



Wharton
UNIVERSITY of PENNSYLVANIA

**Sports Analytics and
Business Initiative**

2025 Sponsorship Opportunities

WHARTON SPORTS BUSINESS SUMMIT

BUILDING THE FUTURE OF SPORTS

September 26, 2025 | Philadelphia, PA | [whr.tn/WSABISummit](https://wharton.org/WSABISummit)

The Wharton Sports Business Summit, hosted annually since 2017 by the Wharton Sports Analytics and Business Initiative (WSABI) and Wharton Undergraduate Sports Business Club (WUSBC), connects industry leaders, innovators, and emerging talent at the intersection of sports, business, and analytics. Through dynamic sessions, engaging discussions, and unique networking opportunities, this one-day event explores emerging trends and transformative strategies shaping the future of sports business.



TOP REASONS TO SPONSOR



Connect with Rising Talent:

Direct access to ambitious, highly skilled students and alumni from the University of Pennsylvania and other top-tier institutions.



Elevate Your Brand:

Position your company at the forefront of sports innovation and analytics with a niche, influential audience.



Customized Visibility:

Flexible sponsorship packages tailored to meet your company's specific branding and financial goals.

WHO YOU'LL REACH

Professionals from companies like:

Dick's Sporting Goods, ESPN, FanDuel, Fox Sports, IBM, JPMorgan, Madison Square Garden, MLB, NBA, NFL, Philadelphia 76ers, Philadelphia Eagles, Philadelphia Flyers, PWWHL, Turner Sports, and Wells Fargo

In past years, the Summit has engaged:

30+

speakers from across
the sports industry

275+

attendees from leading
universities and companies

SPONSORSHIP PACKAGES

Level	Presenting	Premier	Platinum	Gold	Silver
Sponsorship Commitment	\$10,000	\$5,000	\$2,500	\$1,000	\$500
Tickets Included	10	5	4	2	1
Branding on Website, Marketing, Signage	✓	✓	✓	✓	✓
Coffee Chat with Students	✓	✓	✓	✓	N/A
Speaker Dinner Seats	4	3	2	N/A	N/A
Branding During Lunch Service or Speaker Dinner	✓	N/A	N/A	N/A	N/A

ADDITIONAL BRANDING OPPORTUNITIES

Journals & Pens Sponsor – \$1,000

Logo placement on notebooks and pens distributed to attendees

READY TO SPONSOR?

Sponsorship opportunities are limited. Secure your participation by August 29, 2025.

CONTACT:

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“

Attending the Wharton Sports Business Summit was a game-changing experience for me. The caliber of speakers and the depth of discussion provided invaluable insights into the sports industry's future. This Summit is a must-attend event for anyone serious about sports business.”

—HIG ROBERTS, WG’25

