



# SBC SPONSORSHIP FORUM

The **SBC Sponsorship Forum** is part of the wider **Betting on Football** conference (**BOFCON 2018**). The specialist forum is an invite-only, industry-first forum for Football Clubs and Bookmakers / Gaming Brands to **discuss and explore opportunities around football sponsorship**.

The event is organised by **SBC Events**, hosted by former Chief Commercial Officer of AC Milan, **Jaap Kalma**, and supported by **Peter Halpin** and **Kieran Foley**. As part of the programme, we will facilitate introductions between Clubs and Bookmakers by matching available opportunities with pre-screened bookmakers' interests.

## WHY FOOTBALL CLUBS SHOULD ATTEND

- Network and build relationship with decision makers from the bookmakers
- Learn about opportunities from the betting industry, such as regional betting partnerships and regulatory restrictions
- Explore with industry experts how to make betting partnerships more effective
- Enhance your understanding of what this key customer demographic is looking for in terms of marketing
- Discuss sponsorship opportunities with bookmakers

## WHY BOOKMAKERS / GAMING BRANDS SHOULD ATTEND

- Network and do business with leading European Football Clubs
- Explore directly with football clubs the most effective rights and assets for betting partnerships
- Learn from industry experts through case studies about sponsorship activation and maximising ROI
- Discover available sponsorship opportunities in key markets



# EVENT TESTIMONIALS



**Dave Gal**  
CEO  
Betcart



**Jesper Kärrbrink**  
CEO  
Mr Green



**Niels Erik Folmann**  
CEO  
Danske Spil



**Fabio Schiavolin**  
CEO  
SNAI

“The Betting on Football 2017 conference at Stamford Bridge provided the platform to negotiate a 'landmark deal' with the now 12-time European champions Real Madrid.

Our strategy has always been driven by a desire to stand out from the crowd and deliver excellent user experience. This is a partnership to make others take note, and one that is built to last. We can't wait to address the entire sports betting industry alongside Real Madrid at Betting on Football 2018.”



“SBC Events are here to stay. Great networking and seminar focus. With focus on sports betting the exhibition was also very targeted and you basically found something interesting around every corner.

Very impressed with the high number of attendees across betting and sports industries, making it possible to have a lot of productive meetings in just two days.”



“I had two amazing days at Stamford Bridge. BOF 2017 offered the perfect mix of great sessions and relevant business meetings. It's probably the best industry event I've attended to date.”

Danske Spil 

“A conference like Betting on Football for bookmakers is very important because of the possibility to network, and to get in touch with football clubs and state of the art development in technology.”



# SBC SPONSORSHIP FORUM - FULL AGENDA

## THURSDAY 22 MARCH - PART 1

10:15 - 10:30	<b>SNAPSHOT - Sponsorship in football</b> A look at the current state of play around gambling sponsorship in football
10:30 - 11:00	<b>The Power of the Premier League</b> A look at the history of gambling shirt sponsorship in England; from Betfair to ManBetX
11:00 - 11:20	<b>Introduction Break</b>
11:20 - 11:50	<b>Measuring marketing - how to calculate ROI beyond customer acquisition</b> An analysis of how betting operators measure success and how football clubs can provide those metrics. Can we calculate a holistic ROI? Do one season deals make sense?
11:50 - 12:10	<b>Introduction Break</b>
12:10 - 12:50	<b>PANEL: Global product - the opportunities surrounding regional partnerships</b> The larger clubs are able to offer regional partnerships - are these as valuable as shirt sponsorships? What are the advantages and opportunities around regional partnerships?
12:50 - 14:00	<b>Lunch &amp; Networking</b>

