

IISC INTERNATIONAL
SPORTS CONVENTION
19-20 MARCH 2025 | LONDON

THE MEETING PLACE FOR THE BUSINESS OF SPORT

March 19-20, 2025, Tottenham Hotspur Stadium

PARTNERSHIP OPPORTUNITIES



PARTNERSHIP PACKAGES

Since 2009, the International Sports Convention (ISC) has been at the centre of the business of sport providing events, networking, inspiring content, and B2B media opportunities to the global sports industry.

From our prestigious annual event now in London (previously Amsterdam and Geneva) to podcasts, industry reports, and education, ISC is a respectable brand helping rights holders, broadcasters, agencies, and brands develop their business.

Our flagship event in London next year – ISC 2025, will take place on March 19-20, 2025, at the Tottenham Hotspur Stadium. It shall feature 5 sport business conferences, 100+ high profile speakers, approximately 1000+ delegates in attendance, and numerous open and private networking opportunities over 2 days.

ISC is the Meeting Place for the Business of Sport. Next year we will have a special edition, celebrating 15 years.

Please see our Partnership Packages for ISC 2025. Of course we can develop more tailored solutions but by communicating this from the onset, it will help your internal discussions first.



REVIEWS

Darek Maciolek · 3rd+
CMO BNP Paribas Bank Polska || POR || IAA
2w · 🌐

#OpeningDebate on **#MainStage** at **INTERNATIONAL SPORTS CONVENTION 2024** 🌟🌟🌟 together with **Theresa Seegerer** & **Anna MacDonald**. Thanks for thoughtful and full of insights discussion on intersection of sports, culture & entertainment! Key outcomes of our discussion were:

- brand should focus on building ecosystem around sponsorship based on emotions and entertainment
- we should push forward engaging storytelling with partners based on our values, likewise we are doing as **BNP Paribas Bank Polska** in our partnerships 🍀
- in terms of partnership we should think about long time commitment as brand loyalty takes time - as an example I've pointed our **BNP Paribas** over 50 years commitment to tennis **#WeAreTennis** 🎾
- last but not least, brand should follow strategic selection of partnerships ensuring alignment with target values and brand values.

Conor Murphy thanks for your question about catching up trends. I am 100% sure that we should not just chase the trends but focus on finding right fit for both sides of partnership 🤝

Nigel Fletcher & **Erin Gennard** thanks for invitation to **#ISCLondon2024**, it was a huge honour to be part of such exceptional and inspiring event connecting sports & brands!

#positivebanking #mindfuldesions

Mark Epps · 3rd+
Comms & Web3 @ ATP Tour | Into: Web3
1w · 🌐

One of the absolute coolest settings for a Web3 panel...

The **National Football League (NFL)** 🏟️ locker room @ **Tottenham** 🏟️ ...see more

Christina Macfarlane · 2nd
Anchor, CNN International. Award-winning journalist.
2w · 🌐

I took my daughter to work today. As a breastfeeding mum, it was the only way I could do the job - moderating the International Sports Convention 2024. It struck me during a panel session on 'Allyship in sport' that this is wh...see more

REVIEWS

Leah Godfrey · 3rd+
CEO Racing Vesta & Pink Door Creative | Commerci...
2w · Edited · 🌐

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Women's sports sit in a distinctly different lifecycle to men's, with a growing and modern fan base, presenting vast and unique commercial potential. Well done to **INTERNATIONAL SPORTS CONVENTION** Co-founder Me ...see more



Phil S. · 3rd+
Clue - Head of Sport and Safeguarding - Providing so...
2w · 🌐

+ Follow


Thank you to all the International Sports Convention 2024 staff who really made this years event so welcoming.

Thank you to all my existing customers who were there and chatted with me and **Paul Bamforth** and **Andrew Morgan**

Sarah Lewis OBE OLY thank you for your wisom and support across both days.

Nigel Fletcher at ISC. Thank you for your continued support of **Clue Software**.

To all the new sports leaders and decision makers I met during the conference, thank you for your valuable time and for listening and hearing about the work we are doing in sport at **Clue Software**



ViewLift
8,075 followers
2w · 🌐

+ Follow

INTERNATIONAL SPORTS CONVENTION was a success! 🎉 From networking to gaining insightful industry perspectives and witnessing groundbreaking innovations, it was truly inspiring.

