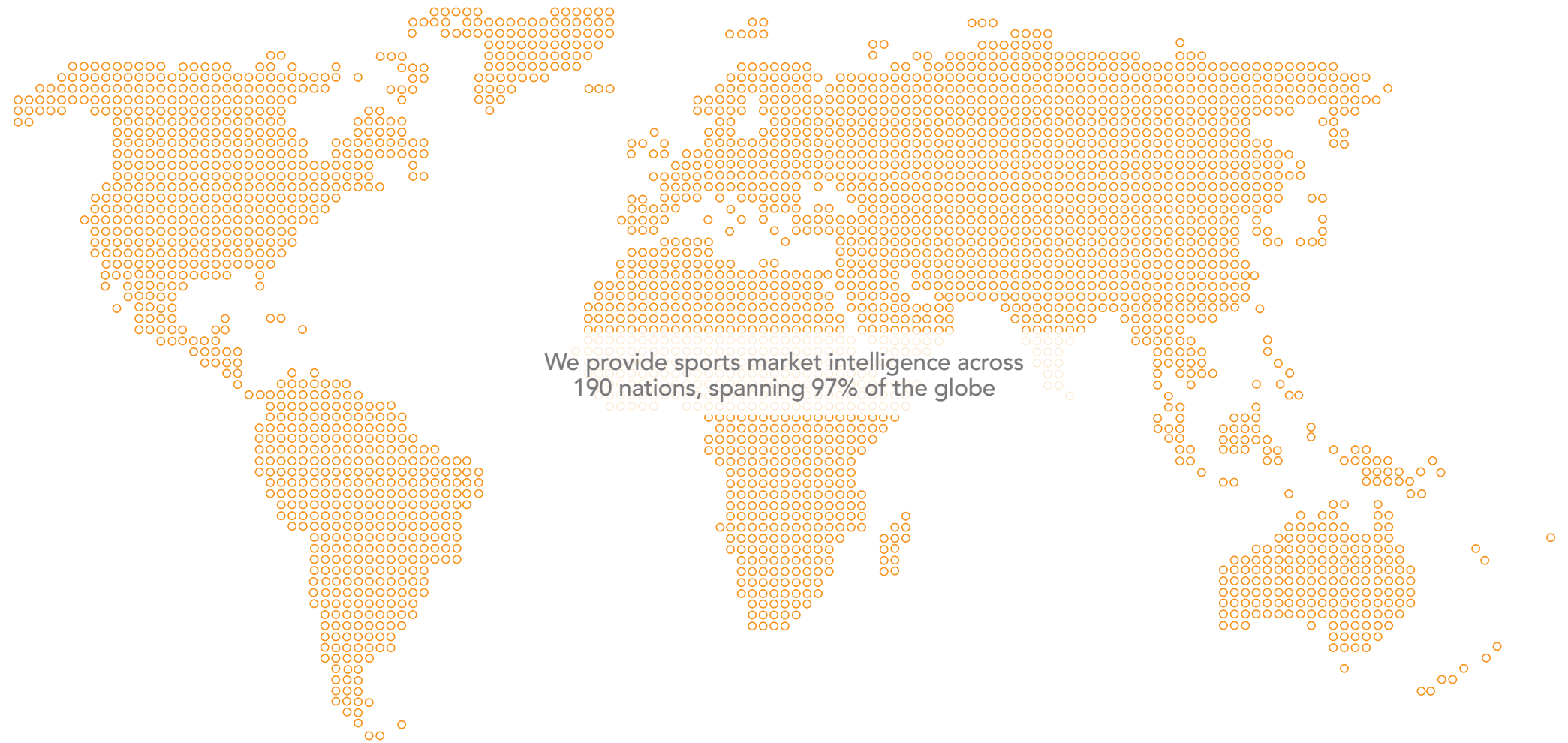


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Only Sportcal can bring you truly independent global sports market intelligence and data, in more sports than anyone else



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Would access to 100% independent, unbiased sports market intelligence help you to save time and money?

Sportcal is the essential resource for anyone in the business of sport. We are the most comprehensive provider of sports market intelligence worldwide.

If you need the latest global news, data, insight and analysis covering media, sponsorship, events, bidding and much, much more, then you need a Sportcal subscription.

Once you have access to Sportcal you will never want to be without it. Over 95% of our subscribers renew every year.

