

COLLEGE SPORTS SUMMIT

MAY 31-JUNE 2, 2017 | OMNI HOTEL AT CNN CENTER | ATLANTA

2017 Agenda & Sponsorship Details





The 2017 SVG College Sports Summit is the top networking and professional-development conference in the college sports video industry. Celebrating its ninth year, the SVG College Sports Summit brings together content creators from athletic departments, conference offices, and networks with innovative technology manufacturers to discuss all budget levels of video production and distribution.

All attendees will also have the opportunity to meet with the top technology companies in the business in our exhibit hall where products and services geared towards the specific needs of the college-sports market will be on display.

Attached in this document is:

- Our College Advisory Board
- Event Agenda (subject to change)
- Sponsorship Opportunities & Descriptions
- College Sports Media Awards Info & Sponsorship Options
- Hotel Information

Sincerely,

Rob Payne
Managing Director, Worldwide Sponsor Development

The 2017 SVG College Sports Summit promises to be daring, creative, bold, and innovative. Not because we are, but because our attendees and, you, our sponsors are. This year's conference program will address the hottest topics in sports video production including live social video, OTT strategies, in-stadium activation, VR/360 content creation, the latest in acquisition technologies, and much more.

We will also recognize the year's best in content creation as SVG and the National Association of Collegiate Directors of Athletics (NACDA) celebrate the annual College Sports Media Awards. In addition, the SVG College Pioneer Award and the SVG/NACDA Technology Leadership Award will again celebrate outstanding achievements in the industry.

We can't do any of this without your support and we thank you for continuing to support the hard-working professionals in this captivating industry. We can't wait to see you in Atlanta!

Sincerely,

Brandon Costa
Director, SVG College | Program Director, SVG College Sports Summit



2017 College Sports Advisory Board

Chairman

Paul Danna, University of South Carolina, Director of Gamecock Productions

Committee

Rick Bagby, Clemson University, Asst. Athletic Director, Video and Technology

Jeff Bentley, Kent State University, Executive Producer, Kent State Sports Network

Mike Bilbow, College Football Hall of Fame, VP, Content & Production

Michael Bruce, University of Alabama, Asst. Professor of Telecommunication

***Dan Butterly**, Mountain West Conference, Senior Associate Commissioner

Kelly Carney, Conference USA, Associate Commissioner

Rick Church, Michigan State University, Director of Broadcast Technology

Stephen Dombroski, St. John's University, Assoc. AD for Communications

Mark Fragale, Rochester Institute of Technology, Asst. Dir., Video Production Services

Mark Fratto, Linacre Media, Principal and Director of Business Development

***Imry Halevi**, Harvard University, Director of Multimedia & Production

Jonathan Gantt, Clemson University, Director of New Media

Scott Hecht, ESPN/SEC Network, Manager, University Productions

Charlie Hussey, Southeastern Conference, Assoc. Comm., SEC Network Relations

Steve Hurlbut, Tupelo-Honey Raycom Productions, Sr. Coordinating Producer

Joel Kitay, Kitay Productions, President

John Kvatek, University of Central Florida, Associate AD, Multimedia & Creative

Travis Llewellyn, Sun Belt Conference, Asst. Commissioner, Director of Electronic Media

Michael Martin, Texas Christian University, Film, Television, and Digital Media Professor

Chris Mycoskie, Southland Conference, Asst. Commissioner, Television & Electronic Media

Jim Nachtman, Penn State University, Director of Broadcast Operations

Ken Norris, UCLA, Director of Video Operations

Tom Odjakjian, American Athletic Conference, Sr. Assoc. Comm. Broadcasting. & Digital Content

Matt Panto, The Ivy League, Assistant Executive Director, Digital Media & Communications

Tim Pollard, Ball State University, Chair, Dept. of Telecommunications

***Scott Rinehart**, University of Notre Dame, Lead Technologist, Fighting Irish Digital Media

Mark Rodin, Florida State University, Director of Seminole Productions

John Servizzi, Tupelo Raycom, EVP, Engineering and Operations

Kurt Svoboda, University of Michigan, Assoc. Athletic Dir. for External Communications & Public Relations

***Chris Taylor**, Ball State University, Director of Digital Sports Production

Jeff Tourial, West Coast Conference, Assoc. Commissioner, Broadcast and Comm.