## THURSDAY 22 MARCH - PART 2

14.00 - 15:00	<b>LEAGUE POSITION - ROUND TABLE DISCUSSIONS</b> 30 minute roundtable sessions on four of the major football leagues La Liga - Spain, Serie A - Italy, EPL - England, EFL - England
15.00 - 15.30	<b>Introduction Break</b>
15:30 - 16:00	<b>Public perception - tackling negative connotations</b> How can clubs and betting brands work together to tackle match fixing and problem gambling issues? Should social responsibility initiatives be included as part of sponsorship packages? Player education on anti-match fixing schemes?
16:00 - 16.30	<b>ACTIVATION - The creative ways of engaging with an existing fan base</b> 3 x 10 min case studies on marketing objectives and making sponsorship work Content Strategy - Offline marketing
16.30 - 17.00	<b>Introduction Break</b>
17.00 - 17.30	<b>Big Data, social networks and the evolving nature of partnerships</b> A look at the reach of clubs on social media and how their data is used to the benefit of promoting betting partners.
17:30 - 18:30	<b>Networking Drinks for SBC Sponsorship Forum Delegates @Frankies</b>
19:00 - 22:00	<b>Dinner for SBC Sponsorship Forum Delegates</b>
22:00 - 02:00	<b>Closing Party for the Betting on Football Conference</b>

# WHO WILL BE SPEAKING AT THE FORUM?



**Ruud Gullit**  
Football Legend



**Giorgio Ricci**  
Commercial Director



**Jaap Kalma**  
Former CCO



**Andreas Bardun**  
Former Head of Sports



**Rory Anderson**  
Consultant



**Shaun Simmonds**  
Head of Marketing



**Riccardo Bartolo**  
Commercial Director



**SPEAKER**  
TBC



**Ed Pownall**  
Head of Int. Branding



**Tim Reynolds**  
Head of PR & Planning



**Joe Lovelace**  
Head of PR



**Marco Nazzari**  
Managing Director - Europe



**SPEAKER**  
TBC



**SPEAKER**  
TBC



**SPEAKER**  
TBC



**SPEAKER**  
TBC



**SPEAKER**  
TBC



**SPEAKER**  
TBC



**SPEAKER**  
TBC



**SPEAKER**  
TBC

--- View all the speakers [here](#) ---

# CLUBS THAT WILL BE ATTENDING THE FORUM...



AC Milan



Arsenal



AS Roma



Aston Villa



Barcelona



Barnsley



Bologna



Olympiacos FC



Genoa CFC



Hellas Verona



Juventus



La Liga



Leicester City



Liverpool FC



PAOK FC



Apoel FC



PSV Eindhoven



Reading



Real Madrid



Serie A



Swansea FC



Inter Milan



Valencia



Bristol City



West Bromwich  
Albion



Wolfsburg



Wolverhampton  
Wanderers



Fiorentina



Infront Sports & Media



Manchester City



Manchester United



Deportivo Alaves

--- View all the attendees [here](#) ---

# GAMING OPERATORS THAT WILL BE ATTENDING THE FORUM...



12BET



1xbet



Betin



Betcart



Bet9ja



Better Collective



BetVictor



Betway



EnergyBet



Favbet



Fun88



LV Bet



Marathonbet



UNIBET



Smarkets



SNAITECH



SportPesa



twin



Sun Bets



Parimatch



BoyleSports



STOIXIMAN



BETANO



BETVICTOR



DRAFT KINGS



TBC



TBC



TBC

--- View all the attendees [here](#) ---

# CONNECTING CLUBS WITH THE BETTING OPPORTUNITY

To facilitate the creation of concrete new business opportunities for its participants, the **SBC Sponsorship Forum** will include a new business networking format to establish direct connections between **Clubs** that offer sponsorship opportunities on the one hand, and **Bookmakers** interested in these opportunities on the other hand:

- Potential connections will be identified prior to the conference, through the **screening** of both sponsorship **opportunities** and sponsorship **interests**
- In dedicated introduction breaks in the programme **one-to-one meetings** will be planned, in which experienced SBC intermediaries will present the parties
- SBC will verify the parties' interest to proceed **post-conference** and support the process until the completion of a deal

The SBC Sponsorship Forum is by invitation only and closed to the media. Club participation to the conference is **free of charge** for **up to two participants per club** (regular fee £699 per participant). Participating clubs commit to recognise a commission (success fee) in case a new sponsorship deal results from the introductions to bookmakers.





