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Carol Massar Co-Host Bloomberg Businessweek

PAYER PLAYERS SU

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SPEAKER

Kim Pegula

President & CEO.

Pegula Sports &

Owner & President, Buffalo Bills and

Entertainment

Buffalo Sabres

@KimPegula

SHEATS-GOLDSTEIN RESIDENCE LOS ANGELES, CALIFORNIA

Friday, February 11, 2022



Bloomberg Power Players Summit

#POWERPLAYERS BIO

Bloomberg

"We take the Big Game to the next level.

In 2020 we (Bloomberg/Talent Resources Sports) saw an opportunity for a new gathering, uniquely focused on forging business connections between top leaders, entrepreneurs, athletes and owners, while they are all gathered for one of the largest entertainment events in the world. Cutting through the crowds and parties, to create a forum where people know they can meet peers in the business and sports world to build their network.

It was a huge success - and we're thrilled to return in 2021 with this unique experience during Big Game weekend."

JASON KELLY Chief Correspondent, Quicktake Host & Contributor, Bloomberg Business of Sports franchise Author, Sweat Equity: Inside the New Economy of Mind and Body



About the Bloomberg Power Players Summit Presented by Talent Resources Sports

The inaugural Bloomberg Power Players Summit in 2020 proved that business-minded athletes and Super Bowl-goers would flock to an event dedicated to relationship building and substantive conversation on trends in the business of sports as well as investing, tech and society as a complement to the endless roster of entertainment event that fill calendars for the rest of Big Game weekend.

As the world emerges slowly from the pandemic, the 2022 Big Game weekend based in Los Angeles will be an exciting time as it's likely to be one of the first large-scale gatherings to return to capacity.

The Power Players Summit is perfectly positioned to cater to the dealmakers, risk-takers, business leaders and world-class athletes who want to accomplish business and fun and make the most of their travel and time.



2020 Summit Recap

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2020 Summit: Overview

Friday, January 31, 2020 Start time 12:00PM/EST | End time 6:30PM/EST Location | Soho Studios in Miami, Florida

In 2020, the Bloomberg Power Players Summit brought together dealmakers, risk takers and world-class athletes to discuss the future of the multi-billion dollar global sports industry.

From transformative technologies and the shift to streaming to understanding the elite athlete's competitive edge, we hosted 500+ speakers and attendees for in depth conversations around leadership, sustainability, societal challenges, technological advancements, the impact to the sports industry and business, and more.

To view the full agenda, click here.

Sponsors







Speakers

- Kathy Carter | CRO LA 2028 and CEO U.S. Olympic & Paralympic Properties
- Najee Goode | Linebacker, Jacksonville Jaguars and Co-Founder + Chief of Fan Engagement VEEPIO
- Al Guido | President, San Francisco 49ers
- Cynthia Marshall | CEO, Dallas Mavericks
- Ovie Mughelli | Former All-Pro Fullback, Atlanta Falcons and Founder, Ovie Mughelli Foundation
- Kim Pegula | President and CEO of Pegula Sports & Entertainment and Owner & President of Buffalo Bills and Buffalo Sabres
- George Pyne | Founder and CEO, Bruin Sports Capital
- Stephen Ross | Chairman and Founder, Related Companies and Miami Dolphins Owner
- David M. Rubenstein | Co-Founder and Co-Executive Chairman, The Carlyle Group
- John Skipper | Executive Chairman, DAZN Group
- Kirk Tanner | CEO, PepsiCo Beverages North America
- Paul Rabil | Co-Founder and CSO, Premier Lacrosse League
- Jason Robins | CEO and Co-Founder, DraftKings
- Jay Williams | Entrepreneur, ESPN Analyst and Former NBA Player

Experience the 2020 Event

- YouTube Playlist
- Instagram Stories

2020 Summit: Audience + Marketing

BY INDUSTRY:

Sports & Entertainment

Banks & Funds

Technology

Health Care

Industrials

Energy

Private Equity

Consumer Staples

Venture Capital

Professional Services

Communication Services

Government/Non-Profit

Consumer Discretionary

TOTAL DELEGATES ON-SITE: 533

(does not include speakers, press and sponsor teams)



- Partner/Principal
- Manager
- Analyst/Strategist
- SVP/Business Head/Head of
- Consultant/Advisor
- Other
- Medical Professional
- Athlete
- 🅘 Board Member
- less Academic/Student
- Agent

GLOBAL PROMOTION ACROSS BLOOMBERG PLATFORMS

(Television, Radio, Businessweek, Markets Magazine, Bloomberg.com, Podcasts, Newsletters, Terminal, Social Media)

Two month marketing campaign ran extensively across all Bloomberg platforms. Digital reach of 4 Million+ impressions plus global magazine and television advertising reach. Minimum value for 2020 event campaign \$1 Million+.



