



# COLLEGE SUMMIT

**Omni Atlanta Hotel at CNN Center  
JUNE 13-14**

## AGENDA AND SPONSORSHIP OPPORTUNITIES

### The SVG College Summit is back!

For the first time since 2019, the Sports Video Group is thrilled to welcome you back to Atlanta for two days of panels, case studies, workshops, and, most important, networking with your college-sports-video-production colleagues.

The sports-video-production business has been completely reshaped by the stresses of the past two years. It's more important than ever to reunite with and learn from your industry peers to put your programs and your careers on the path to success in 2022.

This year's agenda will address all the critical topics facing the business: live-broadcast/streaming strategies; live-production tools and solutions; cloud-based, REMI, and IP production models; content-distribution strategies; what Name, Image, and Likeness (NIL) means for you; staffing/training your production teams; and so much more.

Don't miss your chance to be part of college sports video's big reunion!



**TO ACTIVATE A  
SPONSORSHIP,  
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## SVG COLLEGE ADVISORY COMMITTEE

### 2022 COMMITTEE MEMBERS

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**Michael Bruce**, University of Alabama, Associate Professor and Interim Department Chair for Journalism and Creative Media

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**Michelle Glover**, University of Arkansas, Associate AD - Broadcast Services

\***Imry Halevi**, Harvard University, Assistant Director of Athletics, Multimedia and Production

\***Scott Hecht**, Syracuse University, Senior Producer

**Joel Kitay**, Kitay Productions, President

**Travis Llewellyn**, Sun Belt Conference, Associate Commissioner, Electronic Media

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

**Kate Morgan**, University of San Francisco, Director of Creative Video

**Jim Nachtman**, Penn State University, Director of Broadcast Operations

**Ken Norris**, UCLA, Director of Video Operations

**Tom Odjakjian**, American Athletic Conference, Senior Associate Commissioner, Broadcasting

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

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

**John Servizzi**, Tupelo Raycom, EVP, Engineering and Operations

**Kurt Svoboda**, University of Michigan, Associate AD for External Communications and Public Relations

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

**Dennis Trapani**, University of Wyoming, Associate AD for Creative Services

**Bob Vecchione**, NACDA, Executive Director

**Richard Wanninger**, Patriot League, Senior Associate / Executive Director for External Relations

*\* Previous Chairman*

*Agenda on following page*

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## AGENDA

### Monday, June 13

**3:30 - 3:35 p.m. Welcoming Remarks**

**3:35 - 4:00 p.m. Keynote Conversation**

To say that the past 15 months have been challenging would be a grave understatement. From the total cancellation of sports to highly restricted production environments to a crossover season unlike anything anyone has ever been a part of, professionals in college-athletics video production have burnt the candle at both ends. What have we learned, what does the future hold, and in what ways has the industry been changed forever?

**4:00 - 4:50 p.m. A New Content Landscape: What Does NIL Mean for You?**

Name, Image, and Likeness is changing the landscape of collegiate athletics. It is also offering collegiate athletic departments a new and lucrative avenue for both recruiting and serving student athletes. What resources should your team be investing in? What flavors of content are finding quick success? How can your already busy production teams bring unprecedented value to your student athletes?

**5:00 - 6:00 p.m. COLLEGE SPORTS MEDIA AWARDS**



Trophies will be presented for the very best in college-sports-video production in the annual College Sports Media Awards ceremony!

*Sponsorship opportunities listed on page 6*

**6:00 - 7:00 p.m. Networking Reception**

### Tuesday, June 14

**8:30 - 9:15 a.m. Networking Breakfast**

**9:15 - 9:45 a.m. State of the Industry: Meeting the Demands of the Live-Content Explosion**

Live broadcast at an enormous scale is the established norm in collegiate athletics today, with athletic institutions of all shapes and sizes finding creative and innovative ways to produce hundreds of live broadcasts per year. Live-production professionals from across the industry reflect on the year that was and preview what's to come.

**9:45 - 10:00 a.m. SVG College Technology Case Study**

A leading technology vendor in the industry shares its latest example of innovation for the college-sports-video community.

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## AGENDA cont'd

### **10:00 - 10:30 a.m. DTC Reboot? The Emergence of Subscription-Based Content Services**

A selection of college athletics' biggest brands have launched their own subscription-based content services to explore a new, direct relationship with fans and alumni. Why did they do it, and what is there to be learned from those who have pulled the trigger on this distribution channel? Is it the right fit for your institution?

### **10:30 - 11:15 a.m. Networking Break**

### **11:15 - 11:50 a.m. Tools for Growth: The Gear Fueling the Democratization of Live Production**

From robotic/unoperated cameras to targeted microphone placement and innovative infrastructures, schools of all sizes are using cost-effective technologies to take their live productions to the next level. Pros who are pushing the envelope in new and accessible ways share their learnings and experiences from the trenches of live production.

### **11:50 a.m. - 12:00 p.m. SVG College Pioneer Award**

### **12:00 - 1:00 p.m. Networking Lunch**

### **1:00 - 1:45 p.m. Connected Beyond Campus: How IP, Cloud, and REMI Productions Are Changing the Game**

The sports-video industry has been dramatically reshaped as a result of the pandemic. How has the way we think about work altered production models and infrastructures in collegiate athletics? Those who are producing in the cloud, via IP, and/or using REMI workflows to supplement their shows are finding success. What advice would they give to those exploring these avenues for the first time?