Sportcal will give you and your business a competitive edge, reduce your research time and ultimately make you money.

We help our clients to stay ahead of the game.



95%

of our subscribers
renew year after year

Sportcal at a glance



News

Sportcal News is widely acclaimed as the leading online daily news service covering all the key sectors of the sports industry. It provides in-depth, original and impartial news from across the globe with over 65,000 archived news articles.



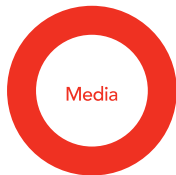
Calendar

One of the largest online sports calendars in the world. It covers over 300,000 international events from 185 sports spanning 20 years up to 2020. It is constantly updated with all the latest event announcements.



Directory

Our in-depth guide to all the leading organisations and individuals involved in sport. It includes every major sector ranging from rights holders and federations through to sponsors and broadcasters.



Media

Sportcal Media is the essential media service. It features over 135,000 media rights deals and includes territory-by-territory analysis, market snapshots, broadcaster portfolios and key distribution contacts.



Sponsorship

Sportcal Sponsorship is the key resource for brand managers, agencies and rights holders. It provides data, analysis and insight into over 15,000 major brands covering more than 75,000 global sponsorship deals.



Events

This is a unique service providing detailed data and insight on all the major global sporting events taking place in the future. The event comparison tool allows past and future events to be compared across a range of indicators.



Bidding

Sportcal Bidding is the most comprehensive insight into sports events bidding available. It provides information on more than 1500 past and future bids – a must for anyone planning their government or city's event strategies.

We have a range of subscription packages available. More information is contained in this pack. If you have any questions about the right package for you, contact a member of the client services team.



Over 5,000 new stories
added every year

Read all about it!

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How would access to the most comprehensive sports market news from around the globe help you?

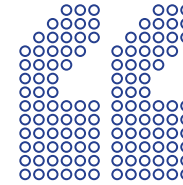
Sportcal is widely acclaimed as the leading provider of online sports market news. No other provider gives you in-depth, impartial news from across the globe, covering over 185 sports and all the key industry sectors.

Our news archive includes over 65,000 features and articles, with over 5,000 new articles added every year. Sportcal News is the most comprehensive, insightful and independent sports market news provider. We will keep you up to date on the latest deals and market moves in sports media, sponsorship, events and bidding. Our team of journalists, based in London and Lausanne, cover all the major events and gain exclusive interviews, giving you truly unbiased sports market news, as it happens.

The news service is accessible via the website, mobile or tablet and direct to your inbox through our daily news emails. Sportcal News is the essential business resource for anyone in the commercial world of sport.

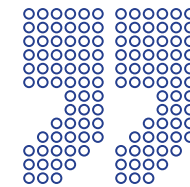
Subscribers receive:

- A fully searchable archive of over 65,000 articles. Search by date, sector and sport
- Access to breaking news as it happens. Over 5,000 new stories added every year
- A twice-daily email alert. You will never miss the latest news, no matter where you are in the world
- A daily news summary and access to the latest stories at a glance
- Sportcal Magazine, published online, quarterly



What makes Sportcal different is they give a truly independent view. Their editorial is not influenced by advertisers, giving them integrity and independence.

Jon Tibbs, JTA





Calendar of over 300,000 events up to 2020, with over 30,000 new events added every year





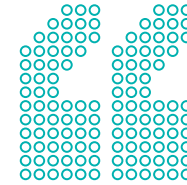
Would access to the largest global sports calendar at the touch of a button revolutionise your planning?

Sportcal Calendar is the most comprehensive online database of sporting events containing information on over 300,000 events, across every major sport, as far ahead as 2020.

We cover everything from the biggest leagues and championships to one-off events. The service is updated daily. You can search past, current and future events at the touch of a button.

