

SPG

SportsPlanningGuide

2025/2026 MEDIA KIT





OUR PLATFORM

In today's rapidly evolving sports tourism industry, event rights holders and governing bodies are in search of better ways to find tournament destinations and manage their events. Since 2009, Sports Planning Guide (SPG) has been the place where sports event planners find unique tournament locations that match their event profiles.

We create exceptional content about sports tourism destinations and profile hundreds of facilities across North America in our annual print guide and online SportsPlanningGuide.com. This enables sports event professionals to make smarter choices about the locations they select.

GET IN FRONT OF THE LARGEST NETWORK OF SPORTS TOURNAMENT PLANNERS

We build a bridge to your best prospects through content marketing, digital advertising, social media promotion and the industry's only annual planning guide for sports tourism. From the latest innovations to expertly crafted events and time-tested tips from the pros, nobody covers the market like SPG!

- No other channel has as much content focused on sports tourism.
- We inspire sports event planners with hundreds of articles on sports tournament planning best practices.
- Our website outranks other publishers for competitive keywords and is the #1 trafficked website according to both Alexa and Similar Web.
- Our weekly newsletter touches the inbox of over 5,000 of the leading event planners across the U.S. and abroad.
- Our annual print guide reaches the nation's premier tournament planners representing amateur, collegiate, Olympic and other competitive sports events.
- Tracking your performance is easy, thanks to the industry's exclusive lead generation tool: iTrack.

**SPORTS TOURISM
IS A LEADING
ECONOMIC DRIVER
ACROSS AMERICA**

\$91.8b

**Total economic impact
(source: Sports ETA)**

10%

**Estimated CAGR,
2024–2032**

(source: Global Market Insights)

3.9

**Average nights spent
in a destination**

**(source: U.S. Travel
Association)**

OUR CAPABILITIES

We put you in front of the right audience with superior content-based advertising, digital marketing and the industry's only annual planning guide dedicated to the sports tourism industry.

- Written for you, Site InSpections tell your destination's story through content marketing and brilliant digital photography.
- Facility Features show tournament planners the best locations across North America.
- Digital display and video advertising reach the widest audience in the industry.

SPG IS YEAR-ROUND SPORTS MARKETING!

We create custom content on your brand to distribute and promote through our digital and print channels. Your Site InSpection (SI) draws qualified planners who are interested in your destination and your tournament-ready facilities. It's featured in our print guide, along with your branding ad, plus it's online at SportsPlanningGuide.com and featured in the InSite e-newsletter and on social media channels.

PACKAGE A+

2-page Content Marketing | 2-page Spread Ad | Digital Site InSpection



PACKAGE A

2-page Content Marketing | Full-page Ad | Digital Site InSpection



PACKAGE B

1½ -page Content Marketing | Half-page Ad | Digital Site InSpection



PACKAGE C

Full-page Content Marketing | Digital Site InSpection



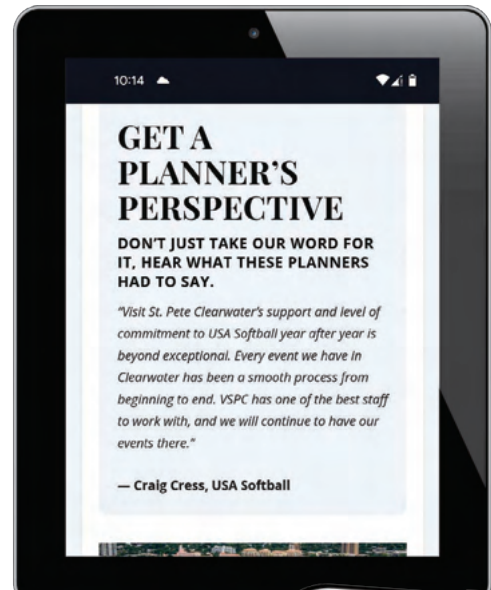
ONLINE ADVERTISING

With over 200,000 visitors, our website attracts qualified traffic from hundreds of relevant SEO-friendly articles. Boost your online presence with our digital audience!

