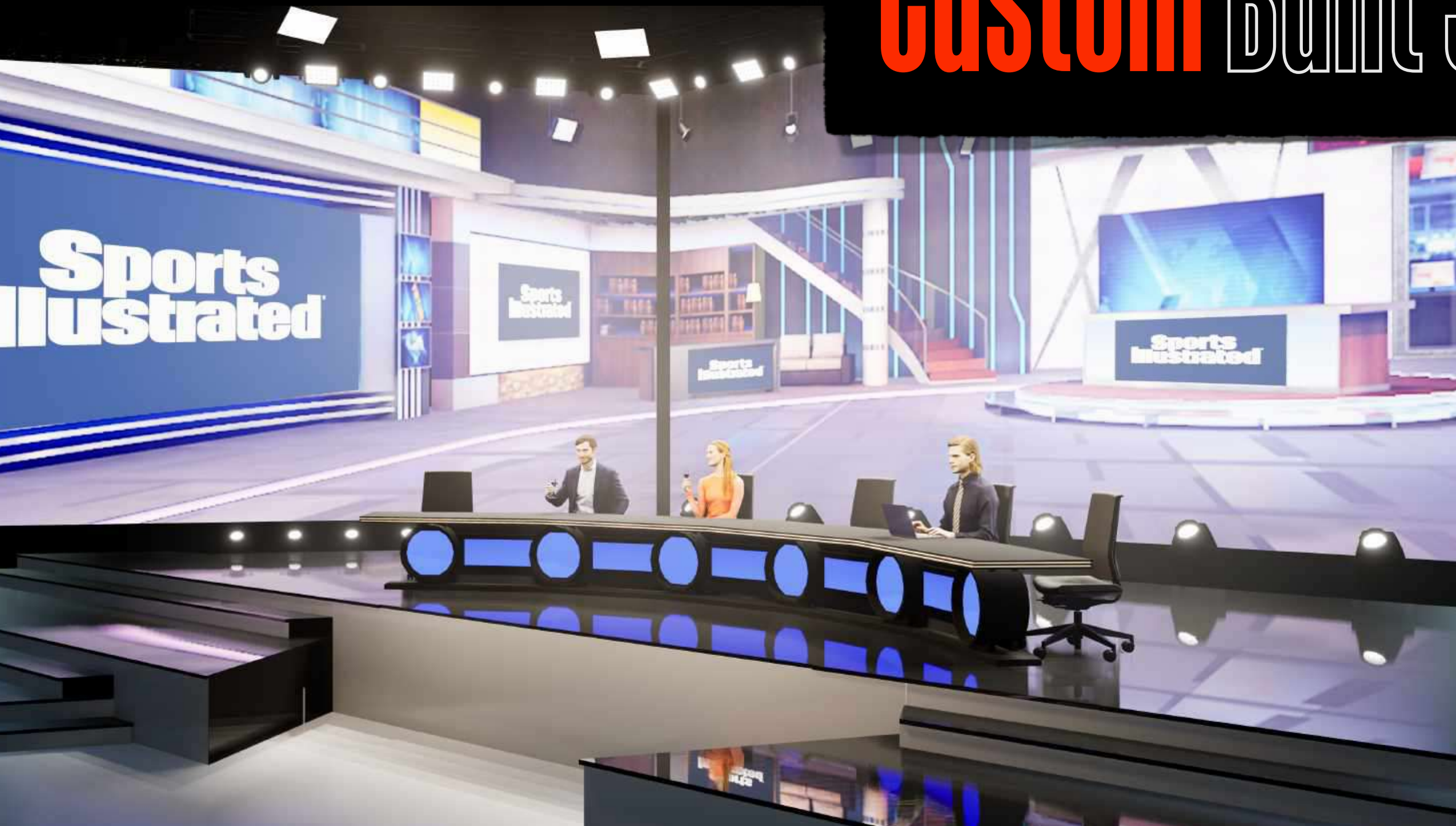
LIVE FROM LAS VEGAS

- This is not just a “live stream,” the broadcast will feature television quality production, graphic packs, and animations throughout the show
- We will build a state of the art stage with custom fabricated SI branding and state-of-the-art production. This is where our host will be most of the night and where the musical guests will perform.
- Custom produced and branded “B-Roll” throughout the broadcast profiling award nominees, the greatest sports moments of the year, comedic skits featuring the event host etc.
- Contextual and organic sponsor integrations throughout the broadcast presenting individual awards, artist performances, branded content and more



