

# IGNITION

powered by *sports  
innovation* 

[ignition.sport](http://ignition.sport) | #Ignition

  
**SportsPro**

## ABOUT US

### Connecting and inspiring the business world of sport

In the business of sport, knowledge can be the difference between winning and losing. That might be the knowledge of the latest technologies, innovations, or deals that are shaping the industry. Or it could be spotting the trends, developments, and investment defining the future to give you a competitive advantage.

At SportsPro, our mission is to connect and inspire the business of sport, arming industry leaders with the timely and actionable insights to thrive today and prepare for tomorrow. Our established portfolio of editorial and event products deliver powerful storytelling and insightful commentary to transform, evolve or equip your business for the future.

Our ever-expanding network of influence comprises of senior decision-makers, sector specialists, industry-steering innovators, and ambitious sports professionals who rely on SportsPro to serve them with the content and connections that matter.

It's that unique blend and unparalleled set of ingredients that makes SportsPro the destination for content, connectivity and credibility in the sports industry.



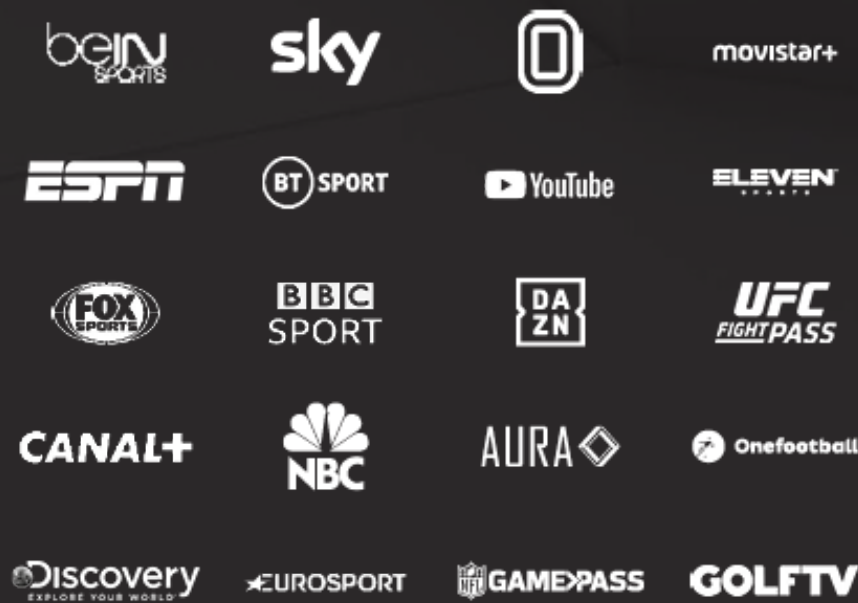
# OUR AUDIENCE

## IGNITION

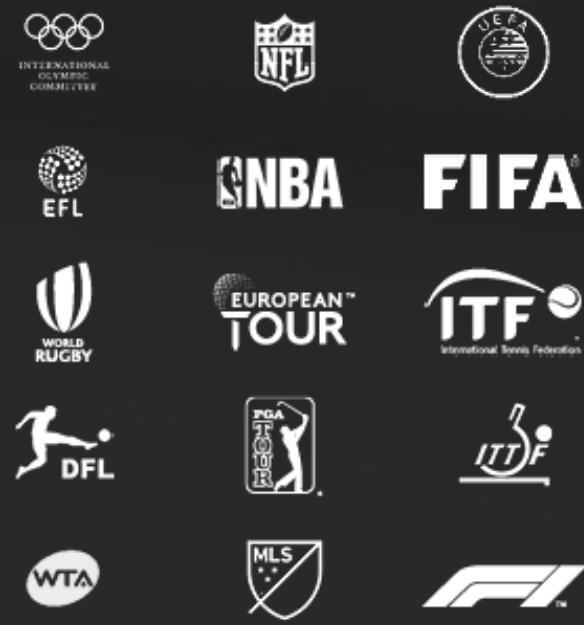
### Clubs & Teams



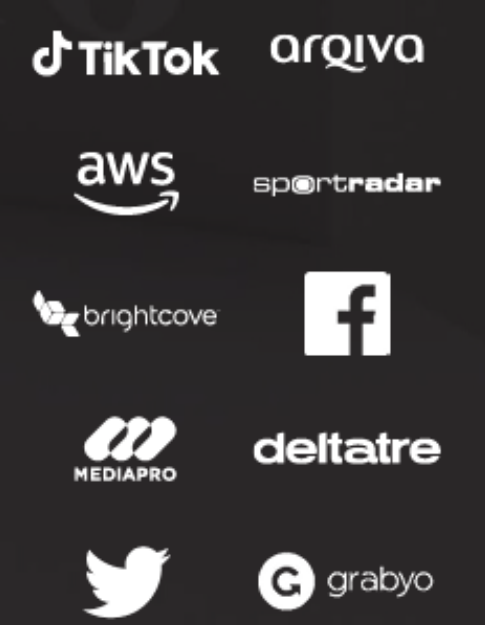
### Broadcasters/ OTT platforms



### Rights Holders / Federations



### Service Providers / Tech



### Brands



"We are looking to showcase the brightest and best start ups that are revolutionising the sports landscape, and help them towards their goal. I am very much looking forward to seeing the entries, and the ideas that spring from Ignition in the future."

EVP Digital Innovations, DFL Group

# WHAT IS IGNITION?

It's time for the sports industry to think differently. We must ignite change, push boundaries, drive innovation and cultivate meaningful connections.

Ignition unites sport and technology. It's the meeting place of the sports industry's most transformative tech in an energetic, experiential, and visual ecosystem that's buzzing with entrepreneurial electricity and supported by the industry's giants.