# CONFERENCE LEVEL 2 - FLOOR PLAN

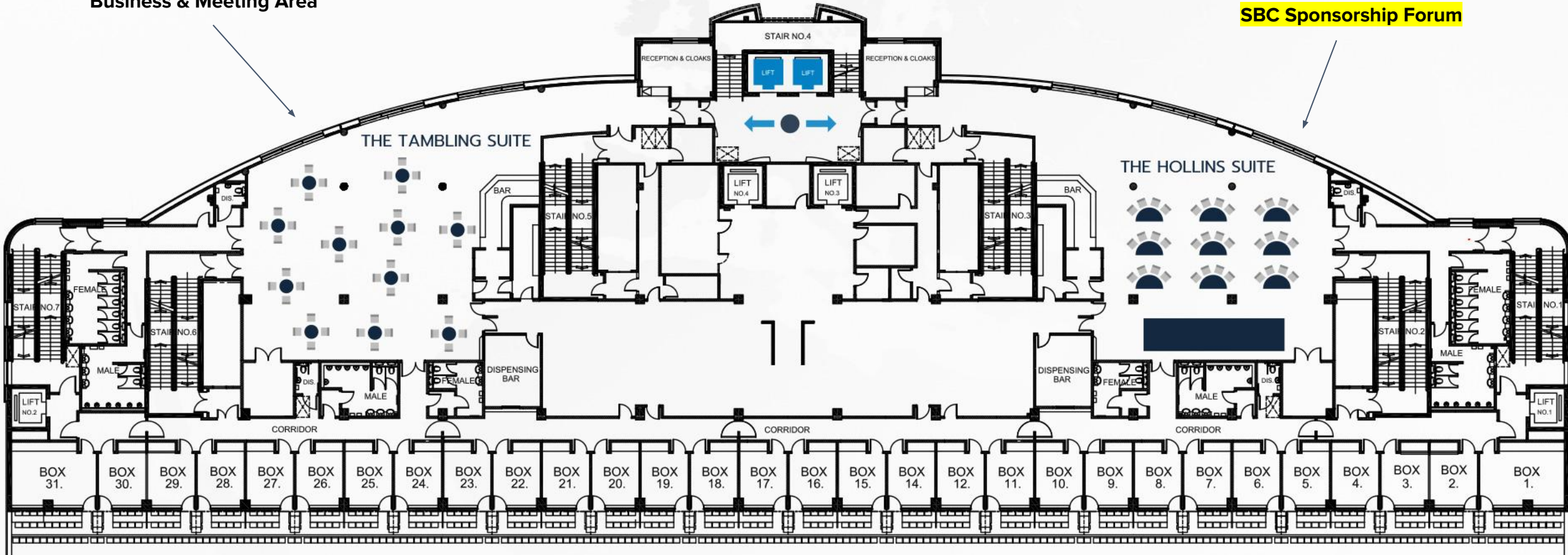
West Stand Level 2 - Hollins and Tambling Suites

Tambling Suite

Hollins Suite

Business & Meeting Area

Thursday 22 March:  
**SBC Sponsorship Forum**





# ABOUT BETTING ON FOOTBALL 2018

The **SBC SPONSORSHIP FORUM** is part of the wider **Betting on Football** conference (**BOFCON 2018**).

**BOFCON 2018** is the largest sports betting industry event, held **20 - 23 March** at **Stamford Bridge**.

- **1,500 senior executives attending**
- **200 leading industry speakers**
- **40 sessions and panel discussions over 2 days**
- **8 main conference tracks**
- **6 conference rooms**
- **40 exhibitors + 20 dedicated meeting rooms and hospitality suites**

The **conference tracks** will cover leadership, country market profiles, marketing and media, as well as trading and operations. In total **40 key sessions** and **roundtable discussions** Wednesday and Thursday.

The **exhibition area** is open throughout Wednesday and Thursday, and includes **40 exhibitors**, networking areas, meeting rooms, and of course refreshments, lunch and networking drinks.

**Networking and drinks receptions** in the exhibition area and at Frankie's (World Cup Bar), followed by the official party Wednesday at the glamorous **Kensington Roof Gardens**, and Thursday's closing party at the famous London club '**Under the Bridge**' (below Stamford Bridge and known as Roman Abramovich's favourite venue).