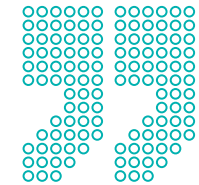
Subscribers gain access to:

- A fully interactive calendar of over 300,000 global sporting events, with 30,000 new events added every year across all the major sports
- A full database including future, current, past and provisional events, searchable by sport, title, geography, dates and category
- Detailed information on events including the start date, finish date, venue, city, nation and organiser details
- An event planner providing a day-by-day analysis of scheduled events. A great planning tool for event organisers
- The latest news on major global events
- Links to data on rights distributors, sponsors and host cities through Sportcal's market intelligence services



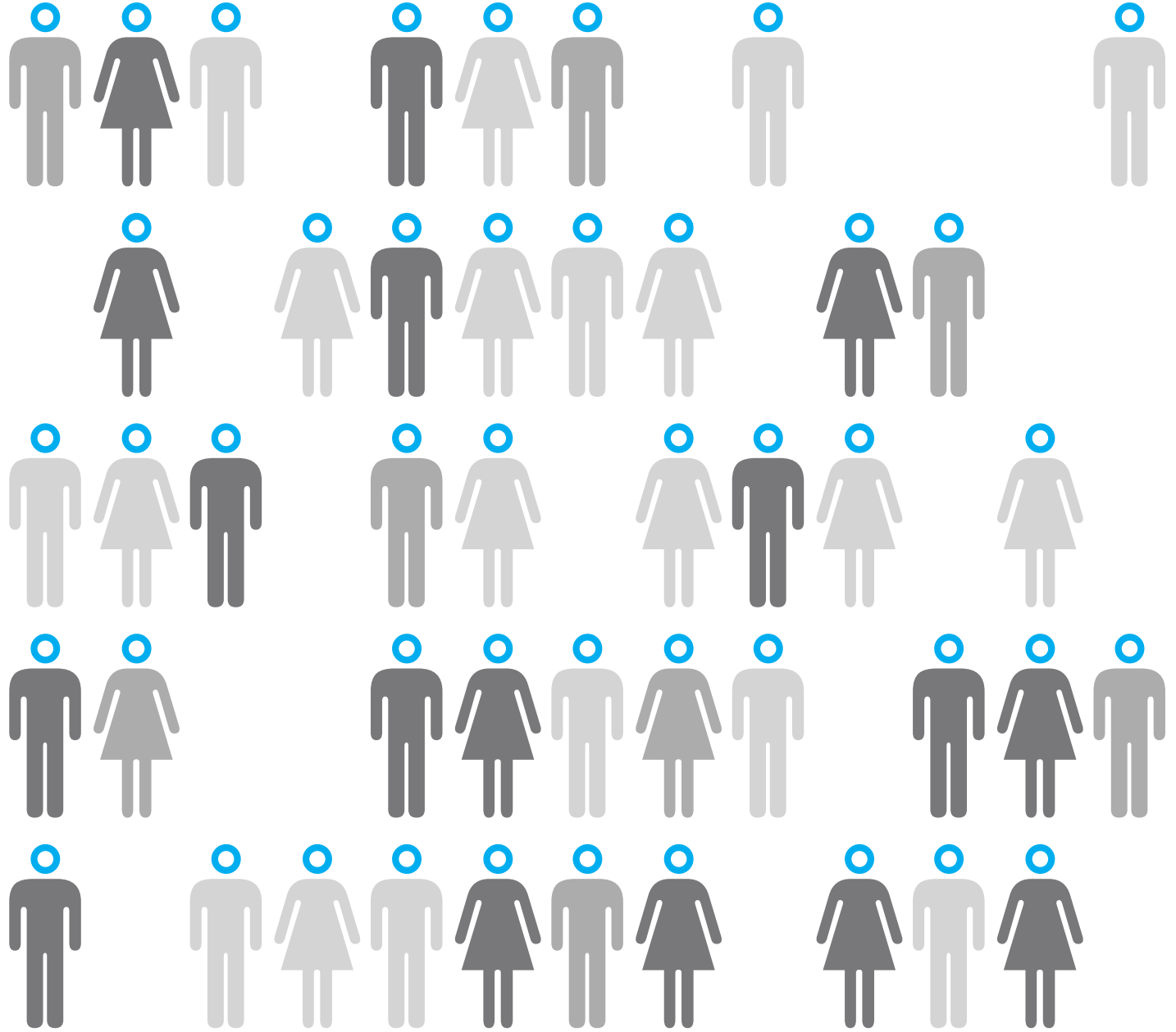
Sportcal is my chosen way of updating myself daily on sports industry happenings around the world. Sportcal's events guide and calendar provide key inputs for our event planning.

**Peter Cox, Senior Advisor Events
Sport and Recreation NZ (SPARC)**





Contact details for over 15,000 sports industry executives



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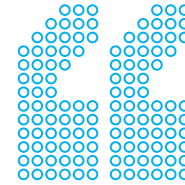


Would access to the largest online directory of sports market contacts help generate business for you?