2020 Summit: Social Buzz + Press Coverage



Social Media Reach

Impressions: 1,889,582 Livestream Views: 32,862

Press Coverage

- **New York Post**
- Page Six •
- **The Athletic** •
- Miami Herald
- **The Palm Beach Post** •
- South Florida Sun Sentinel •
- WSVN (Local Fox Affiliate) •
- Boston.com •
- **ClutchPoints** •
- **TotalProSports** •
- **The Union Journal**
- **Dolphins Gab**



Eric Fisher @EricFisherSBG

Dolphins owner Stephen Ross in Bloomberg interview re NFL's total takeover of Hard Rock Stadium for the Super Bowl: I have to buy back my own [luxury] box for the game. And Ross says there wasn't much of a discount either...

4:37 PM - Jan 31, 2020 - Twitter for iPhone

6	Joe Schad	
	@schadjoe	

Asked about regrets in life Stephen Ross says "that we're not playing in this Super Bowl in Miami" At the **Bloomberg Power Players Summit**

4:59 PM - Jan 31, 2020 - Twitter for iPhone



Dolphins owner Stephen Ross was emphatic today at Bloomberg Power Players Summit that he plans to own the team "until I die." So no plans to sell. He also threw cold water on the Tom Brady-to-Miami rumors - focus for Dolphins is rebuilding around young QB, a lot of picks & FAs.

6:03 PM - Jan 31, 2020 from Miami, FL - Twitter for iPhone

Tracy Sandler AlGuido speaking at the Bloomberg Power Players Summit #49ers #SuperBowILIV



Paul Rabil

Was thrilling to be on stage for the @BloombergLive Power Players Summit with such intellectual and inspirational people in sports at the Super Bowl. I shared our @PremierLacrosse growth mindset proudly. One change in script, however (1/2)





On giving back, "Teamwork is important, When I entered the philanthropic space, it came naturally to me. The climate crisis is a big problem that needs a big solution. Working with the @NAACP." @oviemughelli3-Former @AtlantaFalcons @Ravens Fullback #PowerPlayers #SuperBowILIV



emendico Co-Founder Rachael Rapinoe spoke with us about the importance of sleep and taking care of your body as an athlete backstage here at



PM- Jan 31, 2020 - Galler



2022 Summit Opportunity

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2022 Summit: At-a-Glance

Date: Friday, February 11, 2022

Venue: The Sheats-Goldstein Residence

Duration: Day-long VIP destination with event programming, networking, Bloomberg TV and Radio interview spaces and more.

Audience: C-suite and senior level business decision-makers, leaders in the sports industry, athletes, investors, and influencers



2022 Summit: Programming



Bloomberg Power Players will employ the global power of Bloomberg's multiple platforms: Quicktake, Bloomberg.com, TV, Radio, Bloomberg Live's custom virtual event platform, our social media channels, and the Bloomberg Terminal. Programming blocks could include:

- Leadership Lessons: Athletes and business leaders dive deep into what it takes to win in business and sports today.
- The Business of Sports: Unpacking the economic powerhouse that is global sport.
- The Business of a Global Sports Super Star: What makes this athlete/entrepreneur/investor successful? We interview one to find out.
- **The Modern Fan:** How do professional sports grab -- and hold -- the attention of future fans, conditioned to expect content on multiple devices and in enriching experiences?
- **Making a Difference:** The power of athletes to drive social change is only growing. What's the next stage in creating greater equity and inclusion?
- **Sustainable Fun:** The newest generation of sports stadiums are models of sustainability -- and grand entertainment palaces. Let's explore them.
- From Athlete to Entrepreneur: As leading athletes expand their reach from celebrity to worldwide enterprises, where should they focus and what will be their enduring legacy.
- **Cities & Economy:** What does having a sports franchise mean to a community?
- Breakout Opportunities: investing, technology, mentor networking, and more

2022 Summit: Venue

This is the unparalleled Sheats-Goldstein Oasis, a John Lautner-designed masterpiece that pushes the limits of sci-fi surrealism, sleek minimalism, and innovative technology.

It will undoubtedly attract a select group of high-profile figures from the world of sports, music, film, television, business and social media. Located at the center of Beverly Hills, the exclusive location provides Club James, a tennis court/event space, 2 pools, a newly completed entertainment terrace and more to allow an up to 800 person capacity all while overlooking the city of Los Angeles.

This venue provides a spectacular backdrop for the powerful conversations that will come at the Power Players Summit.



Talent Resources Sports: Recent Activations at the Sheats-Goldstein Oasis









Opportunities for Integration

Sponsor Spotlight

Dedicated speaking opportunity on the mainstage to deliver valuable, relevant thought leadership or announcements.