Custom Built Studio

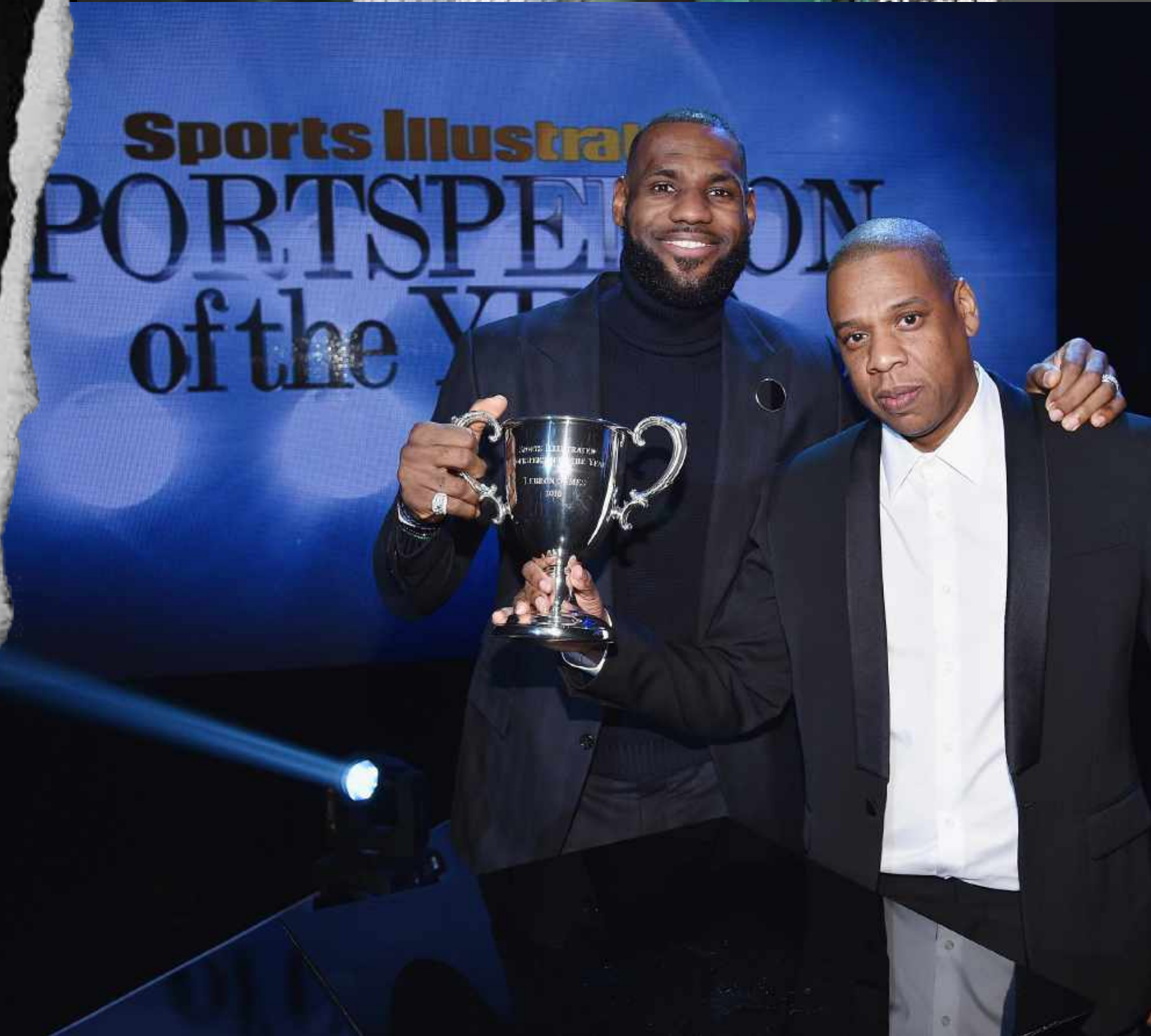
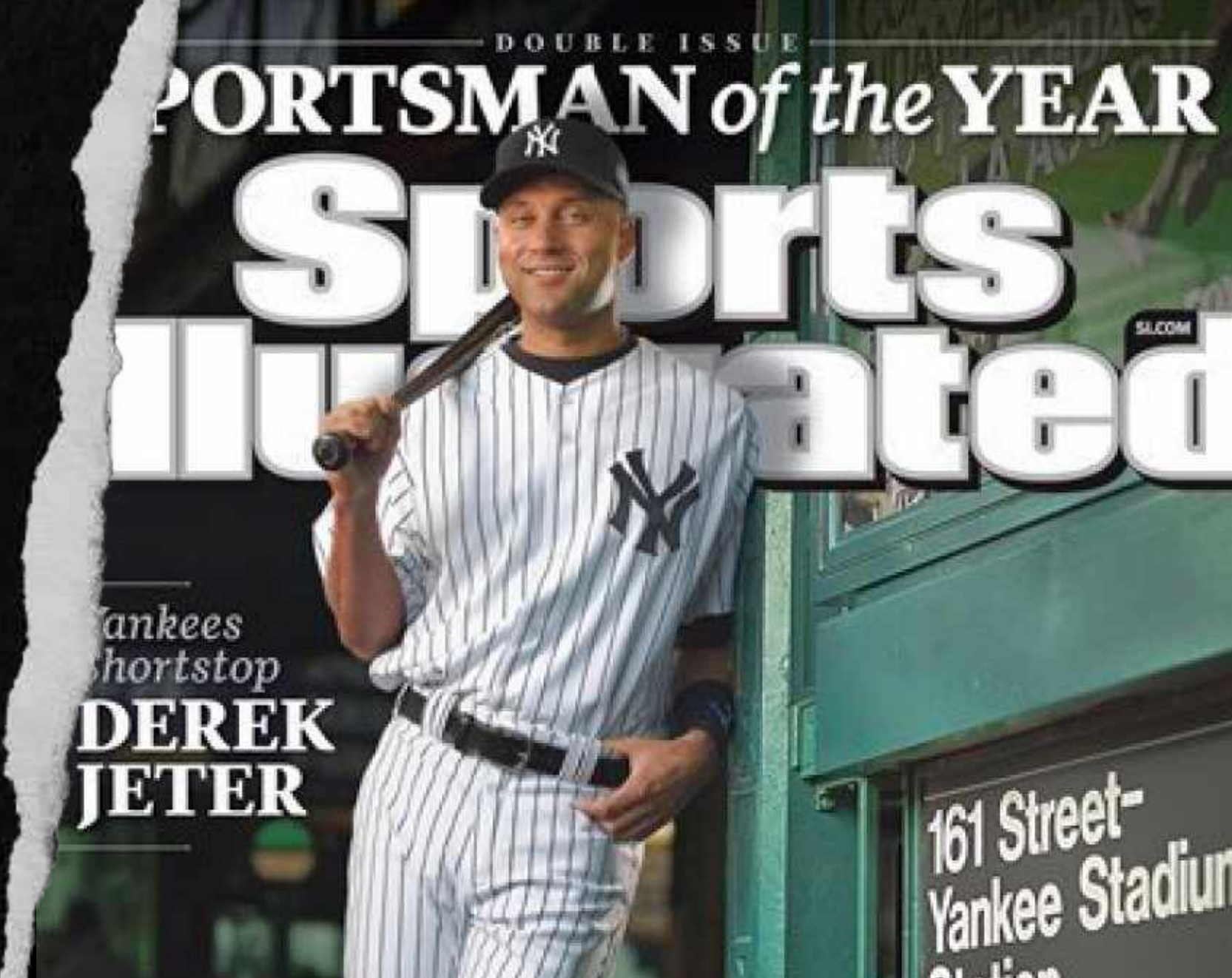
Sports Illustrated
SPORTSPERSON
OF THE YEAR
2020 AWARDS SHOW