The Sportcal Directory covers every sector of the sports industry, from broadcasters and governing bodies through to agencies and sponsors, encompassing over 12,000 companies. The service provides more than 15,000 published industry contacts including CEOs, managing directors, vice presidents, general secretaries, heads of sport, heads of acquisition and many, many more.

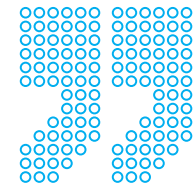
What do you receive?

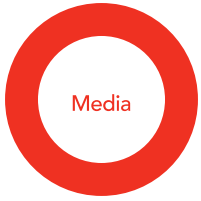
- A directory of over 15,000 sports industry contacts, across 12,000 companies, fully searchable by company, name, geography, type and sport
- Full contact information (address, email, telephone number and website) on the company and key members of staff as well as related news and press releases
- Details of latest appointments and market moves



I use Sportcal on a daily basis and am impressed with the detail and accuracy of information across sports rights, broadcast and sponsorship deals. It's an invaluable tool for anyone in our business.

Jeff Foulser,
Chairman, Sunset & Vine



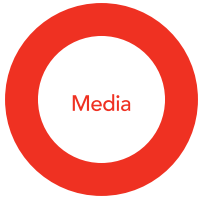


Over 7,000 new media deals added annually



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If you need access to the most in-depth sports market media information out there, you need to subscribe to Sportcal Media.

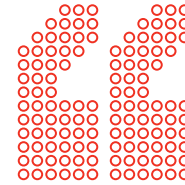
Our unrivalled media product features over 135,000 media rights deals with 7,000 new deals added every year. Gain access to the latest broadcaster profiles, distributors, news, territory-by-territory analysis, directory and market snapshots.

Sportcal Media is the essential tool for anyone involved in the global world of sports media.

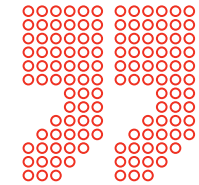
What does a Sportcal Media subscription give you?

- A comprehensive database of media rights distribution on an event-by-event basis, including the key contact deals of commercial rights owners, holders, distributors and territorial broadcasters
- Media Landscape: Over 150 market snapshots, key demographic and media indicators. Identify the key broadcast players with in-depth analysis of the latest deals and trends
- Instant access to a database of over 135,000 past and current media rights deals across over 20,000 major event properties
- Latest deals: A listing of all the latest key deals for television, broadband and mobile contracts. More than 7,000 new deals added every year, including values and expiry dates
- Media email: Exclusive for our media clients, it features updates, analysis and a weekly summary of all the latest developments from the global sports media rights market

Subscribers to Sportcal Media also gain access to News+ (news, calendar, directory and magazine).



Sportcal provides a first-rate service, combining essential sports market and business information with an excellent outlet for the IOC to communicate with sports marketing professionals.
Timo Lumme, IOC Director of Television and Marketing Services





75,000 sponsorship deals
involving over 15,000 brands

75,000 £ € \$



Would access to the most detailed database of over 75,000 global sponsorship deals and rights portfolios of the world's top sponsors help you?

Sportcal Sponsorship gives you access to the latest global sponsorship deals, rights, brands and news. The product is fully searchable by sport, category, property and brand. Whether you are a brand manager looking to compare sponsorship strategies across the sector or a rights holder researching companies investing in your sport, Sportcal Sponsorship will become your key resource. We will help you to achieve business results.

Gain a competitive edge and keep on top of the latest sponsorship rights, deals and brand portfolios with Sportcal Sponsorship.

What is included?

- o More than 75,000 worldwide sponsorship activities including past, current and future partnerships of over 15,000 brands from more than 50 different industries
- o Sponsorship deal records with additional information on sponsorship type, contract length and value (where available) for events in over 130 sports
- o Latest deals tracker updated throughout the day and fully searchable by sport, category, industry and announcement date
- o Specialised articles highlighting the latest sponsorship announcements and deals with a direct link to the relevant properties and companies

Subscribers to Sportcal Sponsorship also gain access to News+ (news, calendar, directory and magazine).



