SHOW TOURNAMENT PLANNERS Where 2 Play!

Q 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:

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- >>> 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 + decisionmakers 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.



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Eblast

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

Social Media

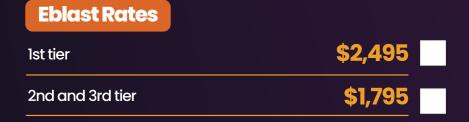


Targeted posts on LinkedIn and Meta networks reach both organic followers and a highly targeted demographic of tournament and event planners + traveling teams through paid tactics.



RATES AND PACKAGES:

CHECK YOUR CHOICE:



W2P Digital Guide Rates

Half-page Ad or Facility Profile	\$995	
Full-page Ad	\$1,795	
Two-page Spread Ad	\$3,590	
Cover/Preferred Positions	add 25%	
Spring '25 On the Water		
Summer '25 Track & Field Racing		

JOINING IS EASY!

Simply email the completed form to advertising@ptmgroups.com **Questions?** Please call 630-794-0696.



Company:		
Contact:		
Billing Address:		
City, State, ZIP:		
Email:		
Phone:	Total:	
Signature:	Date:	





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