Sportico delivers BREAKING NEWS, INSIGHTS and ACTIONABLE ANALYSIS that informs the leaders of the sports business community.
SPORTICO GIVES YOU THAT EXTRA PARAGRAPH

Sportico is the default resource for professionals seeking the latest and highest quality news and information in the $500 billion worldwide sports industry. With a robust digital platform, newsletters and events, Sportico delivers breaking headlines and analysis championing the innovation and creativity that will change not only the business of sports, but the world.

Led by industry veterans, Dick Glover, Scott Soshnick and an editorial team of the most accomplished journalists and visionaries in the field, Sportico empowers readers with the context and insights needed to understand an evolving sports ecosystem - where teams are incubators and innovation labs, franchise values are soaring, players’ unions are accelerators and athletes will not just stick to sports.
READER PROFILE

Sportico reaches the most influential figures in sports. Our core community is comprised of commissioners, team owners, front office executives, brand sponsors, students, the most avid sports fans and the infrastructure that supports the business of sports.

**AFLUENT (HHI)**

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100-$149k</td>
<td>13%</td>
</tr>
<tr>
<td>$150-$199k</td>
<td>11%</td>
</tr>
<tr>
<td>$200-$249k</td>
<td>10%</td>
</tr>
<tr>
<td>$250-$499k</td>
<td>16%</td>
</tr>
<tr>
<td>$500-$749k</td>
<td>3.7%</td>
</tr>
<tr>
<td>$750-$999k</td>
<td>2.9%</td>
</tr>
<tr>
<td>$1MM-$2.49MM</td>
<td>2.7%</td>
</tr>
</tbody>
</table>

**INFLUENTIAL 65%**

Top Management Positions*

*Top management includes: Member of the Board, C-Suite, EVP/Directors, Owner/Partners*
SPORTICO GROWTH

“You guys seem to be doing great stuff and have already become part of the industry vernacular. Congratulations!”

- Adam Silver
AUDIENCE GROWTH

Sportico’s rapidly growing audience currently produces:

- **369K** Monthly Unique Visitors
- **565K** Monthly Page Views
- **114K** Email Subscribers

*Source: Google Analytics Jul 2020-May 2021, ExactTarget May 2021*
REACHING AUDIENCES THAT MATTER

Sportico content is syndicated in Bloomberg terminals, reaching almost 1MM of the world’s most influential decision makers on a daily basis.

Select SporticoLIVE events are also streamed in the BloombergLiveGo platform.
SPORTS PRO AUDIENCE NETWORK

In addition to our core community, Sportico’s reach is extended by the global media presence of PMC. The Sports Pro Audience Network (SPAN) leverages Permutive’s audience segmentation and targeting capabilities to reach an audience of Sports Professionals P35+ with a HHI $250K+ across the entirety of the PMC portfolio.

PMC DELIVERING POWERFUL SCALE

DIGITAL

200MM
Unique visitors per month

FINANCE PROFESSIONALS

1 IN 2
Executives with finance responsibilities

INFLUENCING

$3.6 TRILLION
In business expenditures

BUSINESS DECISION MAKERS

1 IN 2
Executives who determine business needs

SPONSORSHIPS
PRODUCTS

Live and Virtual Events

Digital Platform

Social

Audience Targeting
SPORTS PRO AUDIENCE NETWORK

Podcasts
SPORTICAST

Newsletters
The Lead
Breaking News
JohnWallStreet
The Highlight Reel
SPONSORSHIPS

- NEWSLETTERS
  - The Lead
  - Breaking News
  - JohnWallStreet
  - The Highlight Reel

- JOHNWALLSTREET SPORTS STOCK INDEX
  Measuring stick for the growth of the sports business industry

- LIVE AND VIRTUAL EVENTS
  SporticoLIVE

- CUSTOM CONTENT
  Sponsored content that engages our audience while elevating your brand’s position as a thought leader in the sports business industry

- PODCAST
  - SPORTICAST

- SOCIAL PROMOTION
  Facebook
  Instagram
  LinkedIn
  Twitter
JOHNWALLSTREET SPORTS STOCK INDEX

Sportico is offering an influential sponsor the opportunity to align their brand with content catered to a hyper-engaged and devoted audience of front office executives, power-brokers, professionals and the most avid of sports fans.

The JohnWallStreet Sports Stock Index (JSSI) was created to serve as a measuring stick for the growth of the business of professional sports. Currently reaching 23,000+ emails daily, 5 days a week, the JSSI targets sports business and finance professionals with a HHI of $300K+.

**Sponsor Elements**

- “Presented by” logo treatment in newsletter and web page
- Placements
  - Full flight: 300x600/300x250 (web)
  - 1 week/month: 728x90 (newsletter, web)

**Flight:** 6 months
**Delivery:** 1.5MM guaranteed impressions
CUSTOM CONTENT

Reaching the most influential figures in sports, our newsletters deliver to 23,000+ subscribers (per newsletter).

Our core community is comprised of commissioners, team owners, front office executives, brand sponsors, students, the most avid sports fans and the infrastructure that supports the business of sports.