At its core, Ignition is a community for the creative and tech-enabled disruptors driving the future of sports business.

## Core Pillars:

DATA & ANALYTICS



FAN ENGAGEMENT



IN VENUE



MEDIA & CONSUMPTION



COMMERCE



# WHAT IS IGNITION?

3,000+

Registered Event Platform  
Users

200+

Tech Directory  
Listings

70+

Introductions Made

50+

Buy-Side Advisors & Judges

40+

Tech Showcases

100+

Innovation Competition  
Entries

60+

Content Sessions

\$100k

Growth Support  
Package

# IGNITION

TECH THAT IGNITION HAS HELPED POWER

BOX<sup>2</sup>



capture

FZ  
FANZONE

PAM  
SMARTER NAVIGATION



SPECT8

L7 LIQUIDTEAM

XRii

SPORTSONEX

Vestigit

W  
wicket

ybVR<sup>o</sup>

videocites



heros  
INSPIRING HUMANS

3  
PRO  
BARIN SPORTS

collectID

CONNECTED  
FANATICS

nativewaves

paysme



tilde  
media

dramatify

5STARS

studi  
automated



trak  
SOFTWARE

SPICYMANGO



PhotoShelter

datatalks

# IGNITION

## EVENT PARTNER



## SNAPSHOT OF PREVIOUS CONTRIBUTORS





# INNOVATION COMPETITION

The Ignition Innovation Competition is an annual programme, for sports tech Start-Ups & Scale-Ups to demonstrate their product and its impact in sport.

In 2022 over 50 Start-Ups & Scale-Ups entered to be recognised at the forefront of the next generation of entrepreneurs and innovators actively changing the world of fan and business innovation in sports.

The winner receives an equity-free Growth Support Package of over \$100,000 in value delivered by SportsPro.

## PREVIOUS INNOVATION COMPETITION WINNERS

 SLATE

 ScorePlay

 QUANTEEC

 SCEENIC

 videocites  
follow your videos, everywhere.

 studi  
automated

 piing™

 collectID

 GRAYMETA

 PROTO

 mobii

 Griip

## PREVIOUS TOP TECH SOLUTIONS

## WHY PARTNER IGNITION?

Be it business growth, defining your marketing strategy or implementing your technology, Ignition offers an integrated introductions, lead-generation and business development programme to help you supercharge your organisation's development.

Ignition provides unique access to a dedicated community of senior executives in sports technology.

This is all supplemented with a dedicated marketing and awareness campaign through our credible digital channels, as well as involvement in our Innovation Competition and content platform.

INTRODUCTIONS &  
BUYSIDE NETWORK

LEAD & BD GENERATION

ACCESS TO GLOBAL  
SPORTS TECH COMMUNITY

**IGNITION**

AWARENESS CAMPAIGN

INNOVATION COMPETITION ENTRY

UNIQUE CONTENT PLATFORM

# INNOVATOR PACKAGE

## BUSINESS DEVELOPMENT & LEAD-GENERATION



Facilitated introductions to x5 industry specialists who will provide advice on such elements as business growth, marketing strategy and tech implementation



Access to event networking tool + Innovators listed within post-event content email to attendees

## AWARENESS & MARKETING CAMPAIGN



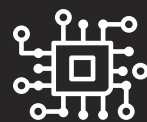
Social media promotion as part of a wider Ignition campaign around the Innovators

Innovators listed in editorial wrap-up of Ignition



Automatic entry into Innovation Competition - winner gets \$100k growth package

## TECHNOLOGY DEMO



5 min pre-recorded Product Demo. Delivered to live audience & advisors. Also published in Tech Directory with Company Profile

# DISRUPTOR PACKAGE

## BUSINESS DEVELOPMENT & LEAD-GENERATION



Facilitated introductions to x10 industry specialists who will provide advice on such elements as business growth, marketing strategy and tech implementation

1st party data access to all opt-in registrants of Ignition 2023



1st party data access to all opt-in Technology Showcase attendees

Access to event networking tool + Disruptors listed within post-event content email to attendees

## AWARENESS & MARKETING CAMPAIGN



"Disruptor Spotlight" across SportsPro in Ignition newsletter (video and brand-led)

Globally marketed across all relevant Ignition promotional material as Disruptors - including at least x2 email sends

Social media promotion as part of a wider Ignition campaign around the Innovators

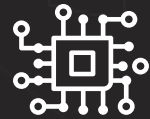


x1 Thought Leader PLUS. Published pre or post Ignition across SportsPro's relevant digital channels

Disruptors listed in editorial wrap-up of Ignition

# DISRUPTOR PACKAGE

## TECHNOLOGY DEMO



15 min pre-recorded Technology Presentation. Client to work with SportsPro's Events Content Team post-agreement on the specificity of this. Delivered to live audience and published in Tech Directory with Company Profile

## THOUGHT LEADERSHIP



x1 Judge Position for the Innovation Competition

"The event was such a fantastic opportunity to meet both innovative startups and open-minded rights holders."

Will Brooke, Co-Founder & COO, Slate



## INDUSTRY FEEDBACK



**FIFA**<sup>®</sup>

"What a learning experience to be a judge for the Ignition Innovation Competition. It was a great honour to be a part of Ignition. "

Director of Strategic Alliances & Innovation, FIFA

"Very valuable. In a Tech-focused role which requires working with multiple suppliers so always interested to see what new Tech / Services could potentially be of interest for DAZN."

Service Strategy Manager, DAZN Group



**DAZN**



**SCEENIC**

"Great for finding out what is happening at the corporates (their strategies) and in the startup / scaleup eco-system.""

CEO, Sceenic

"The Ignition platform provided some unique talks and fascinating insight into the technology ideas the industry is "excited for."

Spurs Sports & Entertainment





**IGNITION**