

A large crowd of people at a concert, with a stage in the background. The scene is lit with blue and purple lights. The text is overlaid on the image.

Eli Lunzer Productions

PRESENTS

**Sports
Illustrated**
The Party

FEBRUARY 12, 2022

Sports Illustrated

The Party

Sports Illustrated, the most iconic brand in sports, hosts this annual marquee party, bringing guests an unforgettable experience around the most high-profile sporting event of the year.

In 2020, Sports Illustrated The Party took place at the world famous Fontainebleau in Miami with performances by Marshmello, DaBaby, Black Eyed Peas, and DJ D.Sol. With over 3,000 in attendance The Party was the most talked about experience outside of the game.

Talent Resources Sports and **ABG Entertainment** aim for a bigger and better party each year. Following up 2020's epic event, for the 2022 Big Game weekend, The Party is bringing this all-star experience to Los Angeles, taking over an incredible venue and creating moments that can't be missed.

Over
3,000
guests



PRESENTED BY:

Sports Illustrated

ABG
ENTERTAINMENT

TALENT RESOURCES
SPORTS **TRS**

Sports Illustrated

THE MOST TRUSTED NAME IN SPORTS SINCE 1954

MERGING THE WORLDS OF SPORTS, CULTURE, AND ENTERTAINMENT

A POWERHOUSE MEDIA AUTHORITY

For more than 65 years, Sports Illustrated has shaped the narrative around sports, capturing moments, and making them history. As an unparalleled & influential leader in culture, SI creates communities that connect players, teams, and fans to the world of sports.



Sports Illustrated

THE AUTHORITY IN SPORTS CULTURE AND ENTERTAINMENT

Undisputed leader in sports journalism with unprecedented history, insight, analysis, photography and stories.



17 MILLION+ LOYAL READERS ANNUALLY

SI.COM

A FASTEST-GROWING TOP 10 SPORTS WEBSITE

matched access with up-to-the-minute sports news and coverage, entertaining stories and thoughtful analysis.



30 MILLION+ UNIQUE MONTHLY VISITORS

Sports Illustrated SWIM

AN ICONIC MEDIA FRANCHISE

Showcasing beauty from around the globe, SI Swimsuit stands as one of the most recognizable and influential symbols of pop culture.



70 MILLION+ CONSUMERS REACHED ANNUALLY

Sports Illustrated SPORTSPERSON of the YEAR

THE MOST PRESTIGIOUS HONOR IN ALL OF SPORTS SINCE 1954

A celebration of the spirit of sportsmanship & achievement, this awards event generates massive buzz, spotlighting greatness inside and outside the competitive arena.



5.5 BILLION+ GLOBAL MEDIA IMPRESSIONS

THE BETTING DESTINATION

SI's unique destination for all things betting, gambling, & wagering.



COMING SOON!

2020 EVENT HIGHLIGHTS

Coverage by top global media publications including:

- E! News
- LA Times
- The Wrap
- USA Today
- Extra
- ESPN
- Forbes
- TMZ
- InStyle
- Cosmopolitan

OVER 900 MILLION MEDIA IMPRESSIONS



Media Impressions: 17,150,594



Media Impressions: 43,514,974



Media Impressions: 36,989,744

OVER 90 PLACEMENTS ACROSS BROADCAST, PRINT & DIGITAL



Media Impressions: 29,788,885

THE PARTY 2022

After a hiatus in 2021, the biggest party of Big Game weekend is back to deliver everything fans have been waiting for! Hosted in an exclusive, yet-to-be-revealed location in the entertainment capital of the world, Sports Illustrated The Party 2022 will offer fans a unique and unmatched experience. With musical performances from award-winning artists and curated one-of-a-kind experiences, The Party will provide an elite playground for A-list guests from the worlds of sports, entertainment, and business.

Brands taking part in this exclusive event will have the opportunity to align with top-tier talent and a world-recognized media partner for an experience that always delivers on celebrity star power, countless photo opportunities and PR-worthy moments, and a variety of product and logo placements to drive brand awareness.



**Branded
Partner
Integrations**



**Live
Performances**



**Photo
Opportunities**



**Countless
Buzzworthy
Moments**

THE EXPERIENCE



ARTIST PERFORMANCES



PREMIER HOSPITALITY



PRIME LOCATION



IMMERSIVE BRAND ACTIVATIONS



THE PERFORMERS

The Party's lineup of world-renowned performers continues to set the standard for entertainment.
Past performances include:



LIL YANNY



SNOOP DOGG



MARSHMELLO



DaBABY

CELEBRITY ATTENDEES

Sports Illustrated events bring together some of the top names in sports and entertainment.

**PAUL MCCARTNEY | ELON MUSK | LIL JON | WIZ KHALIFA | TERRELL OWENS | JOE MONTANA
JERRY RICE | THE FAT JEWISH | SAQUON BARKLEY | FOODGOD | JEFFREE STAR | NINJA | AND MORE**



2022 PROMOTIONS

As a premier sports publication, Sports Illustrated makes the most of robust marketing initiatives and promotions around The Party are no exception.

