



SBC SPONSORSHIP FORUM

The [SBC Sponsorship Forum](#) is part of the wider **Betting on Sports Week**, taking place 18-21 September at Olympia London. The Forum is organised by SBC and hosted by former Chief Commercial Officer of AC Milan, Jaap Kalma.

The Forum is an invite-only opportunity for sponsorship professionals from Betting & Gaming Brands and Sports Clubs & Organisations to network and discuss state-of-the-art of sponsorship opportunities in the betting and gaming category.

As part of the programme SBC will facilitate direct introductions between Sports Clubs & Organisations and Betting & Gaming Brands based on the available positions and interests.

WHY SPORTS CLUBS & ORGANISATIONS SHOULD ATTEND

- Build relationships with key betting & gaming industry decision makers and find new sponsors
- Learn about different types of partnerships within the betting industry
- Identify new opportunities and increase the strength of your offering
- Explore how to make existing betting partnerships more effective

WHY BETTING & GAMING BRANDS SHOULD ATTEND

- The only platform dedicated to building relationships with the sports industry
- Learn about impactful sponsorship activation and maximising ROI
- Explore how to structure rights & assets in a betting partnership to create maximum synergies with your marketing effort
- Discover new sponsorship opportunities to increase reach and brand exposure in key target markets



THE SPONSORSHIP OPPORTUNITY

SBC has developed an extensive expertise and understanding of sports sponsorship opportunities by working closely with betting and gaming brands. Thanks to our relationship with practically all of the industry's players, both on the betting / gaming brands side as well as on the sports industry side, we are in a unique position to **facilitate the creation of new partnerships**, including:

- Advising betting / gaming brands on **sponsorship strategy**, identifying available **opportunities**, and **benchmarking** the rights offered and fee requested against other opportunities and past deals;
- Advising betting brands on **rights packages**, **contract negotiation**, and sponsorship contract best practice;
- Advising betting brands and sports properties on world-class market research, data analytics, and sponsorship activation **service providers**;
- Advising sports properties on their offering for betting brands, **optimising the packages** to provide maximum value for the category;
- Connecting sports properties with specific betting brands, making **targeted introductions** based on a match in their offerings and interests, and **intermediating** up to the creation of new partnerships. For this, SBC enters into standard, non-exclusive intermediation agreements with sports properties.

The SBC Sponsorship Forum is a key appointment in the area of sports sponsorship by the betting category, as it represents a bi-annual opportunity to promote industry best practice and create networking opportunities.



DRAFT AGENDA

The world of betting sponsorship is hectic as ever, and the agenda of SBC's Sponsorship Forum will address many of the main topics on the minds of sponsorship executives both at the sports organisations and bookmakers:

TUESDAY 18 SEPTEMBER	
11:00- 11:30	Market Overview - Sponsorship in 2018
11:30 – 12:10	Sports sponsorship rights valuation and ROI in an age of audience disruption
12:10 – 12:50	Lunch networking break
12:50 – 13:30	Match Day Live – Making the most of sponsorship at the stadium
13:30 – 14:10	Beyond FTD's – Increasing customer loyalty through sponsorship
14:10 – 14:30	Networking break
14:30 - 15:00	Outlook Italia - Can Betting overcome Lega-5Stars Blanket Ban
15:00 - 15:40	Under siege – Taking back control of the public debate on sports betting sponsorship
15:40 – 16:10	Case Studies: How other sports work with gambling brands
16:10 – 16:30	Networking break
16:30 – 17:30	Open for business – The prospect of sports betting sponsorship in the USA
17:30 – 18:30	Networking Drinks Sponsorship Forum
18:30 – 24:00	Networking reception Betting on Sports @ Hilton Olympia