MARKETING & MEDIA CAMPAIGN



- The SI Awards will be an internet sensation as we announce the new event format with a national press conference, exclusive media placements, and via promotions across all SI media channels.
 - Sports Illustrated chose to work with Medium Rare to produce The SI Awards - the team responsible for one of the most popular live streams ever - "Shaq's Fun House vs Gronk Beach." SHAQ vs GRONK attracted over 9 million live viewers and 816 million media impressions highlighted by The Tonight Show with Jimmy Fallon, Good Morning America, ESPN, USA Today, Sports Illustrated, Entertainment Tonight, and more!
- Full Marketing & Media campaign treating this like a major "in-person event" or leading award show
- National press conference with leading sports and entertainment media outlets via Zoom to announce the event (NY Times, USA Today, Forbes, AP, CBS Sports, Bleacher Report, etc)
- We will work with our global streaming partners to deliver the event live to millions around the world, plus host the broadcast natively on SI's social channels as well as participating brand partner channels



NOVEMBER 17 ANNOUNCEMENT DAY

- ▶ Press Conference - SI to host a virtual 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 from around the world. Press release to detail the new event format, nominees, musical performers, and brand partners
- ▶ Award nominations announced in conjunction with brand partners
- ▶ Cross-platform promotion and dedicated editorials from SI media channels
- ▶ Official event flyer released with participating athletes, musical performers, and brand partners

NOVEMBER 17–DECEMBER 5 EVENT MARKETING & PR BLITZ

- ▶ PR features and editorials showcasing award nominations
- ▶ 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

