



PARTNERSHIP OPPORTUNITIES

2026/27

THE MEETING PLACE FOR
THE BUSINESS OF SPORT



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 2027, will take place on March 25-26, 2026, 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. Please see our Partnership Packages for ISC 2027. Of course we can develop more tailored solutions but by communicating this from the onset, it will help your internal discussions first.



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REVIEWS

Erica Kerner · 2nd
 Managing Director, Global Head of Brand Partnerships, Spo...
 1mo · 🌐

What a pleasure it was last week to join the panel on "Sports Partnerships and Brand Purpose" at the International Sports Convention 2025 at **Tottenham Hotspur Stadium**. It is always a joy to discuss the role of sports partnerships in shaping brand identity, aligning with purpose-driven initiatives, and driving meaningful engagement. Thank you **International Sports Convention** for inviting me and also to my fellow panelists: **David McGuinness** – Vice President of Global Growth and Business Development, **Foodhub**, **Tom Whiteside** – Head of Group Sponsorship, **Aviva** and **Mel Baroni** – Head of Sport Partnerships, **Virgin Media O2** – I can't wait to partner with all of you again in the future!!!

Read full article on our panel here: <https://lnkd.in/eGw2wv2X>
 #ISC #ISC25 #InternationalSportsConvention2025 #ISCLondon2025



Warner Bros. Discovery Sports Europe
 @WBDsports

This week we joined sport industry leaders @IsCBiz to discuss choosing the right athletes to drive your sponsorship

We were delighted to win two International Sports Awards for
 🏆 Sports Streaming Platform - @StreamOnMax
 🏆 Diversity & Inclusion - @tntsports




5:18 pm · 21 Mar 2025 · 1,629 Views

Jonny Algeo · 2nd
 Managing Director | Two Circles | Building a Better Future f...
 1mo · 🌐

It was privilege hosting **Donna Soane** from **Orange**, **Willem Dinger** from **Unilever** and **James Salmon** from **EA SPORTS** on a partnerships panel at **International Sports Convention** today, and I hugely enjoyed hearing about the real impact they've had via their partnership programmes, and in particular in women's sport.

Lots to digest off the back of it, and who'd have thought axe-throwing, the London Knights and Jake the Snake would all get air time - a big thanks for being such wonderful panelists!

#ISCLondon2025



REVIEWS

Mark Gannon MBA · 2nd
Chief Executive Officer at UK Coaching / Chair of Boccia En...
1mo · Edited ·

[+ Follow](#)

The International Sports Convention London 2025 was by far the best sports conference / convention event I have attended in recent years.

Thank you to [Tracey Singlehurst-Ward](#), [Mark Loosemore](#) and the team at [Hugh James](#) for the invite to be part of the Safeguarding in Sport Panel.

Over the two days it was a privilege to hear from colleagues from across the world of sport covering a variety of topics including:

- Digital, Tech and Fan Engagement
- Broadcast, Media and Streaming
- Brands and Sponsorship
- Sports Integrity and Governance
- Sports Tourism and Events

I was particularly encouraged that Women's Sport and Leadership was clearly positioned as integral to the growth of sport rather than being an add on or a separate strand of the conference.

Finally, thank you [International Sports Convention](#). A truly brilliant event, discussing topical and relevant matters in sport through open and honest discussion.

[#ISCLondon2025](#) [#EquityInSport](#) [#Inspiring](#)

Stephen Strong · 2nd
Founder of Anchor Leg | Ex AKQA, RGA, BBH
[Visit my website](#)
1mo ·

[+ Follow](#)

Flying solo at the [International Sports Convention](#) hosted at the iconic Tottenham Hotspur Stadium, London.

There have been some excellent conversations.

Three topics, in particular, have caught my interest and imagination:

- Gamification:** Building, growing, and sustaining new audiences and fans
- How brands turn customers into fans**
- How businesses are using data and analytics to improve the fan experience**

Listening firsthand to contributions from leaders at [Diageo](#), [Panini](#), [FC Barcelona](#) and [Formula E](#), to name a few, has been extremely insightful.

My top three takeaways from the two days:

- Conversations with customers:** Engage in as many healthy interactions as possible. We're not just talking customer service; it's about having a finger on the pulse of what they're thinking and why by actually talking to them.
- Community wins:** A brand's most passionate advocates. Growing, servicing, and satisfying genuine communities is vital. Then, further to the point above, work with and learn from them.
- Data helps make decisions, but it can't make decisions for you, AI-enabled or not.** It's great to have more real-time data, but unless the infrastructure is in place to act on it, what's the point?

My one takeaway to rule them all:

Don't overcomplicate things. This was a consistent theme across all speakers and functions.

Some things never change!

If you'd like to find out more, dive deeper into some of the insights and have a natter about the information shared by those at the coalface of leading and shaping some amazing brands into an exciting future, hit me up!

ViewLift
8,117 followers
1mo ·

[+ 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](#) [#eventssuccessful](#) [#sportsindustry](#) [#catchup](#) [#sportsevent](#) [#technology](#) [#techstack](#) [#leagues](#) [#teams](#)

SHAPE THE DISCUSSION

PRESENTATIONS, SPEAKING AND MASTERCLASSES

Engage with ISC's international sport business audience at the 2026 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 2027 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.



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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 fo the exhibition.

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

GET IN TOUCH

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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.



GET IN TOUCH

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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.

GET IN TOUCH

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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

EVENT PARTNER - EXCLUSIVE SPONSORSHIP

Partner with ISC 2027 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.

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.



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CASE STUDY

ASPIRE ZONE FOUNDATION

Event partner

Conference session presentation

Evening networking event sponsor



CASE STUDY

DELTATRE

Private roundtable

Delegate attendance



deltatre

CASE STUDY

EAR TO THE GROUND

Speaking

Private Roundtable - "Brands to Brands"

Show Guide



EAR TO THE GROUND

CASE STUDY

GENIUS SPORTS

- Lunch sponsor
- Venue Branding
- Speaking



CASE STUDY

PLAY IN FLORIDA

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



CASE STUDY

SAUDI ARABIA FOOTBALL FEDERATION

Event partner

Conference session presentation

Lounge space



CASE STUDY

TWO CIRCLES

Event partner

Speaking



CASE STUDY

UNILEVER

Host Event Partner (ISC Brands & Sponsorship Summit)

Speaking

Exhibition Space



THE MEETING PLACE FOR THE BUSINESS OF SPORT





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