Breakout Programming

Programming session designed to engage a subset of target attendees on a specific, meaningful topic with sponsor speaker integration. Could happen over a meal or during a break for targeted interactions.

Lounges / Networking / Displays

Engage attendees throughout the day in a branded environment, or with specific networking formats to facilitate relationship building. Cocktail reception, meals, material distribution opportunities; product sampling; and more.

Content Creation / Distribution

Align with content creation and distribution among attendees, speakers, and more.

Transportation

Opportunity to enable transportation to and from the event for attendees or speakers.

Sponsorship Opportunities

We will work with sponsors to create engaging event integrations aligned with your objectives.

Three levels of sponsorship opportunities are available, with additional benefits of sponsorship listed on the following page.

Cross-platform media extensions available upon request.

PRESENTING SPONSOR \$350,000

SPONSOR BENEFITS

- Presenting sponsor attribution
- 8 on-site event tickets (2 sponsor executives, 6 guests*)
- Unlimited virtual invitations

\$250,000

SUPPORTING SPONSOR

SPONSOR BENEFITS

- Supporting sponsor attribution
- 6 event tickets (2 sponsor executives, 4 guests*)
- · Unlimited virtual invitations

PARTICIPATING SPONSOR \$150,000

SPONSOR BENEFITS

- · Participating sponsor attribution
- 4 event tickets (2 sponsor executives, 2 guests*)
- Unlimited virtual invitations

ON-SITE EVENT ACTIVATIONS

- Charging station OR social polling sponsorship
- Opportunity to unlock additional activations at special pricing

ON-SITE INTEGRATIONS

- Five (5) minute mainstage Sponsor Spotlight
- Video clip distributed in social media alongside event content/news, and provided for sponsor use
- Footprint** in networking area with brand signage
- Opportunity to unlock additional activations at special pricing

ON-SITE INTEGRATIONS

- Footprint** in networking area with brand signage OR sponsorship of a networking meal or cocktail reception
- Opportunity to unlock additional activations at special pricing

*On-site attendees for tickets must fit audience profile of the event.

**Footprint = area in the networking zone with branded sign and enough seating/space to facilitate 2-3 people networking in area. Size and features of this space can be expanded at incremental cost.

Additional Sponsor Benefits

Thought Leadership

- Collateral or product distribution opportunities
- Editorial event highlights published on BloombergLive.com
- Virtual on-demand content accessible for up to 3 months

Audience Generation & Networking

- High-touch audience development for target audience
- Registration and attendee list; contact information for those who opt in to share

Project Management

- · Dedicated single point of contact
- Turn-key execution
- Post-event report

Branding & Amplification

- · Branding onsite and in virtual environment
- Brand inclusion on event webpage on BloombergLive.com
- Logo inclusion in pre-event marketing across Bloomberg channels. Placement by availability. Similar past campaigns run in \$500K \$1M of media.
- Brand and thought leadership offer in "Thank You" and "ICYMI" emails
- Sponsor handle mention in @BloombergLive social promotion and coverage
- Livestream extensions on the Bloomberg Terminal and Bloomberg social and digital platforms

About Bloomberg Live

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

75.2MM

Global business decision-makers



18.8MM Financial professionals





9MM C-Suite leaders **22.6MM** Technology decision-makers







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).

Meeting audiences where they are.

Digital **Q** 76.7мм Global multi-platform unique visitors 26мм Social 👌 Global Followers Across Platforms Video/OTT 44мм Monthly Digital Video Streams Live ᅌ 5ĸ+ **Global Attendees** Across 45 Countries 433мм Television o **Global Television** Households Radio 1.3мм U.S. Audio Listeners Podcasts 4.8м Monthly Podcast Downloads Print 🖒 600ĸ Bloomberg Businessweek Rate Base Terminal 👌 **33**ĸ **Global Subscribers**

Source: Digital - Google Analytics, 1st Quarter 2020 (Jan-Feb-Mar monthly average). TV - Internal TV distribution figures. Radio - 2019 Ipsos Affluent Survey USA (Double-base)

High-profile event experiences

Leveraging original reporting, global perspectives, and unrivaled amplification across proprietary channels, Bloomberg Live delivers an unmatched event experience. Examining every story through the lens

of business, we apply these distinctive resources to elevate the most important voices on the most pressing issues to give our audiences the insights they need to invent, inspire, and act.

Bloomberg

Sustainable

Business

Summit

In-person 2019

Virtual 2020

60% C-Level

C-Level Attendees **5K+**

Bloomberg TV Pan EU



162 Countries Participating **46K+**

Global Attendees Across 162+ Countries 100+

Global Events

Bloomberg heven Ahead



Bloomberg TheYearAhead Bloomberg BREAKAWAY





Bloomberg Invest