**Sponsor Elements**

- Opportunity for sponsor submitted content to run in Sportico newsletters and Sportico.com
- Placements
  - The Lead and Highlight Reel newsletters
  - Digital (web and mobile)

**Flight:** 1 week
PODCAST: SPORTICAST

SPORTICAST is a new podcast hosted by Scott Soshnick and Eben Novy-Williams that delivers the inside scoop on the intersection of money and sports. From billion-dollar valuations to team sales, sponsorship contracts and media rights – we will go behind the scenes on the deals that power the global sports economy. https://www.sportico.com/t/sporticast/

Sponsor Elements

- Weekly franchise reaching the industry’s most influential decision-makers
- Feature your logo in the podcast online story space, share your message with a 15 second lead-in or close around the podcast content, or add logos and tags back to your company on Sportico’s social networks

Flight: 4 weeks
EVENTS
SporticoLive combines the editorial resources of sports business’ most respected digital platform with the top industry leaders to present highly engaging thought leadership conversations and the best in peer to peer learning.
SporticoLIVE has experienced tremendous growth and momentum as we finish our rookie season. Here's a snapshot of two of our more popular events:

**Fan Experience in a Post-COVID World**
- Registrants: 1278
- Attendees: 854
- Average time in room: 60 minutes
- Comments in chat pages: 152

**SPAC: Purpose & Opportunity**
- Registrants: 1403
- Attendees: 978
- Average time in room: 65 minutes
- Comments in chat pages: 118
# 2021 Events Calendar

**Members Only events**
- Business Beyond the Game
- Powerlunch
- Invest in Sports
- Sportico Stock Index
- Sportico Editorial Q&A

**Members First events**
- United Front: Diversity in Sports
- Return to the Stands - Health & Safety
- Business Beyond the Game
- Ask ...., Anything w/ SIL

## June

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Front: Diversity in Sports</td>
<td>9</td>
</tr>
<tr>
<td>Return to the Stands - Health &amp; Safety</td>
<td>17</td>
</tr>
<tr>
<td>Business Beyond the Game</td>
<td>23</td>
</tr>
<tr>
<td>Ask ...., Anything w/ SIL</td>
<td>24</td>
</tr>
</tbody>
</table>

## July

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>NBA Finals Preview</td>
<td>7-8</td>
</tr>
<tr>
<td>MLS Valuations 2021</td>
<td>28/29</td>
</tr>
</tbody>
</table>

## August

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>The N.I.L. Era - What Happens Next?</td>
<td>TBD</td>
</tr>
<tr>
<td>Business Beyond the Game</td>
<td>19</td>
</tr>
<tr>
<td>NFL Valuations</td>
<td>25 or 26</td>
</tr>
</tbody>
</table>

## September

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Beyond the Game</td>
<td>2</td>
</tr>
<tr>
<td>Powerlunch</td>
<td>TBD</td>
</tr>
<tr>
<td>Invest in Sports</td>
<td>TBD</td>
</tr>
<tr>
<td>Sportico Stock Index</td>
<td>TBD</td>
</tr>
<tr>
<td>Sportico Editorial Q&amp;A</td>
<td>TBD</td>
</tr>
</tbody>
</table>

## October

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Powerlunch</td>
<td>TBD</td>
</tr>
<tr>
<td>Formula One</td>
<td>TBD</td>
</tr>
<tr>
<td>NHL Valuations</td>
<td>TBD</td>
</tr>
<tr>
<td>The Real Opportunity of eSports</td>
<td>TBD</td>
</tr>
<tr>
<td>Thought Leadership Dinner</td>
<td>TBD</td>
</tr>
<tr>
<td>Conversation Series</td>
<td>TBD</td>
</tr>
<tr>
<td>Sponsorship &amp; Advertising</td>
<td>18-21</td>
</tr>
</tbody>
</table>

## November

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Powerlunch</td>
<td>TBD</td>
</tr>
<tr>
<td>Sports Licensing</td>
<td>TBD</td>
</tr>
<tr>
<td>College Sports 360</td>
<td>TBD</td>
</tr>
<tr>
<td>NBA Valuations</td>
<td>TBD</td>
</tr>
<tr>
<td>Thought Leadership Dinner</td>
<td>TBD</td>
</tr>
<tr>
<td>Conversation Series</td>
<td>TBD</td>
</tr>
</tbody>
</table>

## December

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Powerlunch</td>
<td>9</td>
</tr>
<tr>
<td>Sustainable Sports</td>
<td>17</td>
</tr>
<tr>
<td>Immersive Fan Experience</td>
<td>23</td>
</tr>
<tr>
<td>Conversation Series</td>
<td>24</td>
</tr>
</tbody>
</table>

*All dates subject to change.*
SPECS
AD PLACEMENTS

Newsletter

Custom Content

Website
SPAC SUCCESS IS A TEAM SPORT—DON’T GO AT IT ALONE

Special purpose acquisition companies (SPACs) have emerged as a robust option for raising capital and bringing businesses to the public markets. Yet SPACs aren’t always simple. Working with experienced subject matter specialists to ensure proper financial and tax structuring and preparation can mean the difference between a successful deal or losing out. Sportico sat with Grant Thornton’s Melanie Kogler, Partner, M&A Tax Services; Jason Piana, National Managing Partner, Transaction Accounting and IPO Readiness Services; Jason Budellberg, National SPAC Audit Leader; and Mitch Zadowski, Media & Entertainment Audit Services Leader, to get their insights into how SPACs and targets can best prepare for success.

Sportico: Why are companies increasingly turning to SPACs to go public, forgoing the traditional IPO?

To read the rest of this Q&A, click below.

LEARN MORE

- Logo (EPS, AI, or PNG)
- 728px x 90px Banner

- Intro Blurb 100 word count

- Link to click-through CTA

- Logo (EPS, AI, or PNG)
- 1280px x 7200px Banner

- Article 850 word count