Bob Vecchione, NACDA, Executive Director

Richard Wanninger, Patriot League, Sr. Assoc. Executive Director for External Relations

Jerry Wetzel, Independent Broadcast Media Professional

*previous Chairman



Agenda (tentative)

WEDNESDAY, MAY 31

5:00 p.m. - 8:00 p.m. **Opening Night Reception** (*College Football Hall of Fame*)

We're happy to welcome all attendees and SVG sponsors to attend our popular opening night cocktail reception hosted at the College Football Hall of Fame. Drinks and snacks will be served!

THURSDAY, JUNE 1

Exhibit Hours: 10:00 a.m. – 7:30 p.m.

8:00 a.m. **Registration Opens**

9:00 a.m. – 9:10 a.m. **Welcoming Remarks (Chairman and Title Sponsor)**

9:10 – 10:00 a.m. **Keys to Successful Social Streaming**

Live streaming on platforms such as Facebook, Twitter, YouTube, and Periscope have opened entire new distribution channels that have proven to be tremendously direct and engaging. Content creators from teams, leagues, and media companies that have found success quickly on these platforms share their advice behind their work.

10:00 – 10:15 a.m. **Technology Case Study**

10:15 – 10:40 a.m. **Acquisition Update: The Latest in Camera and Lens Technology**

Camera and lens technology is constantly evolving and more than ever, manufacturers are building acquisition tools specifically catered to the college sports video market. Learn about the latest in capture technology to your needs for both live event production and postproduction.

10:40 – 11:25 a.m. **Networking Break**

11:25 a.m.–12:10 p.m. **Videoboard Production Trends and Marketing Integration**

Athletic departments and brands are looking for new ways to better engage with fans immersed in the in-stadium or in-arena environment. How are athletic departments using video production technology and in-house marketing savvy to approach the new world of entertainment and engaging fans at the game.

12:10 – 12:30 p.m. **Tech Leadership Award & Pioneer Award Presentations**

12:30 – 1:30 p.m. **Networking Lunch**

1:30 – 2:15 p.m. **BEA Fast Break: Recruiting, Training, and Managing Student Crews**

In this fast-paced presentation, multiple experienced professors and athletic department personnel share informative and intriguing case studies that offer best practices on engaging, training, and foster live event production personnel, including full-time personnel and students.

2:15 – 2:30 p.m. **Technology Case Study**

2:30 – 3:00 p.m. **Keynote – Lee Fitting, ESPN, Senior Coordinating Producer, College Sports**

3:00 – 3:45 p.m. **Networking Break**

3:45 – 4:30 p.m. **Going OTT: The Next Direct Connection to Fans and Brands**

Digital networks gave colleges and conferences the power to distribute their own content directly to their fans. Now, the next wave in video distribution, Over-the-Top is poised to take the industry by storm in 2017 and bring your content right into the living room. Experts in the area discuss what it takes to design, build, and most importantly, maintain a strong OTT channel beyond and content publishers.



4:30 – 5:15 p.m. **VR/AR/360°: What’s Next in The Future of Social Video Engagement?**
Streaming, social, and mobile platforms have seen an influx of virtual reality, augmented reality and 360-degree video content and colleges are getting into the mix. Each medium offers dramatically new and different opportunities to tell stories and interact with viewers. Professionals who have played in these spaces share their workflows and offer their tips for those looking to get started.

