



SIGA
SPORT INTEGRITY
GLOBAL ALLIANCE

PARTNERSHIP PROPOSAL

WEEK SIGA SPORT
13 - 17
SEPTEMBER
2021
INTEGRITY
SECOND EDITION

LEADING THE WAY FOR SPORT INTEGRITY WORLDWIDE

 siga-sport.com  [@SIGAlliance](https://twitter.com/SIGAlliance)  [@sigalliance](https://www.instagram.com/sigalliance)  info@siga-sport.com

**1 VISION
1 MISSION**

CHANGEMAKERS

**LEADERS
IN SPORT
INTEGRITY**

INDEPENDENT

**CLEAN SPORT
FREE FROM
CORRUPTION**

**TRIGGERING
A GLOBAL
MOVEMENT**



ABOUT SIGA

SIGA is an independent, neutral, not for profit, membership based international organisation. We are not driven by any political motivation or commercial interest.



OUR VISION

SIGA works towards a vision of sport played and governed under the highest integrity standards, free from any form of unethical, illicit, and criminal activity, to safeguard sports values and ensure its positive impact and benefits to all citizens.



OUR MISSION

The mission of SIGA is to provide global leadership, promote good governance and safeguard the integrity of sport through a set of universal standards operated by an independent, neutral, and global body.

