

**SPORTS VIDEO  
PRODUCTION  
DISTRIBUTION  
ENGAGEMENT**



**MAY 29 – 31, 2019  
OMNI HOTEL AT CNN CENTER • ATLANTA  
FEATURING COLLEGE SPORTS  
MEDIA AWARDS & FESTIVAL**

## **AGENDA AND SPONSORSHIP OPPORTUNITIES**



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## **WHAT IS THE SVG COLLEGE SUMMIT?**

The SVG College Summit is the leading, annual conference for college sports communicators and creatives, providing training, education, and case studies about production, distribution, and fan engagement. Each year, the SVG College Summit welcomes college sports broadcasters, digital producers, information officers, and technologists representing a wide variety of schools and conferences, including:

Appalachian State  
Army – West Point  
Auburn University  
Austin Peay State  
Ball State University  
Boston College  
Bowling Green State  
Brigham Young University  
Carthage College  
Clark University Atlanta  
Clemson University  
Dartmouth University  
Dayton University  
Duke University  
Elon University  
Florida State University  
Furman University  
Georgia State  
Georgia Tech  
Harvard University  
Iowa State University  
Kennesaw State University

Lafayette College  
Liberty University  
Michigan State University  
Middle Tennessee State  
Mississippi State  
NC State  
Northeastern University  
Northern Arizona University  
Ohio State  
Old Dominion  
Penn State  
Princeton University  
Providence College  
Purdue University  
Rochester Institute of Technology  
Samford University  
St. John's University  
Stanford University  
Syracuse University  
Temple University  
Texas A&M University  
Tulane University  
University of Alabama

University of Arkansas  
University of Colorado Boulder  
University of Florida  
University of Georgia  
University of Illinois  
University of Massachusetts  
University of Minnesota  
University of Nebraska  
University of North Carolina  
University of North Texas  
University of North Georgia  
University of Notre Dame  
University of Portland  
University of Central Florida  
University of San Francisco  
University of South Carolina  
University of South Florida  
University of Texas San Antonio  
University of Wisconsin  
Valparaiso University  
Vanderbilt University  
Villanova University  
Virginia Tech

### **In this document, you will find:**

- The 2019 SVG College Advisory Committee
- Event Agenda (subject to change) and Sponsorship Opportunities
- College Sports Media Awards Information and Sponsorship Opportunities
- Hotel Information

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## **2019 SVG COLLEGE ADVISORY COMMITTEE**

### **Chairman**

Scott Hecht, Syracuse University, Senior Producer

### **Committee**

Rick Bagby, Clemson University, Assistant AD, Video and Technology

Mike Bilbow, University of Georgia, Assistant AD for Production/Digital

Michael Bruce, University of Alabama, Assistant Professor of Telecommunication

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

Kelly Carney, Conference USA, Associate Commissioner

Megan Coffey, University of Cincinnati, Associate Director – Creative Services and Multimedia

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

Mark Fragale, Rochester Institute of Technology, Assistant Director, Video Production Services

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

Jonathan Gantt, Clemson University, Director of New Media

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

Erin Iwaskiewicz, America East Conference, Senior Director, Creative and Video

Joel Kitay, Kitay Productions, President

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

Chad Lampman\*, Duke University, Executive Director of Blue Devil Network

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

Chris Mycoskie, Southland Conference, Assistant Commissioner, Television and Electronic Media

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

Mark Rodin, Florida State University, Director of Seminole Productions

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

Jeff Tourial, West Coast Conference, Associate Commissioner, Broadcast and Communications

Bob Vecchione, NACDA, Executive Director

Richard Wanniger, Patriot League, Senior Associate Executive Director for External Relations

Jerry Wetzel\*, NC State, Assistant AD, Video Broadcast Services

\*Previous Chairman



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## **AGENDA**

### **Wednesday, May 29**

#### **1:00 – 2:30 p.m. TOUR: Georgia Tech Athletics Broadcast Facility (College Initiative Sponsors Only)**

Get an exclusive look behind the scenes of Georgia Tech University's new video-production facility, built for the upcoming launch of the ACC Network. See the latest in control-room and video operations with a tour of this multimillion-dollar building.