- Corporate Sponsorships
- Featured Destinations and Facilities
- Video Promotion and Video Creation Services
- Sponsored Whitepapers and Digital Editions

EMAIL MARKETING

The weekly InSite from Sports Planning Guide newsletter reaches 5,000 of the most influential sports event planners in the U.S., its territories and parts of Canada. We seamlessly integrate advertiser content into InSite via sponsored content, banners and video advertising. Newsletter sponsorships capture immediate attention, while leaderboard banners are placed between trending articles, Site InSpections, state guides and promotional videos.



OUR REACH

Annual Website Visitors in 2024

200,000

Newsletter Subscribers

5,000

Print Subscribers

10,030

Total Clicks

100,000

Avg newsletter open rate

30.2%

Social Media Fans & Followers

5,000

Website Users

166,000

Total Impressions

5.75M

200+

Destination Clients
Featuring over 1,000 venues

No. 1 rank on Google for industry specific keyword searches.



Our Where2Play (W2P) guides take facility research and tournament planning resources to the next level.

3.5

Average events per session

175k

Sessions

35%

Average W2P eblast open rate

WHERE2PLAY

Where2Play (W2P) guides are deep dives into sector-specific facilities combined with editorial coverage of the top tournaments and planners who are driving targeted sports. W2P is a digital-exclusive guide, delivering sport-specific resources to event operators, coaches and traveling teams looking for upcoming tournament destinations.

This exclusive product for SPG advertisers focuses on three distinct facility types:

- **On the Water** (Spring 2025)
- **Track & Field/Racing** (Summer 2025)
- **Baseball/Softball** (Spring 2026)

Each guide includes:

- Over 100 facility reviews including field specs, upcoming/recent tournaments and contact information. SPG clients receive a 1/6 page profile of their facilities at no charge.
- State-of-the-industry articles on targeted sports, top planner profiles and insider interviews from movers and shakers within the industry.
- Targeted distribution to leading tournament planners and decision-makers from applicable sports, coaches and traveling teams.

W2P Eblast

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

OUR RATES

SPORTS PLANNING GUIDE PACKAGES

Package A+\$6,595

Two Pages of Content Marketing | 2-page Spread Ad |
Guaranteed Preferred Position | Digital Site InSpecion

Package A\$4,795

Two Pages of Content Marketing | Full-page Ad |
Digital Site InSpecion

Package B\$3,695

1½ Pages of Content Marketing | Half-page Ad |
Digital Site InSpecion

Package C\$2,595

Full Page of Content Marketing | Digital Site InSpecion

WHERE2PLAY GUIDES

SPG clients receive a 1/6-page profile of their
facilities at no charge.

Half-page Facility Profile\$995

Half-page Facility or Destination Branding Ad\$995

Full-page Destination Branding Ad\$1,795

Cover/Preferred Positions\$2,995

W2P Eblast Rates

1st tier\$2,495

2nd and 3rd tier\$1,795

DIGITAL ADVERTISING

SportsPlanningGuide.com

Corporate Sponsorships

Includes category-level takeover of one of the following
sections:

Trending in Sports Tourism, Best Practices, Fields & Facilities
or Digital Magazine

..... (6 months) \$4,995

..... (Annual) \$7,995

Feature Destinations

Prominent, dedicated section on the homepage of SPG, InSite
e-newsletter and social media channels

..... (1 month) \$2,995

Video Promotion

Your video featured on our video landing page, and in two
editions of the InSite e-newsletter

..... (Annual) \$1,995

Video Creation Servicesfrom \$995

INSITE E-NEWSLETTER

InSite E-newsletter Sponsorship

Your brand and sponsor message appears above all other
content in that edition, plus your video featured

..... (1 month) \$2,995

InSite Banner Advertising

..... (3 months) \$2,995

..... (6 months) \$3,995

..... (Annual) \$6,995