DECEMBER 5 THE SPORTS ILLUSTRATED AWARDS SHOW

- ▶ 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

DECEMBER 5–15 POST BROADCAST MARKETING

- ▶ Exclusive event recap offered to top national media outlets showcasing award winners and brand partner segments
- ▶ 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



PR & MEDIA CAMPAIGN





DISTRIBUTION & VIEWERSHIP



- The SI Awards estimates 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 leading 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, TikTok push notification, custom Twitter event page, Twitch homepage carousel, etc.
- At the intersection of Sports & Music, the event format will be exciting for everyone! From casual sports fans, 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



THE SPORTS ILLUSTRATED PLATFORM



SOCIAL CHANNELS

 **3.1MM**
@sportsillustrated

 **1.4MM**
@sportsillustrated

 **1.8MM**
@Snow

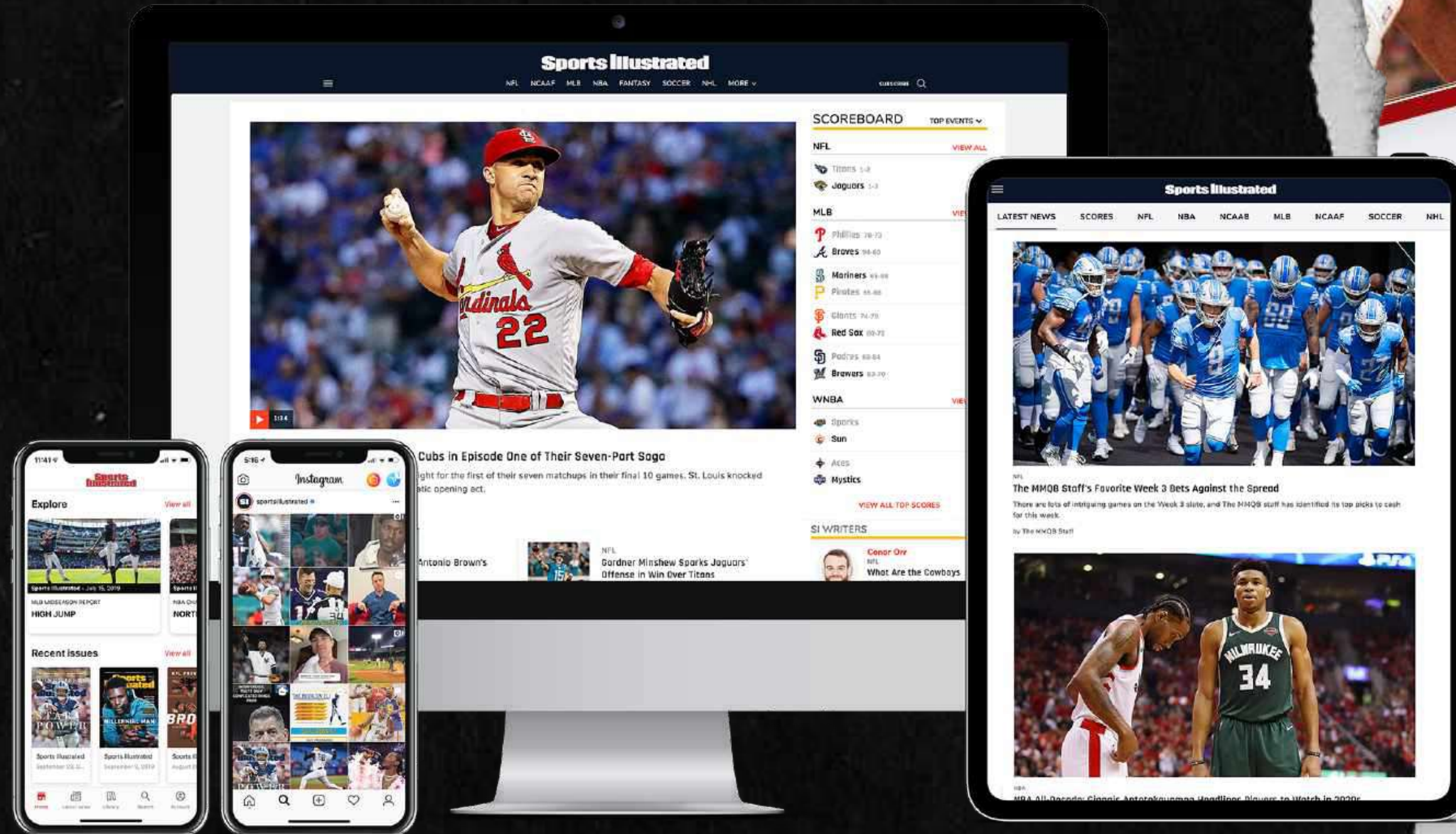
 **314K**
@sportsillustrated

6.5MM
TOTAL SOCIAL MEDIA FOLLOWERS

SI.COM

42 MILLION
MONTHLY PAGE VIEWS

13.8 MILLION
MONTHLY USERS





BRAND PARTNERSHIPS



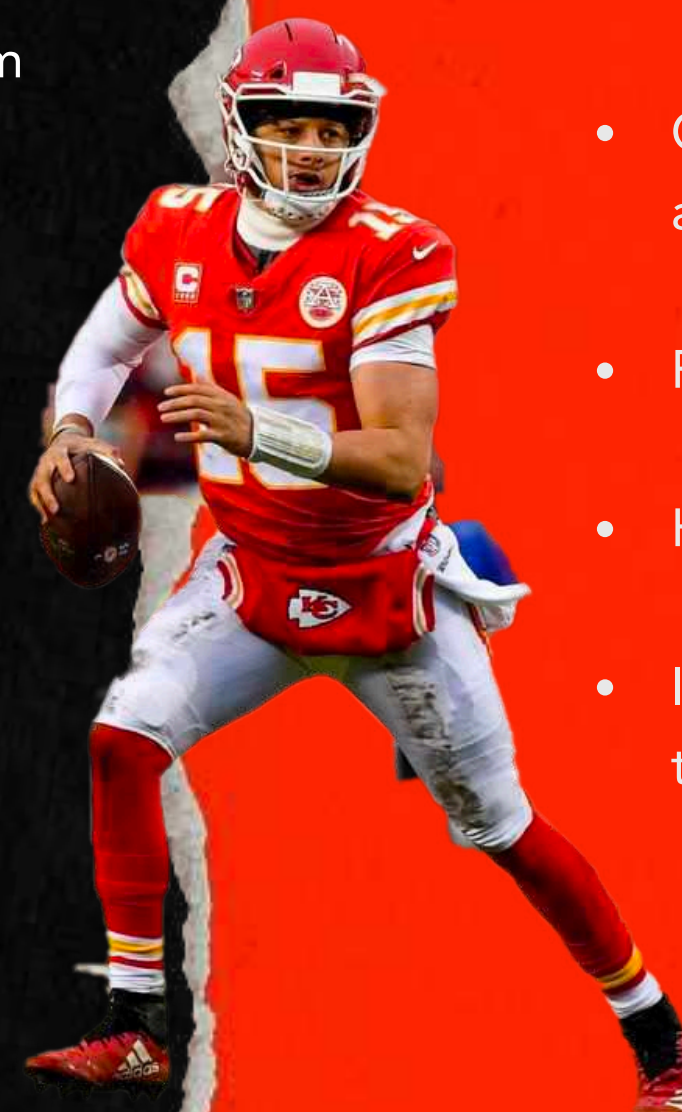
- Revamped for 2020, The SI Awards are a new platform for brand partners looking to connect with sports and entertainment enthusiasts around the world
- SI is seeking a limited number of brand partners to power the broadcast and play a pivotal role in the finest honor in sports
- By authentically integrating into the programming of the event, brand partners will have the ability to present individual SI Awards, various segments of the broadcast, plus work with SI to create custom branded content throughout the show
- The SI Awards has a variety of brandable content assets including:
 - Presenting Individual Awards
 - Presenting Musical Performances
 - Present "The Afterparty" with DJ Diesel