TARGETED EVENT NUMBERS



+1200
DELEGATES



+250
SPEAKERS



+450,000
SIW TWITTER
IMPRESSIONS



+215,000
@SIGALLIANCE
TWITTER
IMPRESSIONS



+60
WORLD CLASS
DIGITAL EVENTS



+1000
COMMUNITY
BOARD MESSAGES



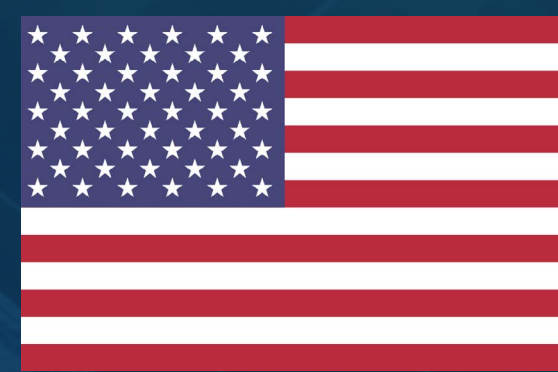
+2000
PRIVATE
NETWORKING
MESSAGES



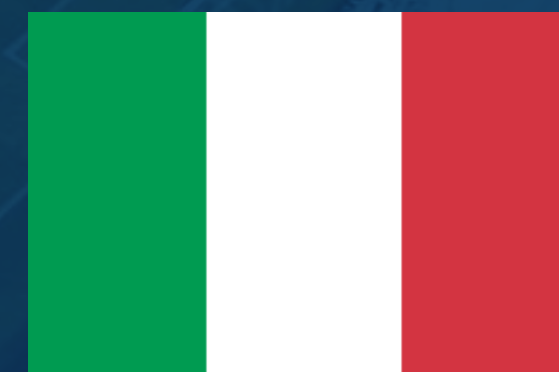
TOP 5 AUDIENCES



UNITED KINGDOM



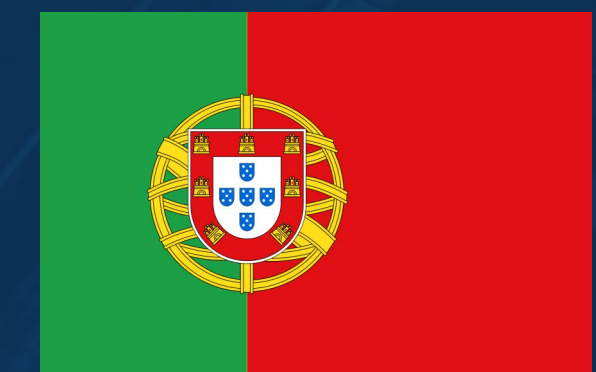
UNITED STATES



ITALY



FRANCE



PORTUGAL

TOP INDUSTRY SPEAKERS



ALEKSANDER ČEFERIN
PRESIDENT, UEFA



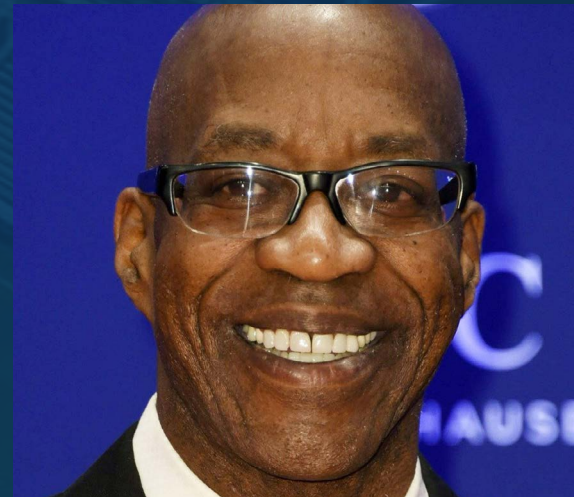
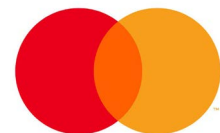
FATMA SAMOURA
SECRETARY GENERAL, FIFA



TATIANA VALOVAYA
DIRECTOR GENERAL,
UNITED NATIONS OFFICE AT
GENEVA - UNOG



MICHAEL ROBICHAUD
SENIOR VICE PRESIDENT,
GLOBAL SPONSORSHIPS,
MASTERCARD



EDWIN MOSES
LEGENDARY TRACK AND FIELD
CHAMPION, 2X OLYMPIC GOLD
MEDALIST, CHAIRMAN EMERITUS,
UNITED STATES ANTI-DOING AGENCY
(USADA)



JONNY GRAY
CEO, TENNIS INTEGRITY UNIT



FRANCO FRATTINI
CHAIRMAN, SIGA, JUSTICE AND CHAMBER
PRESIDENT, SUPREME ADMINISTRATIVE
COURT, ITALY | FORMER MINISTER OF
FOREIGN AFFAIRS, ITALY | FORMER
VICE PRESIDENT AND COMMISSIONER
FOR JUSTICE, FREEDOM AND SECURITY,
EUROPEAN COMMISSION



**EMANUEL
MACEDO DE MEDEIROS**
GLOBAL CEO, SIGA
CHAIRMAN & CEO, SIGA AMERICA



JON DUNCAN
VICE PRESIDENT, ENFORCEMENT, THE
NATIONAL COLLEGIATE ATHLETIC
ASSOCIATION (NCAA)



**ALFREDO DURANTE
MANGONI**
CO-CHAIR, G20 ANTI-CORRUPTION
WORKING GROUP | ANTI-CORRUPTION
COORDINATOR, DG GLOBAL ISSUES,
MINISTRY OF FOREIGN AFFAIRS AND
INTERNATIONAL COOPERATION, ITALY



FRANCIS GURRY
DIRECTOR GENERAL, WORLD
INTELLECTUAL PROPERTY
ORGANISATION (WIPO)



JU'RIESE COLON
CEO, US CENTER FOR SAFESPORT



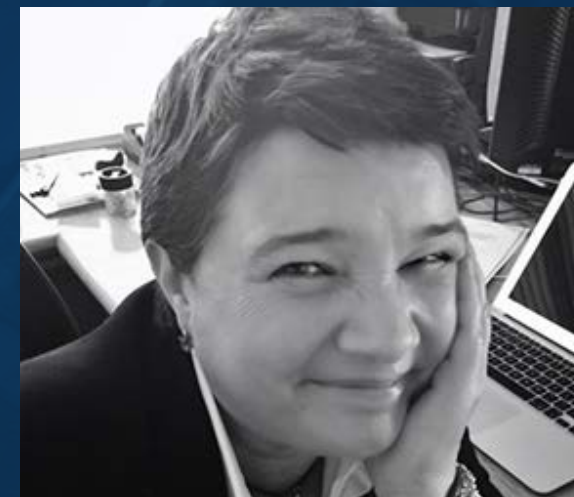
RENÉE MONTGOMERY
AMERICAN BASKETBALL PLAYER
TWO-TIME WNBA CHAMPION
(2015, 2017), WNBA SIXTH WOMAN OF
THE YEAR (2012)
WNBA ALL-STAR (2011)
NCAA CHAMPION (2009)



