Increase your exposure and awareness in the sports-events industry with our SportsTravel multi-platform digital portfolio.

THE MOST COMPREHENSIVE DIGITAL PORTFOLIO IN THE SPORTS TRAVEL MARKET

Increase your organization’s exposure and awareness in the sports-events industry with SportsTravel. We offer the most comprehensive digital portfolio in the sports travel market today, serving a highly engaged audience of sports-industry decision makers.

In fact, SportsTravel is on the ground floor of innovative digital marketing in the sports-events industry, a virtually untapped marketspace by other organizations. We’re leading the way with our digital marketing portfolio!

OUR OFFERINGS INCLUDE:

- eNewsletters
- eMail Marketing
- Web & Mobile
- Social
- Video
- Re-Targeting
- Podcasts
- Downloadable Guides and Handbooks

SPORTSTRAVEL PRINT EDITIONS:

- **Spring**
  - Mails in May
- **Fall**
  - Mails in Late October/Early November
<table>
<thead>
<tr>
<th>MONTH</th>
<th>AD CLOSE</th>
<th>SPORT FOCUS</th>
<th>FEATURES</th>
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<tbody>
<tr>
<td>SPRING</td>
<td>April 1</td>
<td><strong>SOCCER</strong>&lt;br&gt;More than a dozen U.S. cities will host the CONCACAF Gold Cup as preparations continue for the 2026 World Cup. In France, the Women’s World Cup prepares to reignite passion for the game. And MLS looks to the future with new venues and expansion cities.</td>
<td>• How to Create Sustainable Sports Events&lt;br&gt;• Technology Trends in Sports&lt;br&gt;DESTINATIONS: In Conjunction with Website&lt;br&gt;SPECIAL FOCUS: Sports Venue Updates&lt;br&gt;EVENT INSIDER: CrossFit Games, Madison, WI&lt;br&gt;• NASC Bonus Distribution</td>
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<td>FALL</td>
<td>Sept. 3</td>
<td><strong>COLLEGE FOOTBALL</strong>&lt;br&gt;The sport of collegiate football celebrates 150 years of getting fans to return to campus and travel to bowl games to cheer on their favorite teams.</td>
<td>• How to Keep Sports Events Secure&lt;br&gt;• How Blockchain Will Transform Sports&lt;br&gt;DESTINATIONS: In Conjunction With Website&lt;br&gt;SPECIAL FOCUS: Emerging Sports You Need to Know&lt;br&gt;EVENT INSIDER: ITA All-American Championships, Tulsa, OK&lt;br&gt;TEAM PROGRAM&lt;br&gt;• TEAMS Bonus Distribution</td>
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**DIGITAL**

**FEATURES AND DOWNLOADS**

• Governing Body Dossier: NGB News<br>• Esports Handbook: (Sold)<br>• SportsTravel Bid Bowl: Sports Events Up for Bid<br>• Destination Guides: In-depth and Current Destination Reviews<br>• Podcast Series: Personalities To Be Announced<br>• New Venue of the Month<br>• On Assignment: Reports from New and Innovative Events<br>• Email, Social Media Lead Generation

For more information on digital SportTravel sponsorships, contact your Northstar business development representative.