 - In-show custom branded content & commercial spots
 - Host Mentions / Product Placement
 - Custom branded content with The SI Host featuring social amplification across SI channels
 - Branded at home activations and experiences during the live broadcast

THE PRESENTING PARTNERSHIP \$750,000



MARKETING & MEDIA

- Event to be renamed featuring the Presenting Partner "Sports Illustrated Sportsperson of The Year Award Show Presented by X"
- New official event logo lockup created featuring your brand used across all marketing and media asserts
- All mentions of Sports Illustrated Sportsperson of The Year Award Show to include presenting partner both in logo and/or in text mentions
- Social amplification from @SportsIllustrated: 3x IG Feed Post, 3x 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 also present 1x SI award of their choosing
- The Legacy - A new custom branded content series, showcasing SI Sportsperson Winners through the years and highlighting the greatest athletes of all time. The presenting partner will be featured in key segments via custom branded integrations
- Opportunity to air 2x branded commercial spots (:30 seconds each)
- Ability to broadcast Sports Illustrated Sportsperson of The Year Award Show across company website, intranet, and social media channels
- Co-branded event logo digitally watermarked throughout the broadcast to appear on all distribution platforms
- 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

BRAND PARTNERSHIPS INDIVIDUAL SI AWARDS

\$150,000 – \$250,000



THE 2020 SI AWARDS



SI is offering brand partners a unique opportunity to present individual SI Awards. Each award will have its own robust marketing and social plan that will garner millions of media impressions. During the broadcast your brand's award will be presented live to one of the world's top athletes.