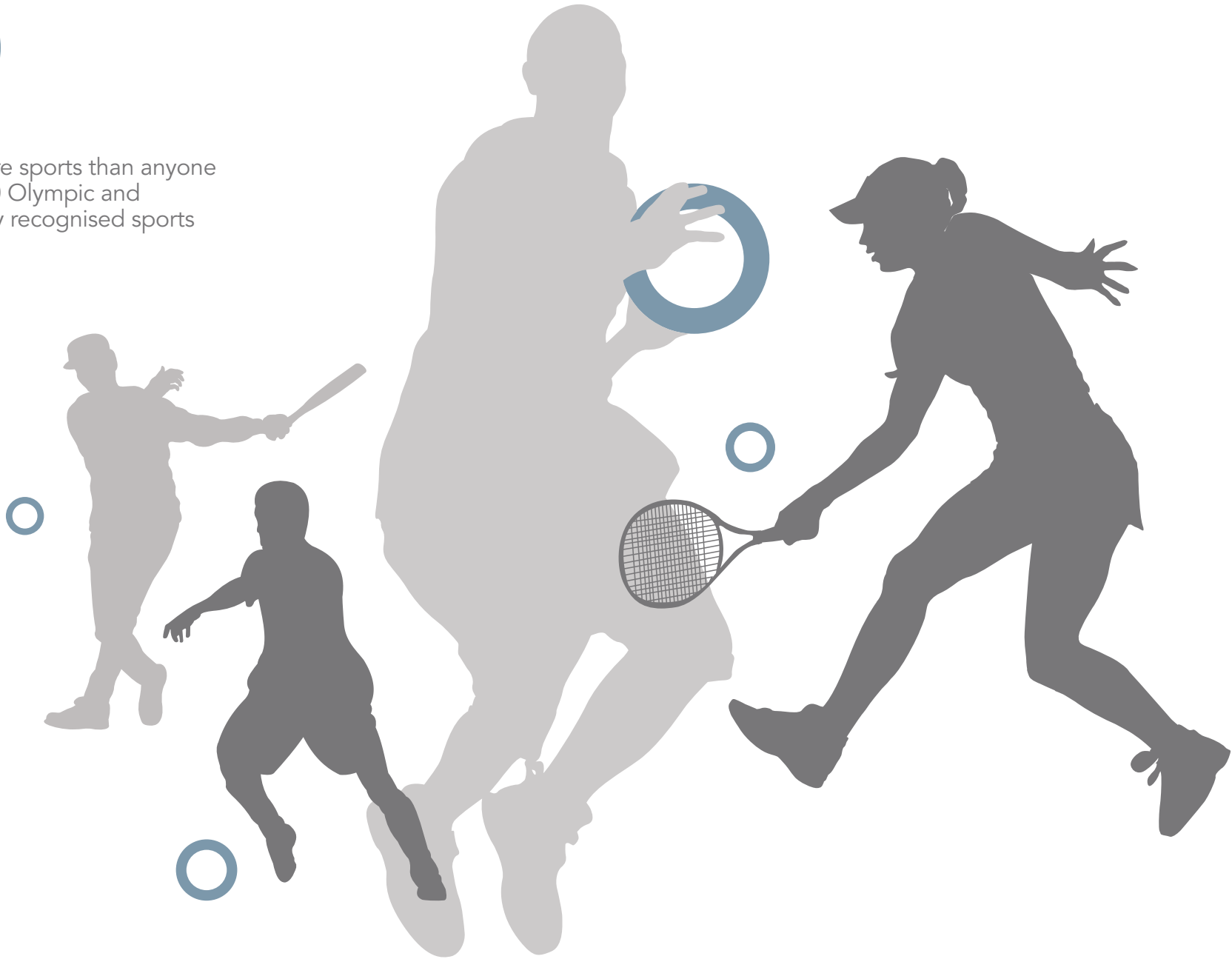
Sportcal is an invaluable service to the WTA. As a one-stop shop for live and current information and movements in the sports business and sponsorship industry, it has no equal.

Andrew Walker, Senior Vice President, Global Marketing & Communications, WTA





Covering more sports than anyone else – over 90 Olympic and internationally recognised sports



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Do you need an in-depth guide to all the major sporting events taking place in the next 10 years?

If so then Sportcal Events is the must-have service for you. Sportcal Events is the most comprehensive online resource for the global sports events industry. It provides detailed data and insight on all the global sporting events taking place in the future, with key contact details for the main event organisers. This is supported by past event analysis on all the major events that have taken place in the last few years with data on a range of indicators including economic, financial, sport and media.

