

NEW PROGRAM FOR 2026



First Look

Pre-opening marketing for new sports facilities

Event planners find your facility before you open. SPG delivers your venue directly to 10,000+ active tournament and event organizers — so your calendar fills on opening day, not six months later.

CHOOSE YOUR PROGRAM

<p>TIER 1 Awareness \$1,795</p>	<p>TIER 2 Pre-Launch \$3,495</p>	<p>TIER 3 — FEATURED Grand Opening \$6,595</p>
<p>BEST FOR: 12–24 MONTHS OUT</p> <ul style="list-style-type: none"> • Breaking Ground post published on SPG online • "Coming Soon" facility profile page on SPG • Sponsorship placement on Breaking Ground section • 1 feature mention in SPG InSite newsletter • Facility profile PDF — marketing & collateral ready 	<p>BEST FOR: 6–18 MONTHS OUT</p> <ul style="list-style-type: none"> • Everything in Tier 1 • Featured in sport-specific Where2Play guide, or SPG annual guide • 3 newsletter placements over 6 months • Facility data in SPG planner search results 	<p>BEST FOR: FULL LAUNCH CAMPAIGN</p> <ul style="list-style-type: none"> • Everything in Tiers 1 & 2 • Full facility profile — live at opening • Dedicated grand opening post on SPG • Full-page ad in Sports Planning Guide • Email to 10,000 event planners • Priority placement in planner search

CVB CO-OP OPTION — AT NO ADDITIONAL CHARGE

Partner with your CVB. Double the impact.

CVBs and new facilities can co-invest in any First Look tier at no additional charge. Both organizations are featured across all deliverables — the facility gains event planner visibility while the CVB strengthens their sports tourism pitch. Cost split 50/50 between partners.

WHY SPORTS PLANNING GUIDE

<p>10,000+ ACTIVE EVENT PLANNERS Tournament directors, national governing bodies and sports event organizers — your future clients — reached weekly.</p>	<p>150+ FACILITIES TRACKED NATIONALLY SPG's Breaking Ground intelligence network identifies new facilities before they have a marketing team.</p>	<p>Day 1 CALENDAR FILLED AT OPENING Planners book 12–24 months ahead. Facilities in First Look get on their radar while still under construction.</p>
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SPG is delivered to 10,000+ sports event planners nationwide | Publishing since 2009

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