- SI Award will be renamed to be presented by your brand, plus each award will get its own custom logo lockup including your brand logo
- IE: Breakthrough of The Year Presented By __X__
- Each award will have a robust marketing/PR campaign 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, plus 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 our presenting partner
- Social amplification from @SIAwards: 3x IG Feed Post, 5 IG Stories, 3x Tweets, 3x Facebook Posts tagging our presenting partner
- Dedicated media and artwork showcasing the award & nominees
- Custom branded broadcast intro and outro showcasing the presenting partner of each award
- Video highlights showing the nominees of the award will be presented by your brand
- Ability to repurpose award segment content across brands social media channels



- ▶ SPORTSPERSON OF THE YEAR
- ▶ MUHAMMAD ALI LEGACY AWARD
- ▶ SPORTSKID OF THE YEAR
- ▶ BREAKTHROUGH OF THE YEAR
- ▶ INSPIRATION OF THE YEAR
- ▶ MOMENT OF THE YEAR
- ▶ TEAM OF THE YEAR
- ▶ EXECUTIVE OF THE YEAR
- ▶ SOCIAL MEDIA STAR OF THE YEAR
- ▶ LOVE OF THE GAME AWARD
- ▶ HOMETOWN HERO
- ▶ SI ALL-AMERICAN TEAM
- ▶ PHOTO OF THE YEAR

PARTNERSHIP OPPORTUNITIES



THE SI ARTIST PERFORMANCES \$300,000

- Have your brand present the SI Awards superstar musical performances
- Segment renamed to "The SI Awards Artist Performances Presented By __X__"
- The event will feature a minimum of 3 artist performances throughout the broadcast
- Dedicated media and artwork showcasing musical performers with brand partner inclusion
- Social amplification from @SportsIllustrated: 1x IG Feed Post, 2x IG Stories, 2x Tweets, 1x Facebook Post
- Social amplification from @SIAwards: 2x IG Feed Post, 4x IG Stories, 3x Tweets, 2x Facebook Posts
- Dedicated marketing / PR campaign surrounding SI's new addition of artist performances
- Artist introductions from event host to include brand mention
- Custom branded broadcast intro and outro showcasing our brand partner
- Custom branded watermark throughout the performances

THE AFTERPARTY FEAT. DJ DIESEL AKA SHAQ \$150,000

- Directly after The SI Award broadcast ends, the celebration continues with The Afterparty featuring SHAQ aka DJ Diesel!
- Afterparty renamed to "The SI Afterparty with DJ Diesel Presented By __X__"
- Dedicated artwork showcasing The Afterparty, SHAQ, and your brand
- 45-Minute DJ set by Shaquille O'Neal aka DJ Diesel
- Social amplification from @SHAQ: 1x IG Stories, 1x Tweet
- Social amplification from @SportsIllustrated: 1x IG Stories, 1x Tweet
- Social amplification from @SIAwards: 2x IG Feed Post, 4x IG Stories, 3x Tweets, 2x Facebook Posts
- Custom branded intro and outro showcasing brand partner
- Custom branded watermark throughout the segment

ALL PACKAGES INCLUDE:

- IP / Marketing rights surrounding SI Sportsperson of The Year Awards
- Social posts on @SportsIllustrated & event channels
- Brand inclusion in the press conference and mentions in all press releases
- Ability to host stream live on brands website and/or social channels
- Live brand mentions throughout the broadcast
- Brand logo across official event flyer and website
- Custom marketing assets showcasing the award and partnership
- Ability to run sweepstakes or contests surrounding the event

One Size Does Not Fit All!
We can work with your brand to create a custom partnership with The SI Awards!

A VIRTUAL PARTY WITH A PURPOSE TO BENEFIT SOCIAL JUSTICE

THE★★★★
GENERAL
INSURANCE

PRESENTS

SHAQ'S VS GRONK

FUNHOUSE BEACH



MUSICAL PERFORMANCES BY

CARNAGE DABABY DIPLO
DJ DIESEL STEVE AOKI SNOOP DOGG

HOSTED BY: TAYLOR ROOKS AND J.B. SMOOVE

SHAQ VS GRONK COMPETING IN EPIC CHALLENGES FOR CHARITY

SATURDAY JUNE 27 8PM EST

WWW.SHAQVSGRONK.COM



CASE STUDY



Medium Rare

THE CONCEPT

Medium Rare created and produced one of the largest live-streams ever - SHAQ vs GRONK. Hall of Fame legend and 4X NBA champion Shaquille O'Neal and 3X Super Bowl Champion Rob Gronkowski teamed up for the ultimate livestream featuring seven head to head SHAQ vs GRONK challenges, plus superstar musical performances