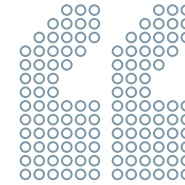
Unique to Sportcal Events is the event comparison tool that allows you to compare events across a range of Olympic and recognised sports.

Whether your organisation is looking to host, televise or sponsor events or provide other services, this is the essential service for you.

What is included?

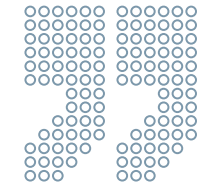
- An in-depth guide to past and future global sporting events
- Covering more sports than anyone else. Over 90 Olympic and internationally recognised sports
- Direct links to organiser details and key contact information
- Past event analysis with economic, financial, sport and media data
- Future event projections and venue requirements
- Our event comparison tool which allows different events to be compared across a range of sports

Subscribers to Sportcal Events also gain access to News+ (news, calendar, directory and magazine).



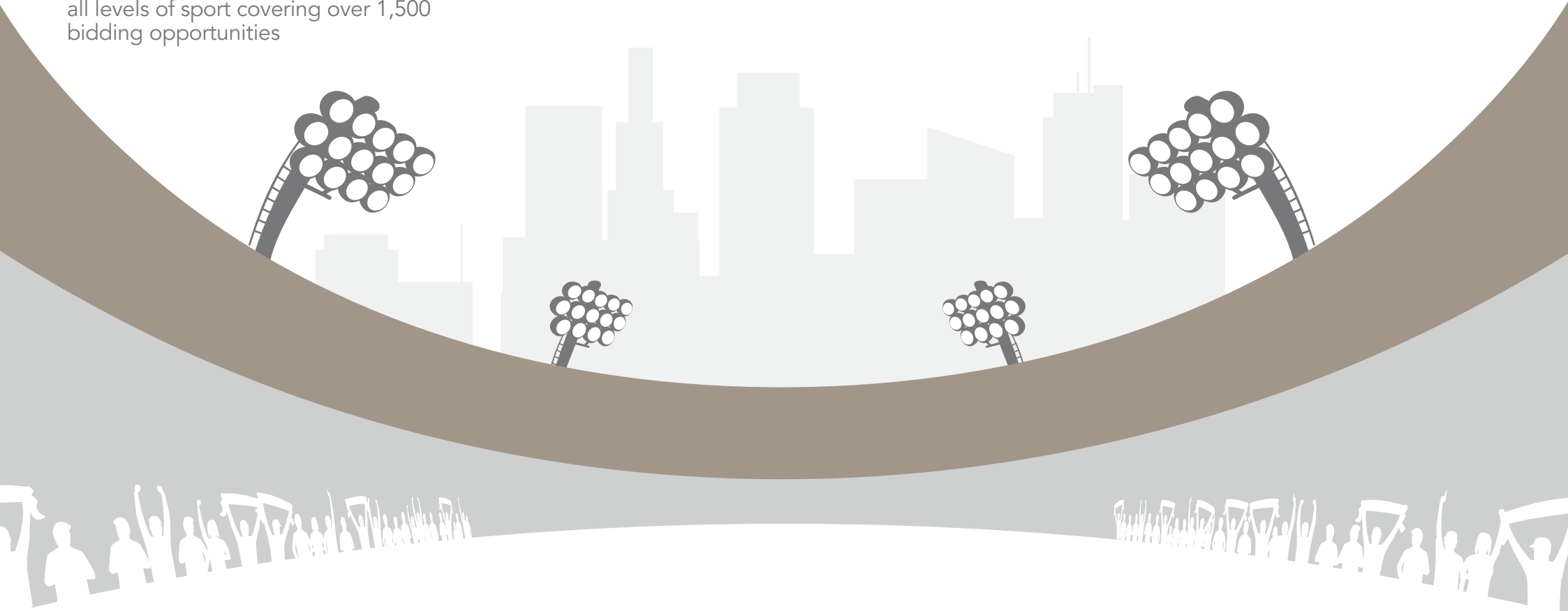
I consult Sportcal on a daily basis. I consider it to be the most efficient online service, providing me the most reliable and up-to-date news on what's happening in our industry.

