

WHERE RELATIONSHIPS BEGIN



MEDIA KIT

— 2026 / 2027 —

THE AUTHORITY IN SPORTS TOURISM

For over 15 years, **Sports Planning Guide (SPG)** has set the standard for connecting sports event planners with premier destinations and facilities across North America. From amateur to Olympic-level competition, we are where the sports tourism industry comes to plan.

In today's fast-moving market, organizers demand smarter ways to manage events and discover new destinations. SPG delivers the trusted insights and exposure that move events forward.



**BUILT FOR PLANNERS.
POWERED BY RESULTS.**

Through the industry's most comprehensive mix of editorial content, digital engagement, and print visibility, SPG empowers sports tourism professionals to make confident, informed decisions about where to play.



**“ NO OTHER PLATFORM DELIVERS MORE
CONTENT, REACH OR INFLUENCE IN THE
SPORTS TOURISM MARKETPLACE. ”**

OWN YOUR PLACE IN THE GAME

SPG connects your brand with decision-makers through a powerful, multi-channel marketing approach designed for maximum visibility and lead generation.

OUR INTEGRATED PLATFORM COMBINES:

- Content-driven storytelling that highlights destinations and facilities
- Data-informed visibility through top search rankings and targeted digital outreach
- An unmatched print and digital audience of engaged tournament planners

We don't just reach planners—we influence their decisions.

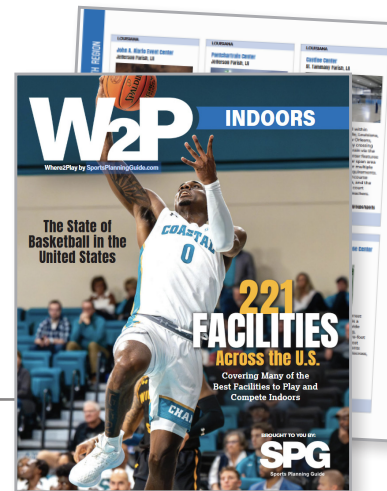
BRAND HIGHLIGHTS

FLAGSHIP PRINT DISTRIBUTION

Our annual Sports Planning Guide reaches more qualified planners than any other industry resource, distributed year-round via direct mail, digital download and at top industry trade shows and events. This keeps our clients front and center with tournament planners nationwide.

SIGNATURE CONTENT MARKETING

Exclusive to SPG, Site InSpections showcase your destination's story through immersive editorial features and vivid photography. Each piece is crafted to highlight your facilities' tournament readiness, local attractions and unique advantages, capturing planners' attention and inspiring action.



WHERE2PLAY GUIDES

Targeting key planning resources and facilities for specific sectors like baseball/softball, soccer/lacrosse and more, Where2Play connects you directly with the top event planners, plus leagues and teams making travel decisions.

DIGITAL REACH AND LEAD GENERATION

Digital facility profiles on SportsPlanningGuide.com drive traffic directly from our extensive online audience. Enhance visibility through digital display and video advertising and stay top of mind through SPG's InSite e-newsletter and social media channels.

“

SPG IS YOUR YEAR-ROUND MARKETING ENGINE FOR SPORTS TOURISM.

”

THE BENCHMARK IN SPORTS TOURISM MAGAZINES

Sports Planning Guide's annual print magazine has set the industry standard for connecting tournament planners with destinations, venues, and facilities across North America. This edition remains the cornerstone of sports tourism marketing, delivering unmatched reach credibility and year-round visibility.

CIRCULATION & DISTRIBUTION

- 10,000+ qualified subscribers representing the most active event organizers in the United States
- Distributed year-round at leading industry events, trade shows, and sports tourism conferences
- Pass-along readership extends reach across event rights holders, facility managers, and sports governing bodies
- Featured throughout the year across SPG's digital channels for continued exposure

EDITORIAL IMPACT

EACH ANNUAL EDITION IS PACKED WITH:

- Destination Site InSpections that showcase premier sports tourism communities
- Facility Profiles highlighting tournament-ready venues
- Columns from industry insiders with planning insights and industry trends
- State guides that tell your destination's story through authentic, high-quality content

With targeted circulation and editorial credibility, Sports Planning Guide keeps your destination top-of-mind long after the trade show floor closes.

**“ SPG IS THE PRINT PUBLICATION
SPORTS EVENT PLANNERS RELY ON
TO DISCOVER NEW DESTINATIONS. ”**



WHY PRINT STILL MATTERS

In a digital-first world, SPG's print edition delivers something digital can't—authority, shelf life, and focused attention. It's a tangible resource that planners consistently reference while building their annual tournament calendars.

SPG remains the definitive print resource for sports tourism decision-makers.