**Event Website:** [sbcevents.co.uk/betting-on-football-2018](http://sbcevents.co.uk/betting-on-football-2018)



**1,500+**  
Delegates



**150**  
Gambling Operators



**40+**  
Countries Represented



**1,100**  
Senior Executives



**200**  
World-class Speakers



**100**  
Sports Clubs & Organisations  
Represented

## Who Attends?

Operators	30%
Suppliers	25%
Service Providers	10%
Affiliates & Media Companies	15%
Payment Providers	5%
Compliance, Law & Regulators	5%
Sports Clubs & Organisations	10%

## Job Titles

CEOs / Chairman / Founder	25%
C-Level Executives	20%
Director	30%
Manager	20%
Other	5%

# BOFCON 2018 - FULL AGENDA

As a participant of the SBC SPONSORSHIP FORUM, you will have access to everything at BOFCON 2018, which includes:

## TUESDAY 20 MARCH

10:00 - 18:00

European Lotteries Forum (Members Only event)

12:00 - 24:00

Networking & Drinks at Frankie's, the Trustly Bar

15:00 - 22:00

Pre-registration at the Official Hotel

## WEDNESDAY 21 MARCH

09:00 - 19:00

Exhibition Open

10:00 - 17:30

World Cup and Beyond (Track)

10:00 - 17:30

Global Market Profiles (Track)

10:00 - 17:30

Betting on Innovation

10:00 - 17:30

Affiliate Insider Bootcamp

17:00 - 18:00

Stadium Tours of Stamford Bridge

17:00 - 19:00

Networking Drinks in Exhibition Area

19:00 - 20:00

Networking Drinks at Frankie's / World Cup Bar

20:00 - 02:00

Official Party at Kensington Roof Gardens

## THURSDAY 22 MARCH

09:00 - 17:30

Exhibition Open

10:00 - 17:30

Leadership (Track)

10:00 - 17:00

Customer Journey (Track)