JESSICA BERMAN
DEPUTY COMMISSIONER & EVP, BUSINESS
AFFAIRS, NATIONAL LACROSSE LEAGUE



CATHERINE BOND MUIR
CEO, W SERIES



KATE BEAVAN
GLOBAL DIRECTOR OF HOSPITALITY
AND EXPERIENCES, FORMULA 1™



ABOUT SPORT INTEGRITY WEEK



The Most Influential Leaders



All Sports



All Continents



Thought leadership



Leading the Way for Sport Integrity Worldwide



Action-Oriented Discussions



Global Digital Event



All Key Stakeholder Groups

5 DAYS DEDICATED TO SPORT INTEGRITY

DAY 1

13 SEPT 21

Sports Governance, Anti-Corruption & International Cooperation in Sport

DAY 2

14 SEPT 21

Financial Integrity, Transparency and Sustainability in Sport

DAY 3

15 SEPT 21

Sports Betting Integrity

DAY 4

16 SEPT 21

Sports Business, Media, Technology & Innovation

DAY 5

17 SEPT 21

Youth Development and Protection

6 GLOBAL STAGES

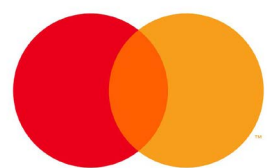


GLOBAL GUEST & AUDIENCE FEEDBACK



MICHAEL ROBICHAUD
SENIOR VICE PRESIDENT, GLOBAL SPONSORSHIP, MASTERCARD

"SIGA and SIW was such a good fit for Mastercard across three things: It is very positive and forward thinking; it is about how can this group work together and change things; it is an opportunity for business, sports, government, and social society coming together, as we all have our role."



DAN MANNIX
FORMER CEO, CSM NORTH AMERICA, CHAIR, ADVISORY BOARD, SIGA AMERICA

"The proactive discussions and solutions that SIGA is looking to create to move the industry forward is really important. Integrity obviously touches all sports."



MIGUEL OLIVEIRA
MOTO GP PILOT - SIGA CHAMPION

"Integrity is a value we take in our sport and personal life. What we learn in Sports can be applied in every area of our life. Sport Integrity Week is very important."



LORENZO SALAZAR
VICE CHAIR WORKING GROUP ON BRIBERY, OECD

"Sports by definition should be the opposite of anything related to criminal activities, corruption and bribery, but international organized crime is more and more interested because it may provide huge profit. I'm proud to attend the panel "fighting international crime in Sport" in #SIW2020."



YTANNIA WIGGINS
DIRECTOR, THE BARBADOS OLYMPIC COMMITTEE

"Totally enjoyed joining these passionate professionals during SIW, who shared their expertise from the Caribbean Context."



JACQUI TRAYNOR
BRITISH ROWING ANTI-DOPING & INTEGRITY MANAGER, UK DEAF SPORT BOARD DIRECTOR & SEC GEN SPORT RESOLUTIONS BOARD DIRECTOR

"The Female Leadership in Sport panel was such an inspiring session listening to everyone, mentors and mentees alike, speaking of their experiences. Thank You SIGA!"



MOHAMMED HANZAB
CHAIRMAN OF THE INTERNATIONAL CENTER FOR SPORT SECURITY AND VICE-CHAIR OF SIGA

"We choose to be here this week, because all of us recognise the fact that the World of sport still faces a real threat, despite all the efforts to combat it."



GLOBAL BRANDS – WHY PARTNER?



Position your brand at the heart of global Sport and Integrity



Be recognised as a leader in Sport Integrity



Promote your expertise and network with potential global clients that are leaders and decision makers in the industry



Showcase and learn best practice in global sports policy

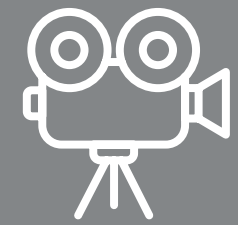


Gain competitive advantage globally

PARTNERSHIP OPTIONS

PLATINUM PARTNER

DURATION: 2 YEARS



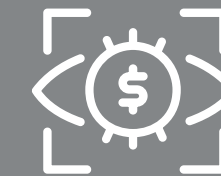
Branding Rights

- Logo in opening and closing billboard
- Multiple daily mentions throughout #SIW2021 & #SIW2022
- X1 mention in the voiceover script
- Logo displayed on screen throughout #SIW2021 & #SIW2022
- 30 seconds showreel / advert at any point during each day of #SIW2021 & #SIW2022



