



# SPORTS CON

**FEATURING OVER 100 PROFESSIONAL ATHLETES & PERSONALITIES**

**JULY 14-16th, 2023**

**DALLAS, TX**



## EVENT DETAILS

AUTOMOBILE BUILDING • FAIR PARK  
1121 First Avenue • Dallas, TX 75210

**[gosportscon.com](https://gosportscon.com)**



“What I will say about sport, I think why people love sport so much, is because you see everything in a line. In that moment there is no do-over, there’s no retake, there is no voice-over. It’s triumph and disaster witnessed in real-time. This is why people live and die for sport, because you can’t fake it. You can’t. It’s either you do it or you don’t.”

“People relate to the champion. They also relate to the person also who didn’t win because we all have those moments in our life.”

**- Venus Williams**



**SPORTS**CON

**SportsCon** is the evolution of the National Fantasy Football Convention, which was launched seven years ago by Dallas Cowboys superstar Tony Romo and his partner Andy Alberth. The NFFC brought together thousands of fans from around the country to meet with the best football players in the world and the brightest minds in the realm of fantasy football.

The NFFC was an unbridled success and showed Romo and Alberth that fans were craving the opportunity to get closer to the games they loved. They decided that fantasy football was not enough, recruited new partners, including Todd Gurley and Ezekiel Elliott, and transformed NFFC into SportsCon.

SportsCon was created to bring together sports fans from all over the world to an event unlike any other; one that not only affords fans unprecedented and unparalleled access to their favorite players and media personalities, but also allows sponsors and exhibitors to place their brands in front of some of the most famous athletes in the world and their fans.



# THE CONVENTION

SportsCon is a revolutionary event bringing together fans from around the world to meet and engage with the athletes, personalities, tastes, and brands that make sports great.

At all levels, an interactive, multiple day event designed to get your brand connected to consumers like never before. In addition to providing access to hundreds of the top athletes from around the world, SportsCon will also be home to:

## MILITARY BOWL

We support our troops like no other here at SportsCon. Each service will be represented by a team that will play semi-finals on Saturday, along with winners playing on Military Bowl Sunday. The catch..... each team will be led by an NFL/former NFL quarterback for our center-stage event! Expect to see our athletes participate as guest coaches and referees also. Expect high scoring action that you will be front row for. The Marines will be hungry to defend their championship!

## TASTE OF TEXAS

Food and sports go together hand-in-hand. SportsCon is home to the Annual Taste of Texas celebration, where dozens of restaurants showcase the products that pair best with sports.

## VIDEO GAME STATION

eSports are growing at an exponential rate. What was once reserved for hobbyists has grown into a multi-billion dollar industry. Partners will have the opportunity to latch on to this rapidly-growing craze through creative sponsorship opportunities that will allow their target audiences to engage with some of the biggest stars in the space in a completely interactive way.

## FRIDAY NIGHT VIP PARTY

The fun starts the night before the convention. SportsCon will be hosting the annual VIP party Friday where consumers, partners and athletes will be able to get together and celebrate each other.

At its very core, SportsCon is the world's largest sports-related consumer expo and companies have the opportunity to open a booth to directly engage with consumers, players and other vendors. Zones can be seen here:



Taste of Texas



Apparel



Sporting Goods



Home & Garden



Tailgate



Health & Wellness



Autozone



Military



Media Row



Travel & Rec



Game Tunnel



Fantasy Sports



Technology Alley



Wealth & Finance



Food & Entertainment



# THE OPPORTUNITY



SportsCon is designed to be the world's first all-encompassing sports-focused consumer expo. Understanding the global obsession with each different sport, this convention strives to be the an experience where fans can immerse themselves fully in the sights, sounds, tastes and emotions that take each sport to the next level.

Sports leagues generate \$14 billion dollars, per year. When you add in sponsorship dollars, it's no surprise that the sports industry is worth more than \$1 trillion worldwide. It's a staggering number and SportsCon will serve as the first and only opportunity for the primary consumer and driver of this space, the fan, to engage with athletes and brands than make up the sports industry.

SportsCon values the opportunity create a lasting partnership in our inaugural convention. With the market we are targeting, we recognize this presents an incredible opportunity for you, as well.

"Sports will continue to be the leading category, with 70% of North America sponsorship marketing in 2019 in the category, topping \$17 billion, to research, marketing and consulting firm ESP Properties (formerly IEG), Chicago."