SPORTS ORGANISATIONS THAT ATTENDED SBC EVENTS IN THE PAST



AC Milan



Arsenal



AS Roma



Aston Villa



Barcelona



PGA Tour



Bologna



Olympiacos FC



Baskonia Alaves Group



Essex Cricket Club



Juventus



La Liga



Leicester City



Liverpool FC



PAOK FC



Apollon FC



PSV Eindhoven



Reading



Real Madrid



Serie A



Swansea FC



Inter Milan



Valencia



PDC



West Bromwich
Albion



Wolfsburg



Wolverhampton
Wanderers



Fiorentina



Panathinaikos
Basketball



Manchester City



Manchester United



Deportivo Alaves

OPERATORS THAT ATTENDED SBC EVENTS IN THE PAST



12BET



1XBet



Betin / Bet9ja



Betcart



Bet365



BETVICTOR



Betway



EnergyBet



Favbet



Fun88



Marathon Bet



Unibet



Smarkets



Snaitech



SportPesa



SunBets



Betsson



Boylesports



Stoixman / Betano



Pari Match



W88



PaddyPower Betfair



Mr Green



10Bet



BetStars



Draft Kings



LeoVegas



Dafabet



HILTON OLYMPIA

Hilton Olympia is the venue for the SBC Sponsorship Forum on Tuesday 18 September.
It's also the official hotel for the Betting on Sports Week.

BETTING ON SPORTS - SIX EVENTS, ONE WEEK!



Betting on Sports 2018 18-21 September @ Olympia London

Betting on Sports 2018 is a must-attend event for members of the sports & betting industries. The event focuses on everything related to sports and betting, including leadership, legislation, marketing, sponsorship, innovation and data.



CasinoBeats Summit 19-20 September @ Olympia London

CasinoBeats Summit brings together operators, suppliers and a range of sector visionaries to consider the challenges facing the online casino sector offering industry insight, knowledge sharing and networking opportunities.



ESI London 2018 18-20 September @ Olympia London

ESI London 2018 will cover the esports industry from the inside out through a dedicated exhibition, conference panels, keynotes and workshops as well as featuring a full day on betting on esports.



Hall of Fame 2018 20 September @ Natural History Museum

SBC launched the Sports Betting Hall of Fame to recognise the individuals who have contributed to the industry over the course of their careers with a lasting legacy. This year, we will be inducting five new individuals for continued support to the gaming industry.



SBC Sponsorship Forum 18 September @ Hilton Olympia

The SBC Sponsorship Forum is an invite-only forum for Sports Clubs and Organisations, as well as Bookmakers / Gaming Brands to discuss and explore opportunities around sports sponsorship.



AffiliateFEST 19-20 September @ Hilton Olympia

AffiliateFEST provides accelerated digital learnings for iGaming affiliate entrepreneurs. Learn the latest digital strategies from a selection of experienced iGaming experts.

ABOUT BETTING ON SPORTS WEEK

2,500 delegates from across the world will make their way to the Betting on Sports Week, held 18-21 September at Olympia London.

Across 4 days delegates will have access to a number of key events:

- Betting on Sports
- ESI London
- Casino Beats Summit
- Affiliate FEST
- **Sponsorship Forum**
- Hall of Fame Awards
- > Betting Conference & Exhibition
- > Esports Conference & Exhibition
- > Casino Conference
- > Affiliate Conference
- > **Sponsorship Conference**
- > Awards Evening & Networking Party

CONFERENCE & SPEAKERS:

The event is known for the best speaker line-up in the betting and gaming industries: 200 speakers | 50 sessions | 5 conference rooms

EXHIBITION:

6,300 sqm exhibition and conference area will include 140 exhibitors, networking areas, meeting rooms, and of course refreshments, lunch and networking drinks. Great opportunity to experience new products on display and generate new business opportunities.

NETWORKING:

Tuesday 18 September we have pre-registration and networking drinks at Hilton Olympia, the official conference hotel.

Wednesday 19 September we will have a drinks reception in the exhibition area from, followed by the official party from 20:00 to 02:00 at [Altitude London](#).

Thursday 20 September we have the Hall of Fame awards evening and networking party at one of London's most iconic venues, the [Natural History Museum](#).