#### **4:00 – 5:30 p.m. SVGW: Women in Sports Production**

SVGW (formerly Women's Sports Media Initiative) is a networking group that aims to enhance the role of women in the creation, production, and distribution of sports content. Members work for sports leagues, teams, television networks, technology companies, and startups and focus on the business and technology behind sports production. Attendees are invited to listen, learn, exchange ideas and best practices, and meet other women in the industry.

#### **6:00 – 8:00 p.m. Opening Night Reception**

Kick off the SVG College Summit among the latest and greatest technology the industry has to offer in our welcome reception in the Technology Showcase Area.

### **Thursday, May 30**

#### **8:00 – 9:00 a.m. Networking Breakfast in Technology Showcase Area**

#### **9:00 – 9:10 a.m. Welcoming Remarks**

#### **9:10 – 10:00 a.m. Final Countdown: What ACC Network Schools Learned in Their Facility Buildouts**

In August, the highly anticipated ACC Network will launch, with a long and comprehensive buildout of on-campus media-production facilities completed by many of the Atlantic Coast Conference's 15 institutions. Millions were spent on cameras, switchers, replay devices, graphics engines, comms, fiber, and much more. What have these institutions learned during this challenging process, and what advice would they give to others looking to enhance their own internal video-production operations?

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

#### **10:15 – 11:00 a.m.: Networking Break in Technology Showcase Area**

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## **AGENDA (continued)**

### **Thursday, May 30 (continued)**

#### **11:00 – 11:30 a.m. Keynote Speaker: Syracuse University Director of Athletics John Wildhack**

With more than three decades as an executive at ESPN, Wildhack possesses a comprehensive understanding of the history and current state of the sports-video industry. In this one-on-one Q&A, he will share his lessons as a sports-TV exec, the strategy behind his school's approach to the launch of the ACC Network, and his take on the future of the industry.

#### **11:30 a.m. – Noon Masterclass: Cinematic Lenses and the Art of Storytelling**

The combining of traditional TV-production and cinematic techniques is a growing trend at the highest levels of sports production. Increasingly, sports-production professionals are turning to tools that historically were the purview of big-screen cinema. Tom Wells, director of photography and owner, Technician Films, and Megan Wells, director and producer, NBATV and Turner Sports, offer a comprehensive breakdown of how best to use cinematic-image technology to give your live sports productions a fresh and elite look.

#### **Noon – 12:30 p.m. SVG College Legacy Award Presentations**

SVG is honored to celebrate the recipients of the 2019 SVG College Pioneer Award and the 2019 SVG College Technology Leadership Award.

#### **12:30 – 1:30 p.m. Networking Lunch in Technology Showcase Area**

#### **1:30 – 2:15 p.m. A Platform To Call Home: The Ivy League's Migration to ESPN+**

With its own subscription-based video platform in place, the Ivy League shifted its media-production and -distribution strategy with a comprehensive agreement to broadcast more than 1,100 live events across more than 35 sports on the new ESPN+ direct-to-consumer platform in 2018-19. A year into that 10-year relationship, hear from league and ESPN representatives on the process leading up to launch, the successes and challenges in year one, and the priorities in the long-term plans of the partnership.

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

#### **2:30 – 3:15 p.m. The State of #smsports: Platforms Weigh In**

As social-media platforms mature, content creators are becoming more advanced in their approach to programming for them. But, in an industry where things change so quickly, are we approaching these platforms in the right way? Key representatives from the major social-media platforms take the stage to discuss the latest at their companies, the trends they are seeing across the industry, and their advice on helping your production efforts shine in the hypercompetitive world of #smsports.

#### **3:15 – 4:00 p.m. Networking Break in Technology Showcase Area**

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## **AGENDA (continued)**

### **Thursday, May 30 (continued)**

**4:00 – 4:45 p.m. In the Trenches: Creative Production Solutions That Have Enhanced (or Saved!) Your Live Productions**

Work in live sports production, and you'll learn to expect the unexpected. From inclement weather to wonky venues, producers of live sports video have tackled some of the wackiest and most challenging obstacles with the belief that the show must go on. Experts in the field of live event production share the unique production tools, workflows, and workarounds that have helped take their productions to the next level (or made sure they happened at all!).

**5:00 – 6:15 p.m. 11th-Annual SVG College Sports Media Awards in association with NACDA Ceremony**

The SVG College Sports Media Awards in association with NACDA recognizes the best in college sports-video production, celebrating those who have pushed the envelope and set a higher standard for the quality of live and pre/postproduced college sports-video content.