5:15 – 6:30 p.m. **College Sports Media Awards Ceremony**

6:30 – 8:00 p.m. **College Sports Media Awards Celebration & Networking Reception**

FRIDAY, JUNE 2

Exhibit Hours: 10:00 a.m. – 7:30 p.m.

8:00 a.m. **Networking Breakfast**

8:40 – 9:10 a.m. **Notre Dame and the Campus Crossroads Project**
The Campus Crossroads Project is the most ambitious building campaign in the 174-year history of the University of Notre Dame and, at the center of it all, is iconic Notre Dame Stadium. Inside will feature a state-of-the-art new media center that will power video across all aspects of the university from academics to athletics and will bring video to Notre Dame Stadium for the first time. Take an inside peek at the strategy and technology behind this epic project and learn how it’s all being done.

9:10 – 9:25 a.m. **Technology Case Study**

9:25 – 9:45 a.m. **Keynote – Will Yoder, Instagram, Sports Partnerships**

9:45 – 10:30 a.m. **Networking Break**

Workshop Tracks

10:30 a.m.–12:00 p.m. **Workshop Track 1: Facebook Live Boot Camp**

This in-depth workshop features presentations from Facebook staff and successful users of Facebook Live offering practical tips and best practices on how to make the most out of this new and exciting, global broadcast platform.

10:30 a.m.–12:30 p.m. **Workshop Track 2: In-Venue Production and Fan Engagement**

Stadium and arena productions are more highly produced and heavily marketed than ever before. In this series of in-depth case studies, see how athletic departments of all sizes are approaching.



2017 HIGHLIGHTS

THURSDAY KEYNOTE SPEAKER (2:30PM)



Lee Fitting, Senior Coordinating Producer, College Sports

Lee Fitting is a 20-year veteran of ESPN production and has long been considered the man behind one of the network's flagship college studio program, *College GameDay*. In addition, he is charged with overseeing the strategic direction, staffing and day-to-day planning for *College Football Live*, *College Football Playoff: Top 25* and other college sports-related studio specials and content as well as all college basketball games. During his time with *College GameDay*, Fitting and his colleagues have earned six Sports Emmy Awards for Outstanding Studio Show Weekly (2008, 2010, 2011, 2014, 2015, 2016).

FRIDAY KEYNOTE SPEAKER (9:25AM)



Will Yoder, Sports Partnerships

Will Yoder is responsible for working with U.S. partners in the sports industry—including leagues, teams, players and sports media—to leverage the platform to connect and engage with the next generation of sports fans. Prior to Instagram, he served as Digital Lead for Octagon's Athlete and Personalities Group for six years, responsible for managing Octagon's digital strategy and securing strategic partnerships.



FRIDAY WORKSHOP TRACK 1 (10:30AM)

This in-depth workshop features presentations from Facebook staff and successful users of Facebook Live offering practical tips and best practices on how to make the most out of this new and exciting, global broadcast platform. Attendees will also receive some key insights at some of the viewership data and trends that Facebook has noted in the time since Facebook Live launched in 2016.



FRIDAY WORKSHOP TRACK 2 (10:30AM)

In-Venue Production and Fan Engagement

Stadium and arena productions are more highly produced and heavily marketed than ever before. In this series of in-depth case studies, see how athletic departments of all sizes are approaching.



Sponsorship Opportunities

	Title	MVP	All-Star	Ace	Ala Carte
Sponsorship Opportunity	Sponsor	Sponsor	Sponsor	Sponsor	Options
	\$20,000	\$12,000	\$7,500	\$6,000	
Exclusive Title	√				
Video Interview	√				
Attendee Passes (additional to annual sponsorship allotment)	6	5	4	3	2
Exhibit Booth (8' x 8') Includes: Pipe & Drape/Power / Table & Chairs	√	√	√	√	
Simple Booth Signage	√	√	√	√	
2 Minute Welcome (on 1 st)	√				
Session Sponsor	√	√			
Ad in Program	Spread	Page	½ Page		
Lunch (on 1 st)	√				
Co-Breakfast Sponsor (on 2 nd)		√			
Co-Networking Breaks			√		
Logo on Conference Website	√	√	√	√	√
Branding on all Promotions	√	√	√	√	√
Session Sponsorship					\$4,000
Case Study (2-Thu; 1 Fri)					\$5,000
Co-Reception Sponsor at College Hall of Fame (on 31 st)					\$4,000
Lanyard Sponsor					\$5,000
Badge Sponsor					\$5,000
Registration Sponsor					\$4,500
Shirt Sponsorship					TBA
Full Page Ad in Program					\$2,000
½ Page Ad in Program					\$1,500