More info at: sbcevents.com/betting-on-sports-2018



FULL AGENDA

The event offers a variety of experiences across 4 days:

TUESDAY 18 SEPTEMBER

11:00 - 21:00

Pre-registration @ Hilton Olympia

11:00 - 18:30

SBC Sponsorship Forum @ Hilton Olympia

18:30 - 0:00

Networking & Drinks @ Hilton Olympia

WEDNESDAY 19 SEPTEMBER

09:00 - 19:00

Exhibition Open

10:00 - 17:30

Sport in Focus (Conference Room 1)

10:00 - 17:30

Betting on Racing (Conference Room 2)

10:00 - 17:30

Betting on Technology (Conference Room 3)

10:00 - 17:30

Casino Beats Summit (Conference Room 4)

10:00 - 17:30

ESI London (Conference Room 5)

10:00 - 17:30

Affiliate FEST (Hilton Olympia)

17:00 - 19:00

Networking Drinks in Exhibition Area

20:00 - 02:00

Official Party ([Altitude 360 & Skyloft](#))

THURSDAY 20 SEPTEMBER

09:00 - 17:30

Exhibition Open

10:00 - 17:30

Future of Betting (Conference Room 1)

10:00 - 17:30

Betting on Americas (Conference 2)

10:00 - 17:30

Betting on Regulation (Conference Room 3)

10:00 - 17:30

Casino Beats Summit (Conference Room 4)

10:00 - 17:30

ESI London (Conference Room 5)

17:00 - 20:00

Networking Drinks @ Hand & Flower Pub

20:00 - 02:00

Awards & Party @ [Natural History Museum](#)

FRIDAY 21 SEPTEMBER

10:00 - 13:00

Casual Networking & Business Meetings



BETTINGONSPORTS

DELEGATE DEMOGRAPHICS



2,500

SENIOR EXECUTIVES



160

GAMBLING
OPERATORS



40+

COUNTRIES
REPRESENTED



1,250

SENIOR
EXECUTIVES



200

WORLD-CLASS
SPEAKERS



100

SPORTS CLUBS &
ORGANISATIONS
REPRESENTED

Who Attends?

Operators	30%
Suppliers	25%
Service Providers	10%
Affiliates & Media Companies	15%
Payment Providers	5%
Compliance, Law & Regulators	5%
Sports Clubs & Organisations	10%

Countries Represented

Armenia	Bulgaria	Curacao	Finland	Ghana	Hong Kong	Italy	Liechtenstein	Netherlands	Poland	Singapore	Sweden	Ukraine
Australia	Canada	Czech Rep.	France	Gibraltar	Ireland	Japan	Lithuania	Nigeria	Romania	Slovakia	Switzerland	USA
Austria	China	Denmark	Georgia	Greece	Isle of Man	Kazakhstan	Luxembourg	Norway	Russia	South Africa	Turkey	
Belgium	Croatia	Estonia	Germany	Guernsey	Israel	Kenya	Malta	Philippines	Serbia	Spain	UK	



Job Titles

CEOs / Chairman / Founder	25%
C-Level Executives	20%
Director	30%
Manager	20%
Other	5%



OFFICIAL PARTY WEDNESDAY 19 SEPTEMBER @ ALTITUDE 360 & SKYLOFT

Located on the 28th and 29th floor of [Millbank Tower](#), the party and dinner venue promise everyone a stunning 360 degree view of London. Big windows wrapping right around the venue, will ensure a perfect panoramic view of London at night time.



AWARDS & PARTY THURSDAY 20 SEPTEMBER @ NATIONAL HISTORY MUSEUM

Thursday evening we have the exclusive Hall of Fame awards evening and networking party at one of London's most iconic venues, the [Natural History Museum](https://www.nhm.ac.uk).

We turn the venue into the ultimate awards evening and networking event until 2 in the morning, and provide you with a once in a lifetime experience

GET IN TOUCH WITH THE TEAM...



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