EARLY DECEMBER 2021



EVENT ANNOUNCEMENT

- Initial press release announcing The Party distributed to top global media publications
- Exclusive interviews
- Digital and social media promotions

FEBRUARY 2022



CONTINUED MARKETING & PROMOTIONS

- Digital promotion blitz
- Social media promotions leveraging performers + influencers who will be attending

2021

NOV

DEC

2022

JAN

FEB

MAR

MID JANUARY 2022



MARKETING & PRESS

- Official press release announcing The Party's full experience and performers distributed to top global media publications
- Digital and social media promotions
- Out of home promotions

MID FEBRUARY 2022



POST EVENT PRESS

- Post event media alert distributed to global media publications
- Post event promotions and highlights pushed across social and digital platforms



BRAND PARTNERSHIPS

Sports Illustrated The Party is the premier go-to event leading up to the big game. For those brand partners looking to stand out and make a large impact, The Party offers comprehensive partnership packages that deliver.

360° PARTNERSHIP PROGRAM

Offering fully integrated curated partnership packages as well as **custom packages, available upon request.**



**Presenting Partner:
\$500K**

**Premier Partner:
\$250K**

**Brand Partner:
\$150K**

PRESENTING PARTNER

\$500,000

MARKETING & MEDIA

- Category exclusivity
- IP Rights to The Party to include the ability for retailer and consumer incentive programs & contest opportunities
- Brand Identity (Name/Logo) included in the following as presenting partner:
 - o Official event website
 - o Official event invite
 - o Video invitations for the event (pre-event invitation and post event sizzle)
 - o Recognition in all event press releases & media outreach (pre- and post event)
 - o Brand identity inclusion in social media and digital outreach as the presenting partner
 - o Brand identity inclusion in out of home running in Los Angeles
- Two (2) custom social posts (one (1) pre and one (1) post) to enhance consumer engagement on Sports Illustrated official Instagram handle

LIVE EXPERIENCE

- Brand Identity (Name/Logo) included in the following:
 - o Brand identity inclusion in the media wall entrance
 - o Brand identity inclusion on all rotating multimedia or LED displays throughout the event
- Activation space up to 20' x 20' for branded experience (custom build not included)
- Dedicated photographer/videographer to capture all integrations and VIP experiences, photographs and customized video sizzle
- Product inclusion in up to fifty (50) VIP gift bags distributed to influencers, celebrities, and the performers in attendance
- Hospitality Inclusions:
 - o One (1) Tier 1 VIP table for up to 10 guests
 - o One (1) Tier 2 VIP tables for up to 10 guests
 - o Fifty (50) VIP tickets to The Party
 - o Concierge Style service and dedicated check-in area with expedited entry for all VIP guests

The Presenting Partner will be the lead brand across all marketing promotions and have the largest representation at The Party and at all touchpoints.

PREMIER PARTNER

\$250,000

MARKETING & MEDIA

- Category exclusivity
- Brand Identity (Name/Logo) included in the following as premier partner:
 - Official event website
 - Official event invite
 - Video invitations for the event (pre-event invitation and post event sizzle)
 - Recognition in all event press releases & media outreach (pre- and post event)
 - Brand identity inclusion in social media and digital outreach to include e-blasts, ticketing website, and official social media channels for the event as the premier partner
 - Brand identity inclusion in out of home running in Los Angeles
- One (1) custom social post to enhance consumer engagement on Sports Illustrated official Instagram handle leading up to The Party

LIVE EXPERIENCE

- Brand Identity (Name/Logo) included in the following:
 - Brand identity inclusion in the media wall entrance
 - Brand identity inclusion on all rotating multimedia or LED displays throughout the event
- Activation space up to 10' x 10' for branded experience (custom build not included)
- Dedicated photographer/videographer to capture all integrations and VIP experiences photographs and customized video sizzle
- Hospitality Inclusions:
 - One (1) Tier 1 VIP table for up to 10 guests
 - Twenty (20) VIP tickets to The Party
 - Concierge Style service and dedicated check-in area with expedited entry for all VIP guests

BRAND PARTNER

\$150,000

MARKETING & MEDIA

- Category exclusivity
- Brand Identity (Name/Logo) included in the following as brand partner:
 - o Official event website
 - o Official event invite
 - o Video invitations for the event
(pre-event invitation and post event sizzle)
 - o Recognition in all event press releases & media outreach (pre- and post event)
 - o Brand identity inclusion in social media and digital outreach to include e-blasts, ticketing website, and official social media channels for the event as the brand partner
 - o Brand identity inclusion in out of home running in Los Angeles
- One (1) custom social post to enhance consumer engagement on Sports Illustrated official Instagram handle leading up to The Party

LIVE EXPERIENCE

- Brand Identity (Name/Logo) included in the following:
 - o Brand identity inclusion in the media wall entrance
 - o Brand identity inclusion on all rotating multimedia or LED displays throughout the event
- Activation space up to 10' x 10' for branded experience (custom build not included)
- Hospitality Inclusions:
 - o Ten (10) VIP tickets to The Party

Thank You

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