PACKAGE A+

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



PACKAGE A

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



PACKAGE B

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



PACKAGE C

Full-page Content Marketing | Digital Site InSpecion



DIGITAL ADVERTISING



SPORTSPANNINGGUIDE.COM

With more than **5.75 million impressions, 200,000 visitors and 100,000 total clicks**, SPG's digital ecosystem combines search visibility, rich content and targeted advertising to keep your destination and facilities in front of active decision-makers.

EMAIL MARKETING

Delivered weekly to **5,000+ sports event planners** with a **30%+ open rate**, *InSite from Sports Planning Guide* e-newsletter connects your message directly to the industry's most engaged professionals. Subscribers receive trending stories, destination spotlights, and partner features—making it the go-to resource for sports tourism decision-makers.

NEW! WHERE2PLAY E-BLASTS

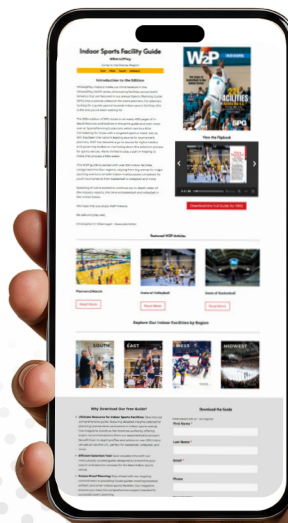
As the latest addition to the SPG network, the Where2Play e-blast series offers a hyper-focused spotlight on featured destinations and facilities. These shared promotional emails highlight tournament-ready venues, upcoming events, and new developments.

AVAILABLE PROGRAMS INCLUDE:

- **Corporate Sponsorships** — enjoy brand integration across SPG platforms that extend far beyond traditional trade show and event sponsorships
- **Featured Destinations & Facilities** — premium placement on high-traffic pages
- **Video Promotion & Creation Services** — dynamic visual storytelling
- **Sponsored Whitepapers & Digital Editions** — position your brand as a thought leader

ADVERTISING & SPONSORSHIP OPTIONS:

- **Sponsored Content & Video Features** – integrated seamlessly into editorial
- **Leaderboard & Banner Ads** – placed between trending articles
- **Newsletter Sponsorships** – top-of-email branding for maximum visibility



“

EVERY CAMPAIGN IS BUILT TO DRIVE AWARENESS, ENGAGEMENT, AND QUALIFIED INQUIRIES.

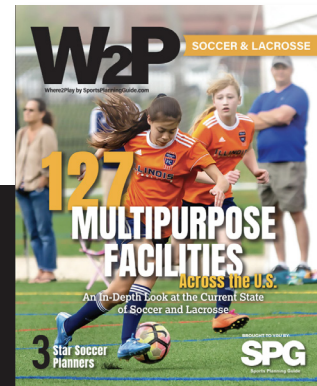
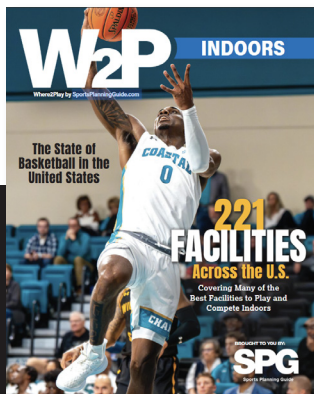
”

WHERE2PLAY:

REACHING THE TRUE GAME-CHANGERS IN SPORTS TOURISM

If you're seeking to reach beyond top-line tournament planners and connect directly with the decision-makers who control the purse strings—league organizers, coaches, and traveling teams—then Where2Play is for you.

While many destinations focus solely on attracting tournament planners, Where2Play goes deeper by delivering your message to the organizations responsible for filling those tournaments with teams and participants. This expanded distribution network brings your destination and tournament-ready facilities to the forefront of travel decisions that deliver true economic impact.



UPCOMING EDITIONS

Baseball / Softball (Spring 2026)

Soccer / Lacrosse (Summer 2026)

Pickleball / Racket Sports (Winter 2026/2027)

Each digital-exclusive guide delivers a deep dive into a specific sport—blending exclusive planner interviews and insider coverage of what's driving the next wave of competitive play with our facility showcases.

TARGETED DISTRIBUTION

Delivered directly to:

- Tournament directors planning events for those specific sports
- Traveling team decision-makers including league administrators and coaches
 - Sports facility operators and destination marketers

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

1 1/2 Pages of Content Marketing | Half-page Ad |
Digital Site InSpecion

Package C\$2,595

Full Page of Content Marketing | Digital Site InSpecion

WHERE2PLAY GUIDES

Half-page Destination/ Facility Profile\$1,295

Full-page Destination/ Facility Profile\$1,995

Half-page Facility or Destination Branding Ad\$1,295

Full-page Destination Branding Ad\$1,995

Cover/Preferred Positions\$3,295

Digital Edition Sponsor\$3,995

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, Facility Developments
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
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