Partnership Announcement

- Partnership Announcement via social media and press release
- Branding contained in multiple daily social media posts throughout #SIW2021 & #SIW2022
- Branding contained in all promotional emails sent throughout #SIW2021 & #SIW2022



Showcase Opportunities

- Speaker position in #SIW2021 & #SIW2022
- Opportunity to develop customised content and propose speakers for #SIW2021 & #SIW2022



Partnership Listing

- Dedicated space on the SIGA website to host all archived copies of #SIW2021 & #SIW2022
- Live Stream is delivered to both SIGA and Partner Youtube or Vimeo Channels
- Live Stream is delivered to SIGA LinkedIn Company Page (Streaming to Partners LinkedIn Page is subject to having broadcast rights)
- Live Stream can be delivered to the partners Facebook, Instagram or Twitter on request
- Partner can select short clips from each session to be used on social media platforms

PLATINUM PARTNER CONTRIBUTION

£45,000

PARTNERSHIP OPTIONS

GOLD PARTNER

DURATION: 1 YEAR



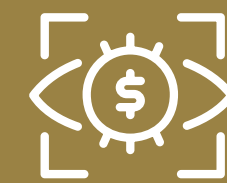
Branding Rights

- Logo in opening and closing billboard
- Multiple daily mentions throughout #SIW2021
- Daily mention during morning intro for #SIW2021
- Logo displayed on screen during entire show
- 30 seconds showreel / advert at any point during each day of #SIW2021



Partnership Announcement

- Partnership Announcement via press release and on social media
- Branding contained in multiple daily social media posts throughout #SIW2021
- Branding contained in all promotional emails sent throughout #SIW2021



Showcase Opportunities

- Speaker position in #SIW2021



Partnership Listing

- Dedicated space on the SIGA website to host all archived copies of #SIW2021
- Live Stream is delivered to the SIGA Youtube or Vimeo Channel
- Live Stream is delivered to SIGA LinkedIn Company Page

GOLD PARTNER CONTRIBUTION

£25,000

PARTNERSHIP OPTIONS

SILVER PARTNER

DURATION: 1 YEAR



Branding Rights

- Logo in opening and closing billboard
- X1 mention in voiceover script
- Daily host mention during #SIW2021
- Daily logo presence during each day of #SIW2021



Partnership Listing

- Logo displayed on the SIGA website



Partnership Announcement

- Partnership Announcement via press release and on social media
- Branding contained in multiple daily social media posts throughout #SIW2021
- Branding contained in all promotional emails sent throughout #SIW2021

SILVER PARTNER CONTRIBUTION

£15,000

PARTNERSHIP OPTIONS

DAILY THEME PARTNER



Branding Rights

- Daily logo presence throughout each session within #SIW2021 (including re-runs)
- Logo included in all marketing and promotional materials for specified day during #SIW2021
- Brand exposure during all specified panels for specified day in #SIW2021
- Opportunity to have a representative on a panel during #SIW2021



Partnership Announcement

- Branding contained in social media posts aligned with panels throughout for specified day during #SIW2021
- Branding contained in all promotional emails sent throughout #SIW2021



Partnership Listing

- Dedicated space on the SIGA website to host all archived copies of #SIW2021

DAILY THEME PARTNER CONTRIBUTION

£10,000

PARTNERSHIP OPTIONS

SESSION PARTNER



Branding Rights

- Panel logo presence throughout each session sponsored within #SIW2021 (including re-runs)
- Logo included in all marketing and promotional materials for specified panels during #SIW2021
- Brand exposure during all specified panels in #SIW2021



Partnership Listing

- Dedicated space on the SIGA website to host all archived copies of #SIW2021



Partnership Announcement

- Branding contained in social media posts aligned with panels throughout #SIW2021
- Branding contained in all promotional emails sent throughout #SIW2021

SESSION PARTNER CONTRIBUTION

£2,000

DISCOUNTED RATES
AVAILABLE FOR
MULTIPLE PANELS

GENEVA | LONDON | BRUSSELS | WASHINGTON D.C | LISBON



SIGA

SPORT INTEGRITY
GLOBAL ALLIANCE



Katie Simmonds, Global COO, SIGA & Managing Director,
SIGA Women Programme

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LEADING THE WAY FOR SPORT INTEGRITY WORLDWIDE

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