**6:15 – 7:30 p.m. SVG College Sports Media Awards in association with NACDA Celebratory Reception**

### **Friday, May 31 • SVG Esports Production U**

This year's SVG College Summit will showcase a special morning dedicated to educating college sports-video-content creators on the opportunities in live esports production. From the operational requirements to the creative storytelling techniques behind some of the biggest esports, attendees will receive a concentrated look at how some of the top esports brands put together their live-streaming productions and receive advice on how to enhance productions or build an operation from the ground up.

**8:00 – 9:00 a.m. Networking Breakfast**

**9:00 – 9:05 a.m. Welcoming Remarks**

**9:05 – 9:30 a.m. Platform Perspective: Twitch and the Growth of Collegiate Esports**

**9:30 – 10:15 a.m. Esports Production U How-To: CS:Go With ELEAGUE**

**10:15 – 10:30 a.m. Technology Case Study**

**10:30 – 11:15 a.m. Esports Production U How-To: League of Leagues With Riot Games**

**11:15 a.m. – 12:00 p.m. Esports Production U How-To: Rocket League With Ball State Sports Link**

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## SPONSORSHIP LEVELS

Sponsorship Opportunity	Title \$20,000	MVP \$12,000	All-Star \$7,500	Ace \$6,000
Exclusive Title	✓			
Video Interview	✓	✓		
Additional Attendee Passes	6	5	4	3
Tabletop (8 ft. x 8 ft.) Includes: pipe and drape, power, table, and chairs	✓	✓	✓	✓
Tabletop Signage	✓	✓	✓	✓
Two-min Welcome on Thurs. Session	✓			
Ad in Print Program	Spread	Full Page	Half Page	
Lunch on Thurs.	✓			
Breakfast on Thurs.		✓		
Networking Breaks			✓	
Logo on Event Website	✓	✓	✓	✓
Branding on All Promotions	✓	✓	✓	✓

## ADDITIONAL OPPORTUNITIES

Session	\$4,000	Based on Availability
Case Study	\$5,500	Based on Availability
Networking Reception on May 29	\$4,000	Based on Availability
Lanyards	\$5,000	One Available
Badges	\$5,000	One Available
Registration	\$4,500	One Available
Full Page Ad in Print Program	\$2,000	Based on Availability
Half Page Ad in Print Program	\$1,500	Based on Availability

## TO ACTIVATE A SPONSORSHIP, CONTACT:

**Rob Payne**  
(212) 481-8131  
[rob@sportsvideo.org](mailto:rob@sportsvideo.org)

**Andrew Gabel**  
(646) 998-4554  
[agabel@sportsvideo.org](mailto:agabel@sportsvideo.org)



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## **COLLEGE SPORTS MEDIA AWARDS**

### **Overview**

Since its inception, the College Sports Media Awards (CSMAs) have recognized the best in college sports video production. Once again, at this year's SVG College 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.

### **Divisions**

Professional • Collegiate Conference Offices and Governing Bodies • Collegiate Athletics  
• Collegiate Student

### **Categories**

Live Game Production • Live Non-Game Production • Program Series • Special Feature • Promotion, PSA, Tease, or Marketing Campaign

## **SPONSORSHIP OPPORTUNITIES**

### **Title • \$6,500 • One Available**

Two-min. executive welcome to CSMA Ceremony • Presentation of the SVG Pioneer Award • Full-page salute ad in SVG College Summit print program • Logo exposure on promotions and marketing materials • Web-banner ad on CSMA website • Logo exposure on physical and digital signage • Logo recognition in SVG College Summit print program • Stage recognition

### **Benefactor • \$4,000**

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

### **Patron • \$2,000**

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

### **Pioneer Award • \$3,500 One Available**

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

### **Technology Leadership Award • \$4,000 One Available**

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

**To support the CSMAs, contact:**

**Rob Payne at [rob@sportsvideo.org](mailto:rob@sportsvideo.org) or Andrew Gabel at [agabel@sportsvideo.org](mailto:agabel@sportsvideo.org)**



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## **HOTEL INFORMATION**



### **Omni Hotel at CNN Center**

190 Marietta St. NW  
Atlanta, GA 30303

[CLICK HERE](#) to book your room today using our reduced rate of \$135/night!

[CLICK HERE](#) for hotel directions and transportation

**[CLICK HERE TO REGISTER!](#)**