The North American sports market reached a total revenue of roughly \$70 billion in 2019, growing at a rate of about 5% per year. The market is broken up into gate revenues, media rights, **sponsorships**, and merchandising.

The National Football League (NFL) led professional sports leagues in sponsorship spending in 2019 with a market share of 35.63% And spending roughly

\$1.25 Billion. Major league baseball (MLB) has the second highest market share with 25.43% And roughly \$890 million spent. The national basketball association (nba) garnered about \$860 million in spending. The national hockey league (NHL) brought in about \$500 million in spending.

"Festivals, fairs and annual events was \$903 million in 2019 and is projected to reach \$936 million in 2020."





## BECOMING A PARTNER:

SportsCon is not only breaking the mold for sports fans Everywhere, we're also changing the way companies engage with convention-goers. We want to work with you on a suite of opportunities that will best serve your interests and make you feel like valued partners.

## PLAYERS:

SportsCon is home to hundreds of professional athletes from every major sport in the United States including football, basketball, baseball, boxing, golf, UFC, soccer and many more.

## MAIN DEMOGRAPHICS:

Age:



Household Income: \$75,000 - \$175,000



## FANS:

In total, more than half the world's population watches sports. More than anything, it is the medium that is best able to cut through cultures.

**NFL:** 400 million

**Basketball:** 400 million

**Golf:** 450 million

**Baseball:** 500 million

**Tennis:** 1 billion

**Soccer:** 3.5 Billion

**Boxing and UFC** gather roughly 2-4 million pay per viewers for popular title fights.

**ESports:** Twitch is the leading streaming platform for ESports and generated impressive numbers in 2019 with 47 billion minutes watched per month, up roughly 59% from 2018. Twitch also had 3.3 Million unique broadcasters each month on average, up 66% from 2018. Twitch also had 1,069,000 average viewers over 2019, up 43% from 2019.

## GROWTH RATE:

Year 1: 4,362 attendees

Year 2: 8,223 attendees

Year 3: 15,704 attendees

Year 4: 22,031 attendees



## THE REACH

SportsCon features the brightest stars and athletes in all sports from around the world. These stars have millions of followers on social media and are able to leverage their brand to influence the public.

Understanding their reach, each athlete, as part of their contract, is required to post at least once about SportsCon, resulting in hundreds of millions of eyeballs being directed towards SportsCon. Our last event, our efforts on social media is estimated to have garnered more than 100,000,000 impressions on social media alone.

In addition to our social media efforts, we are backed up by an award-winning public relations team that, was able to secure more than 75 million impressions through earned media efforts including in top-flight publications like ESPN, Sports Illustrated, Fox Sports, USA Today, NBC Sports and Yahoo Sports.

## DURING SPORTSCON

Inspired by the Super Bowl's world famous "Radio Row" you will be able to feel the energy on the convention floor as dozens of radio shows, TV broadcasts, and podcasts will be airing live throughout the convention. Since most major sports leagues will be in the offseason during SportsCon, reporters and media outlets will likely use video, photos, and information from the convention for months as their stories. There is not a better opportunity to get the most bang for your buck.

Additionally, we will grant media passes to our convention to ANY reporter that is important to you. If you have a reporter that should know that you are a sponsor for the event, we will be happy to reach out to them and make sure they know that you are involved and they would have the opportunity to join you to learn more and to enjoy the Convention.



Los Angeles Times



The New York Times





## MILITARY:

The National Fantasy Football Convention was proud to work with the US Navy, Marine Corps, Coast Guard, Army, and Air Force at our previous events. In fact, our involvement with the military is being featured on a national television show.

“In any team sport,  
the best teams have consistency and chemistry.”

**- Roger Staubach**

We are happy to report that each branch of the military will be continuing their partnership as we evolve into SportsCon.

Our relationship with the military has allowed us to have selected personnel work as “handlers” for our athletes. This ensured the players were able to move throughout the event with ease and efficiency, allowing them to spend more time with our sponsors, as well as providing a positive image to the fans demonstrating our player’s support and patriotism.

Honoring our veterans is an integral element to SportsCon and we will forever support our service members, veterans and military non-profits. We look forward to future collaborations with your organization and welcome any ideas or suggestions you might have.







# SPORTS CON

**FOR MORE INFORMATION CONTACT AT  
INFO@GOSPORTS.CON**



**gosportscon.com**