If you missed catching up with us, don't hesitate to reach out at <mailto:marketing@viewlift.com>. Let's connect and explore opportunities together! 🤝

#isc #international #sports #convention #streaming #europeevents #explore #viewlift #opportunities #innovations #eventsuccessful #sportsindustry #catchup #sportsevent #technology #techstack #leagues #teams



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SHAPE THE DISCUSSION

PRESENTATIONS, SPEAKING AND MASTERCLASSES

Engage with ISC's international sport business audience at the 2025 event in London. Deliver a compelling presentation as a keynote speaker, come together with a panel of experts to discuss key industry subject matters or host an intimate Masterclass session.

"Attending ISC London is always a great experience and offers a fresh perspective on the latest industry trends and best practices."

Ross Tanner
Director Sales, Magnifi

GET IN TOUCH

To discuss your involvement at ISC 2025 and beyond, contact us by email using london@internationalsportsconvention.com



TARGET YOUR AUDIENCE

PRIVATE THOUGHT LEADERSHIP ROUNDTABLE

Host an exclusive peer-to-peer roundtable for 90 minutes on your chosen subject matter and let ISC invite your targeted audience.

Tottenham Hotspur's premium hospitality boxes provide the perfect setting to communicate to a handpicked audience.

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YOUR DEDICATED SPACE

EXHIBITION SPACE

Your own dedicated space in the heart of the International Sports Convention. Branded exhibition space offers the perfect place to meet prospective clients and do business amongst the busy refreshment stands at the event.

"As an exhibitor of the ISC 23 in London's beautiful Tottenham Stadium, we had an incredible time showcasing our products and networking with industry leaders. We especially loved the location and our exhibition stand and look forward to next year's event."

Andreas Beständig

Plazz Ag/Polario

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YOUR DEDICATED SPACE

BRANDED NETWORKING LOUNGES

Take the next step from the exhibition with a branded networking lounge. Either a private and enclosed space or more open layout and around the edge of the exhibition.

Your own dedicated area for meeting with prospective and existing clients.

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HOST YOUR OWN EXCLUSIVE EVENT

PRIVATE DINNERS AND NETWORKING

Host a private dinner or networking event in the comfort of the best of Tottenham Hotspur's hospitality suites.

Work with ISC to create a fantastic experience for a specific audience.

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PRINTED AND DIGITAL EXPOSURE

ISC EVENT SHOWGUIDE ADVERT OR ADVERTORIAL

With over 1000 delegates in attendance at ISC, the event showguide provides a great opportunity to reach your audience.

The showguide is printed and distributed to each delegate at the event and available digitally to those following from further afield.

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HIGH FOOTFALL EXPOSURE

BRANDED BAR AREAS

Always one of the more popular areas of any networking event, take advantage of the exposure available by sponsoring the multiple bar areas throughout ISC.

"ISC was a great event with a good mix of operational and senior people from across the sporting spectrum from rights holders to governing bodies. It gave us a real opportunity to discuss our offering with multiple stakeholders. There was also a good international presence."

Matthew McGrory
CEO, Arwen

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“It’s a real privilege to be partnering with the International Sports Convention and we’re looking forward to sharing our expertise on OTT, betting and fan engagement as well as hearing from other stakeholders in the industry. As the world’s leading provider of sports data and content, Sportradar is proud to be at the forefront of shaping the industry through technology and thought leadership and we are eagerly anticipating what is one of the industry’s landmark events.”

Rainer Geier

Chief Product Officer - Sports Entertainment, Sportradar

LIMITED OPPORTUNITIES

EXCLUSIVE SPONSORSHIP

Work with ISC to design your own exclusive sponsorship opportunity.

With a wide range of options including lunch, dinner, drinks and location branding, let's start a conversation.

GET IN TOUCH

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LIMITED OPPORTUNITIES

HOSPITALITY BOXES

Host private meetings and close deals whilst overlooking the pitch in one of Tottenham Hotspur's premium hospitality boxes, exclusively yours for the two days of the event.

GET IN TOUCH

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LIMITED OPPORTUNITIES

EVENT PARTNER

Partner with ISC 2025 and benefit from a 12 month bespoke relationship that not only covers exposure at the event, but across ISC's digital platforms and channels in the build up and beyond.

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CASE STUDY

SAUDI ARABIA FOOTBALL FEDERATION

Event partner

Conference session presentation

Lounge space



CASE STUDY

ASPIRE ZONE FOUNDATION

Event partner

Conference session presentation

Evening networking event sponsor



CASE STUDY

DELTATRE

Private roundtable

Delegate attendance



CASE STUDY

WILDMOKA

Event partner

Conference session presentation

Exhibition space



CASE STUDY

PLAY IN FLORIDA

- Drinks reception event sponsor
- Open networking lounge space
- Conference session presentation



THE MEETING PLACE FOR THE BUSINESS OF SPORT





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