THE RESULTS

Medium Rare partnered with Youtube, Facebook, Twitch, TikTok, Twitter and more to live-stream the event attracting over 9M live viewers and over 543,291 comments, likes and interactions during the livestream. With over 20 million social views within 24 hours of the event, it was one of the largest and most engaging live streams of all-time

MUSICAL PERFORMANCES

SHAQ vs GRONK featured superstar musical performances throughout the broadcast from DaBaby, Snoop Dogg, Diplo, Steve Aoki, SHAQ aka DJ Diesel, and DJ Carnage

SOCIAL JUSTICE & PHILANTHROPY

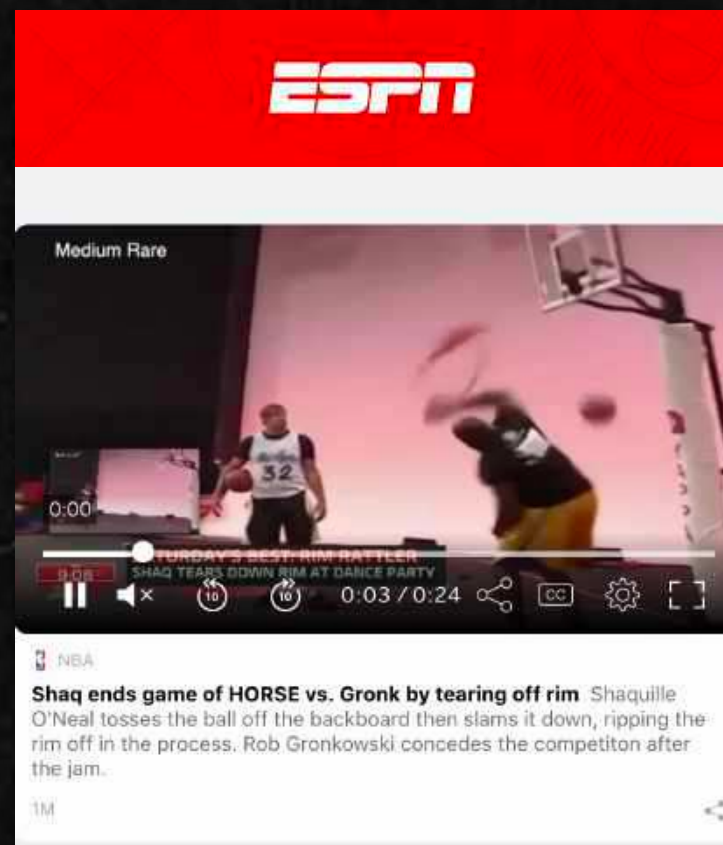
SHAQ vs GRONK was coined a "Party with a Purpose," raising six figures for the NAACP and Boys & Girls Clubs of America, and donated 1.25M meals to Feeding America in partnership with DoorDash

TOTAL LIVE VIEWS
9,002,451

TOTAL LIVE ENGAGEMENTS
543,291

OFFICIAL RECAP VIDEO

THE MEDIA FRENZY



Shaq ends game of HORSE vs. Gronk by tearing off rim Shaquille O'Neal tosses the ball off the backboard then slams it down, ripping the rim off in the process. Rob Gronkowski concedes the competition after the jam.

COMPLEX

Watch Shaq and Rob Gronkowski Joint Compete in Challenges to Raise Money for Social Injustice Charities

Shaq and Rob Gronkowski are joining forces to raise funds for charity.

Shaq's Fun House vs. Gronk Beach, presented by the General Insurance, is a virtual party being live-streamed on YouTube where both teams will have the chance to help contribute money and raise awareness towards their respective charities.

Shaq and Gronk will compete in a series of challenges, which includes a game of HORSE, lip sync battle, a jousting match, and much more. With each win, a donation will be made to their charity. Team Shaq is representing the Boys & Girls Clubs of America, while Team Gronk is playing for the NAACP.



Shaquille O'Neal, Rob Gronkowski Compete in Challenges for Charity Donations

Shaquille O'Neal and Rob Gronkowski held a virtual party Saturday that included musical performances and a series of challenges with the two superstars going head-to-head for charity.