Géraldine Filiol, Deputy Managing Director of Acquisitions and Managing Director, Eurosport Events





A fully searchable database of bidding announcements and opportunities for all levels of sport covering over 1,500 bidding opportunities



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Would access to the most comprehensive online service for the bidding industry help you?

Sportcal Bidding provides you with a wealth of data on potential bidding opportunities for over 90 Olympic and internationally recognised sports.

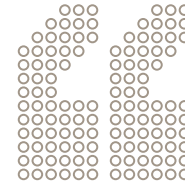
This unique insight tool is constantly updated with the latest bidding announcements and developments. It is a must-have service for anyone involved in sports bidding.

Whether you work for a government planning its event strategies, or a city building its global brand, Sportcal Bidding is the essential resource for you.

Key features include:

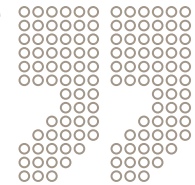
- A fully searchable database of bidding announcements and opportunities for all levels of sport covering over 1,500 major events
- Over 90 Olympic and internationally recognised sports
- All levels of events ranging from senior to junior, world to continental
- An archive of past bids with winning cities and nations
- A summary of current bids in progress with the latest news and bid leader interviews
- A full bid timetable with contact details for event owners
- Guidelines to bid procedures including links to bid documents

Subscribers to Sportcal Bidding also gain access to News+ (news, calendar, directory and magazine).



Sportcal is our primary vehicle for keeping up with changes and developments in the international sports marketplace. It is an indispensable part of our business.

**Charles White, Vice President,
International Media,
National Football League**



Stay ahead of the game with a Sportcal subscription

Sportcal have been at the forefront of sports market intelligence for over 22 years. Our team of dedicated sports market researchers, analysts and journalists are based at Sportcal's offices in London and Lausanne.

Our clients

We work with a vast array of clients across the globe including:

- International governing bodies
- Event organisers and teams
- National bodies, National Olympic Committees and governmental agencies
- Broadcasters and broadcast service providers
- Sports marketing, TV distribution and production agencies
- Brand, sponsorship, research and PR consultancies
- Event service companies

Five reasons to choose Sportcal

1

Sportcal's news, analysis and insights span the globe. We provide sports market intelligence across 190 nations, spanning 97% of the globe

2

We cover more sports markets than anyone else. 30,000 global events every year in over 185 sports from athletics to wushu

3

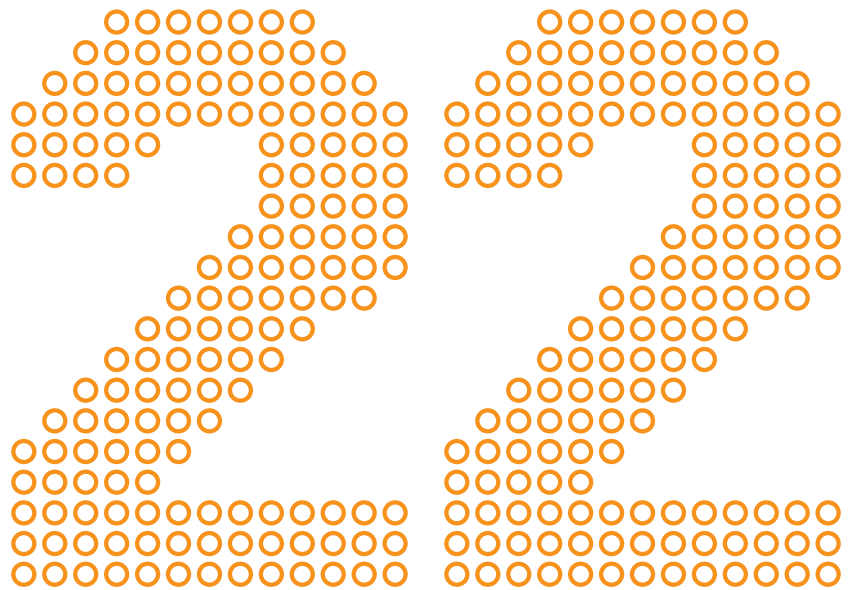
Our clients find their subscription invaluable. Over 95% of our customers renew year after year

4

We have a dedicated research team on hand to delve deeper into our data. No other provider gives you direct access to the minds behind the research

5

We will give you and your business a competitive edge, reduce your research time and ultimately help you make money



years of delivering
unrivalled, unbiased
insights and analysis

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Switzerland

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