### **1:45 - 2:00 p.m. SVG College Technology Case Study**

A leading technology vendor in the industry shares its latest example of innovation for the college-sports-video community.

### **2:00 - 2:30 p.m. Networking Break**

### **2:30 - 4:00 p.m. WORKSHOP TRACKS**

*Sponsorship opportunities listed on page 5*

#### **TRACK 1 | Large Athletic Programs**

Following substantial facility investments over the past few years, collegiate athletics' largest programs and their staffs are producing more live, studio, and on-demand content than ever before. In many cases, they are even making the leap to producing live productions for linear distribution with their broadcast-rights holders. What is the current state of big-time live sports production in collegiate athletics? Key members of the SVG College Advisory Committee representing major-conference schools will lead a roundtable discussion on the latest trends in control-room design, live game production, production tools, staffing, and much more.

#### **TRACK 2 | Mid-Size Athletic Programs**

The production demands of schools of all sizes have never been greater. How is the live- and postproduction-content beast being fed by athletic departments with limited staff and resources? What staffing strategies and technology solutions are helping meet the needs of these institutions? How are sports-video-production professionals getting creative and innovative in serving their athletic programs? Key members of the SVG College Advisory Committee representing major-major and conference schools will lead a roundtable discussion on the latest trends in live-production tools, workflows, staffing, student training, and much more.





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## SPONSORSHIP OPPORTUNITIES

### PACKAGES

	<b>TITLE</b> \$20,000	<b>MVP</b> \$12,000	<b>ALL STAR</b> \$7,500	<b>ACE</b> \$6,000
Exclusive Title	✓			
Video Interview	✓	✓		
Additional Attendee Passes	4	3	2	2
Tabletop*	✓	✓	✓	✓
Two-min Welcome on Monday	✓			
Panel Position	✓	✓		
Ad in Print Program	Spread	Full Page	Half Page	
Lunch on Tuesday	✓			
Breakfast on Tuesday		✓		
Networking Breaks			✓	
Logo on Event Website	✓	✓	✓	✓
Branding on All Event Promotions	✓	✓	✓	✓

\* Each Tabletop measures 8 ft. x 8 ft. and includes pipe and drape, power, table, and chairs.

### A LA CARTE

	<b>EXCLUSIVE OPPORTUNITY</b>	<b>BASED ON AVAILABILITY</b>
Session Intro Main Stage Panel (3 min.)		\$4,000
Case Study		\$5,500
Networking Reception		\$4,000
Workshop Technology Spotlight (5 min.)		\$3,500
Sizzle Reel		\$2,500
Badges	\$5,000	
Lanyards	\$5,000	
Registration	\$4,500	
Full Page Ad		\$2,000
Half Page Ad		\$1,500

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## SPONSORSHIP OPPORTUNITIES cont'd

### COLLEGE SPORTS MEDIA AWARDS

The SVG/NACDA College Sports Media Awards (CSMAs) will recognize the best in college sports video production in the following divisions and categories:

#### Outstanding Live Game Production

- Professional
- Collegiate Conferences and Governing Bodies
- Collegiate Athletics - Network-Supported
- Collegiate Athletics - Athletics-Supported
- Collegiate Student - Network-Supported
- Collegiate Student - Athletics-Supported

#### Outstanding Live Non-Game Production

- Professional
- Collegiate Conferences and Governing Bodies
- Collegiate Athletics - Network-Supported
- Collegiate Athletics - Athletics-Supported
- Collegiate Student - Network-Supported
- Collegiate Student - Athletics-Supported

#### Outstanding Program Series

- Professional
- Collegiate Conferences and Governing Bodies
- Collegiate Athletics
- Collegiate Student

#### Outstanding Special Feature

- Professional
- Collegiate Conferences and Governing Bodies
- Collegiate Athletics
- Collegiate Student

#### Outstanding Social Media Video

- Professional
- Collegiate Conferences and Governing Bodies
- Collegiate Athletics
- Collegiate Student

#### Outstanding In-Venue Video

- Professional
- Collegiate Conferences and Governing Bodies
- Collegiate Athletics
- Collegiate Student



#### **BENEFACTOR \$6,500**

- Two-min. executive welcome to CSMA Ceremony
- Full-page salute ad in event print program
- Logo exposure on promos and marketing materials
- Web-banner ad on CSMA website
- Logo exposure on physical and digital signage
- Logo recognition in print program
- Stage recognition

#### **PATRON \$4,500**

- Presentation of one CSMA Award
- Half-page salute ad in print program
- Logo exposure on promos and marketing materials
- Logo exposure on CSMA website
- Logo exposure on physical and digital signage

#### **SUPPORTING \$2,000**

- Logo exposure on promos and marketing materials
- Logo exposure on CSMA website
- Logo exposure on physical and digital signage
- Logo recognition in print program

#### **PIONEER AWARD \$4,000**

*Honoring Imry Halevy, Harvard University*

- One-min. salute intro
- Logo exposure on promos and marketing materials
- Logo exposure on website
- Logo exposure on physical / digital signage
- Logo recognition in print program