10:00 - 17:30

**SBC Sponsorship Forum (Invitation Only)**

10:00 - 17:00

Esports Insider Super Forum

17:00 - 18:00

Stadium Tours of Stamford Bridge

17:00 - 20:00

Networking Drinks at Frankie's / World Cup Bar

20:00 - 02:00

Closing Party at Under the Bridge

## FRIDAY 23 MARCH

10:00 - 13:00

Casual Networking

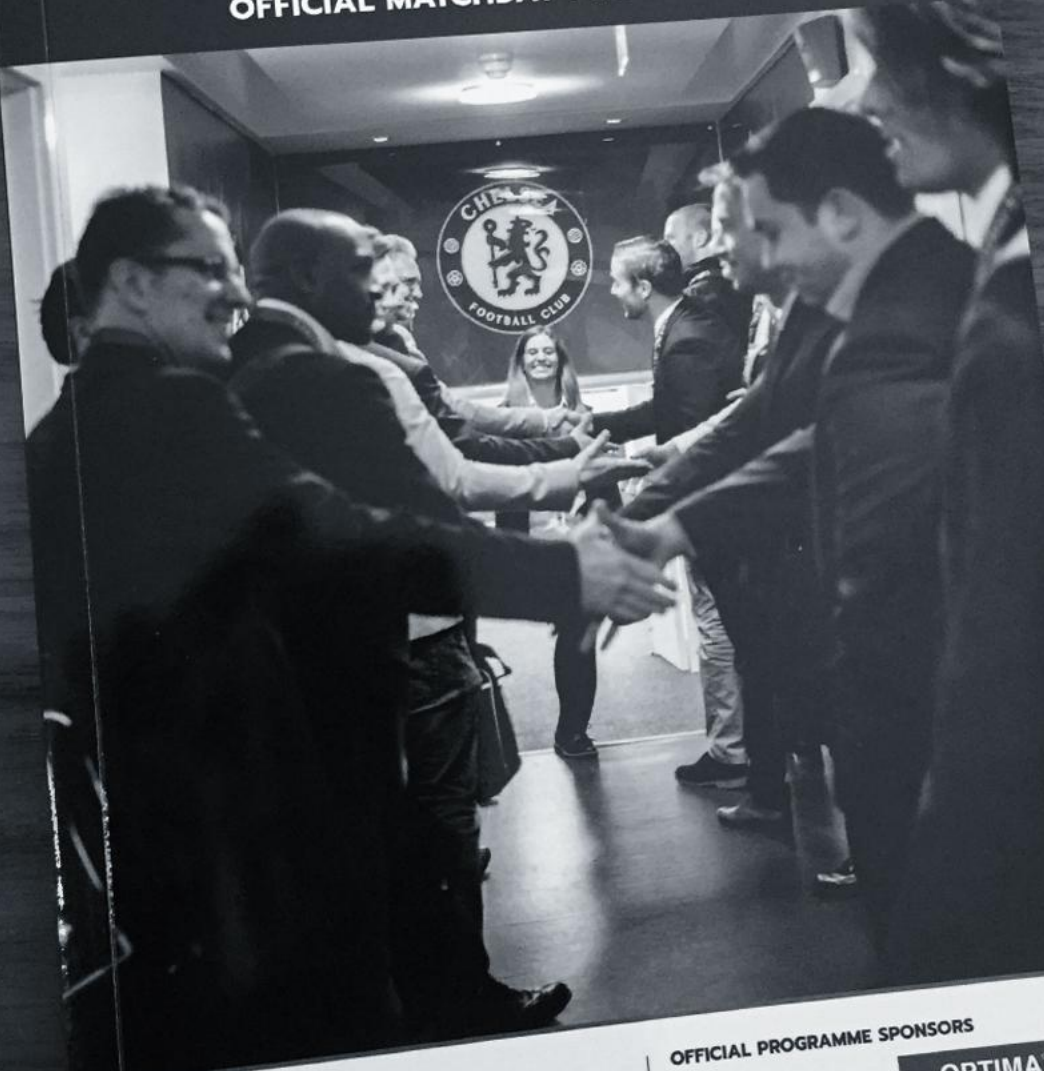
12:00 - 13:00

Stadium Tours at Stamford Bridge

BETTING ON FOOTBALL

The Fourth Edition of the International Sports & Football Betting Trade Conference  
3-5 MAY 2017 @ STAMFORD BRIDGE

OFFICIAL MATCHDAY PROGRAMME



ORGANISED BY

SBCEVENTS PART OF SBCGLOBAL

OFFICIAL PROGRAMME SPONSORS

GOLDENRACE

OPTIMA

# WHO IS SPEAKING AT BOFCON 2018?



**Fabio Schiavolin**  
CEO



**Niels Erik Folmann**  
CEO



**Matt Scarrott**  
Director of Sportsbook & VIP



**Jesper Karrbrink**  
CEO



**Shay Segev**  
COO



**Mark Brosnan**  
CEO



**Marcus Brennan**  
CEO



**Bill Mummery**  
Executive Director



**Rory Anderson**  
Consultant



**Sergey Portnov**  
CEO



**Ronnie Whelan**  
Sky Betting & Gaming



**Nikos Halikias**  
CEO



**Zeno Ossko**  
Managing Director



**Peter Lucas**  
Trading Director



**Eddie Bennett**  
Managing Director



**Marek Šmrha**  
Investment Manager



**Kresten Buch**  
CEO / Investor



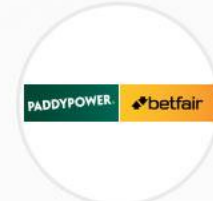
**Finnbar Joy**  
CTO



**Jamie McKittrick**  
Head of Trading



**Alexander Martin**  
Board Member



**Jacqueline Hart**  
Fraud Director



**Akin Alabi**  
CEO



**Markus Peuler**  
CEO



**Jim Humberstone**  
Group B2B & Trading  
Director



**John O'Reilly**  
Non Executive Director



**Jim Yu**  
CEO & Founder /  
Group Senior VP



**Per Widerstrom**  
CEO



**Francesco Carione**  
Managing Director

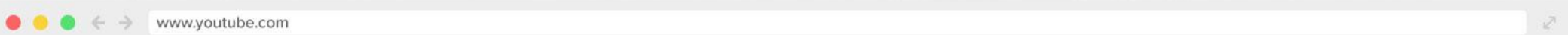
--- View all the speakers [here](#) ---

# PREVIEW OF OPERATORS ATTENDING BOFCON 2018...



--- View all operators [here](#) ---

# VIDEOS & INTERVIEWS FROM PREVIOUS EVENTS



[BETTING ON FOOTBALL 2017](#)



[BETTING ON SPORTS 2017](#)



[CEO OF DANSKE SPIL](#)



[CEO OF MR GREEN](#)

# GET IN TOUCH WITH THE TEAM...



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CEO / Founder

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