

SHOW TOURNAMENT PLANNERS Where 2 Play!

🔍 Your Digital Gateway to the Sports Industry

Where2Play (W2P), from Sports Planning Guide, takes facility research and tournament planning resources to a new level

W2P guides are deep dives into sector-specific facilities combined with editorial coverage of the top tournaments and planners who are driving those sports. W2P is an exclusively digital guide, delivering sport-specific resources to event operators, coaches and traveling teams looking for upcoming tournament destinations.

EACH GUIDE INCLUDES:

- » **Facility reviews** including field specs, upcoming/recent tournaments and contact information.
- » **State-of-the-industry articles** on those sports, top planner profiles and insider interviews from movers and shakers within the industry.
- » **Hyper targeted distribution** to leading tournament planners + decision-makers from applicable sports, coaches and traveling teams.

Don't Miss These Upcoming W2P Digital Guides!

+ **ON THE WATER:** Swimming, Diving, Water Polo, Fishing, Boating, Beach Sports – Spring 2025

+ **TRACK & FIELD RACING:** Track & Field, Running, Cycling, Mountain Biking, Trail Hiking – Summer 2025



ANNOUNCING A **NEW** W2P DIGITAL PROMOTION CHANNEL

Available exclusively to SPG customers, Where2Play adds a powerful digital promotion layer for sports destinations and facilities. Starting in September 2024, you can deliver your brand message to leading sports tournament planners through targeted digital marketing.



Eblast

Monthly W2P emails feature three partners with engaging content and photos, reaching 5,000 subscribers.



Social Media

Targeted posts on LinkedIn and Meta networks reach both organic followers and a highly targeted demographic of tournament and event planners + **traveling teams through paid tactics.**



RATES AND PACKAGES:

CHECK YOUR CHOICE:

Eblast Rates

1st tier	\$2,495	<input type="checkbox"/>
2nd and 3rd tier	\$1,795	<input type="checkbox"/>

W2P Digital Guide Rates

Half-page Ad or Facility Profile	\$995	<input type="checkbox"/>
Full-page Ad	\$1,795	<input type="checkbox"/>
Two-page Spread Ad	\$3,590	<input type="checkbox"/>
Cover/Preferred Positions	add 25%	<input type="checkbox"/>

Spring '25 On the Water ☐

Summer '25 Track & Field Racing ☐

Get ready to showcase your facilities to the top tournament planners and make a lasting impact. **Secure your spot in Where2Play today!**

Company: _____

Contact: _____

Billing Address: _____

City, State, ZIP: _____

Email: _____

Phone: _____

Total: _____

Signature: _____

Date: _____

JOINING IS EASY!

Simply email the completed form to advertising@ptmggroups.com

Questions? Please call 630-794-0696.



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