2017 COLLEGE SPORTS MEDIA AWARDS

 JUNE 1, 2017 • ATLANTA

OVERVIEW

Since its inception, the College Sports Media Awards have recognized the best in class in college sports production. In the previous eight years, SVG has celebrated those who have pushed the envelope and set a higher standard for all who are part of this industry.

Once again, at this year's SVG College Sports Summit, the Sports Video Group (SVG) and the National Association of Collegiate Directors of Athletics (NACDA) will award the outstanding work in college sports video productions from campuses across the country, and the staff that makes them possible.

Presented by the Sports Video Group & the National Association of Collegiate Directors of Athletics

Divisions

- National Networks
- Regional/Local Networks, Syndicators, and Production Companies
- Collegiate Athletics
- Collegiate Student

Categories

- Live Game Production
- Live Non-Game Production
- Program Series
- Special Feature
- Promotion Video: Hype, Open, Tease, PSA, or Marketing Campaign

Award Sponsorship Opportunities

Please see below the following options on ways to get involved at the CSMA's and support the College Sports Industry.

Title Sponsorship: \$6,500 (1 available)

- | | |
|---|--|
| <ul style="list-style-type: none"> • 2-minute executive welcome to Award Ceremony • Presentation of the SVG Pioneer Award • Full Page Salute ad in CSS event program • Exposure on promotions and marketing materials | <ul style="list-style-type: none"> • Web banner ad on CSMA webpage of CSS website • On Screen and physical signage • Logo recognition in event program • Stage recognition |
|---|--|

Benefactor Sponsorship: \$4,000

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| <ul style="list-style-type: none"> • Presentation of the one CSMA Award • Half Page Salute ad in CSS Event Program • Exposure on promotions and marketing materials • Logo on CSMA webpage of CSS website | <ul style="list-style-type: none"> • On Screen and physical signage • Logo recognition in event program • Stage recognition |
|---|--|

Patron Sponsorship: \$2,000

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| <ul style="list-style-type: none"> • On Screen and physical signage • Exposure promotions and marketing materials • Logo on CSMA webpage of CSS website | <ul style="list-style-type: none"> • Logo recognition in event program • Stage recognition |
|--|--|

Pioneer Award: \$3,500 (1 available)

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|---|---|
| <ul style="list-style-type: none"> • 1 min salute intro • On Screen and physical signage • Exposure promotions and marketing materials | <ul style="list-style-type: none"> • Logo on CSMA webpage of CSS website • Logo recognition in event program • Stage recognition |
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Technology Leadership Award: \$3,500 (1 available)

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| <ul style="list-style-type: none"> • 1 min salute intro • On Screen and physical signage • Exposure promotions and marketing materials | <ul style="list-style-type: none"> • Logo on CSMA webpage of CSS website • Logo recognition in event program • Stage recognition |
|---|---|

To support the any of the awards, contact rob@sportsvideo.org or agabel@sportsvideo.org



Hotel & Travel



Omni Hotel at CNN Center
190 Marietta Street Northwest
Atlanta, GA 30303
[Directions](#)

[Book your room](#) today and take advantage of our room block featuring rates at just **\$129/night!**

The Omni Hotel is within walking distance of both the College Football Hall of Fame and CNN.