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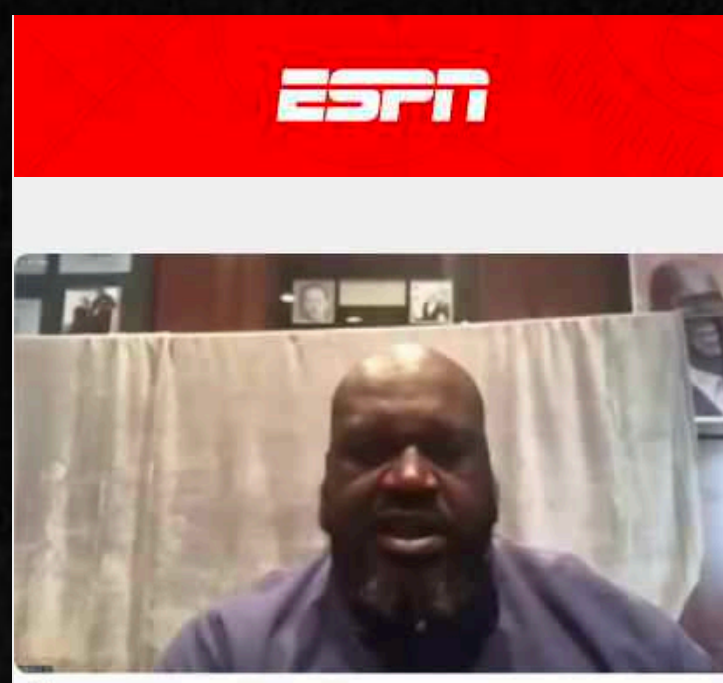


Shaquille O'Neal discusses police reform, basketball's return and fundraiser

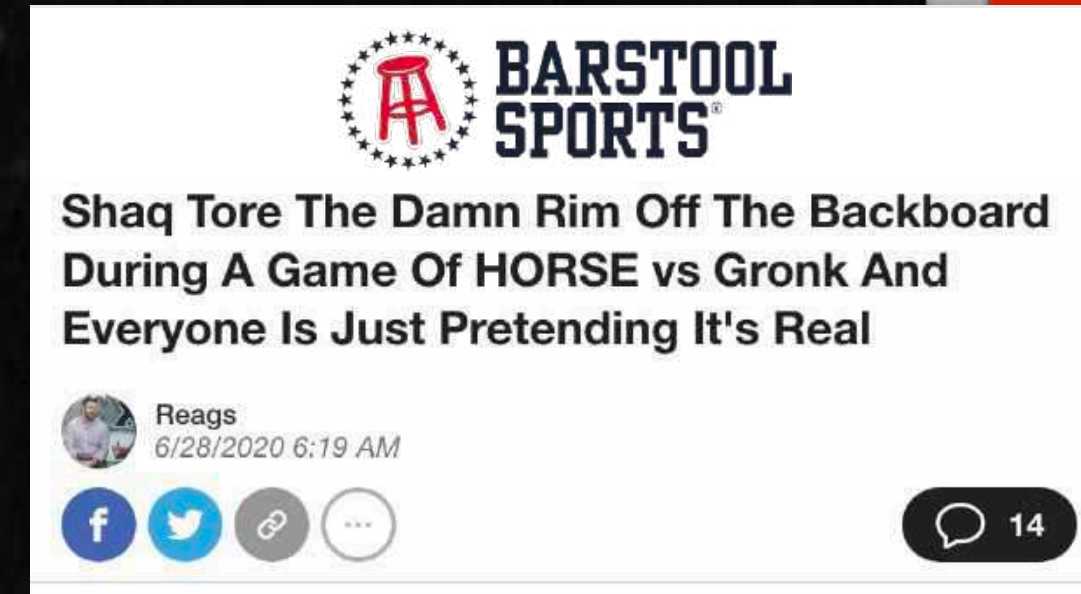


Rob Gronkowski Wants a 'Step Brothers' Sequel Starring Him and Shaquille O'Neal (Exclusive)

By Liz Calvario 5:20 PM PDT, June 18, 2020



Shaq and Gronk team up to raise awareness for social justice Shaquille O'Neal and Rob Gronkowski join a Zoom call to give details about their upcoming event designed to raise money for the NAACP and Boys & Girls Club and bring awareness to social justice issues.



Shaq Tore The Damn Rim Off The Backboard During A Game Of HORSE vs Gronk And Everyone Is Just Pretending It's Real

Reags 6/28/2020 6:19 AM



Want Millions of Views for Your Virtual Event? Just Add Shaq and Gronk.

The executive producers behind one of the most-streamed events in history break down the state of live entertainment.

BY THE NUMBERS

Print & Media Impressions
646,352,180

Broadcast Impressions
12,313,731

Social Media Impressions Across Twitter & Instagram
157,865,935

Total Media Impressions
816,531,846+

"One Of The Most-Streamed Events In History" Entrepreneur

Sports Illustrated
SPORTSPERSON
OF THE YEAR

2020 AWARDS SHOW

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*Medium
Rare*

ABG
ENTERTAINMENT

ELP
EST. 3.27

