

# Sift Tournaments

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# Table of Contents

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1

We are Sift

2

Sift & Tennis

3

Sift & Tournaments

4

Our Services

5

Our People

6

Our Packaging & Pricing

7

Case Studies

8

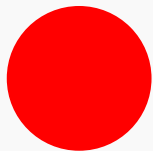
Testimonials

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**WE SIFT,  
SO YOU  
DON'T  
HAVE TO.**

As a fully remote and global creative studio, we partner with some of the biggest brands and organizations in sports and entertainment to help our client stand out in today's competitive landscape.

We continually welcome partnerships that share our vision in bringing best-in-class content to the forefront of this media landscape.



# Why Sift.

We don't believe in one-size-fits-all. We do believe that every client's needs are unique.

Our team tailors its creative energy to each project. Full-scale productions, social media campaigns and everything in between - we dig deep and deliver.

It helps that Sift is, quite literally, everywhere. We work in locations around the world and by virtue of the same - around the clock.





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# Why Sift.

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## Borderless Approach, Limitless Capabilities

Our full-service production and social studio operates remotely, with an in-house team spread across five continents. Anchored by our centralized editing server in Nashville, TN, we seamlessly collaborate with our team members, clients and a vast network of global freelance editors and creatives.

## Multifaceted Talent

Our diverse client roster, which includes athletes, networks, brands, organizations, leagues and governing bodies, ensures our team has a wealth of experience in a variety of industries and project types. We bring this unique insight to each and every project we work.

## Scalable, Tailored Solutions

Whether you need a comprehensive end-to-end solution or just a single service, our solutions are tailored to meet your unique goals. Our team and extended global talent network enable us to expand at a moment's notice.

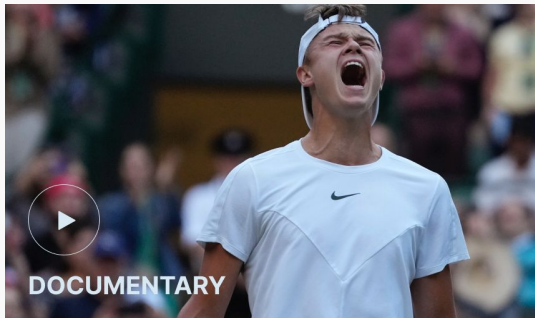
## Always On

Our centralized server enables seamless collaboration between our worldwide editors in addition to around the clock editing for time sensitive deliverables. When a project warrant it, we can start in the US and pass it to Europe at the end of the day to continue, or vice versa. We're always ready to deliver.

# Our Work.

We produce a wide range of content across broadcast & digital.

MORE WORK

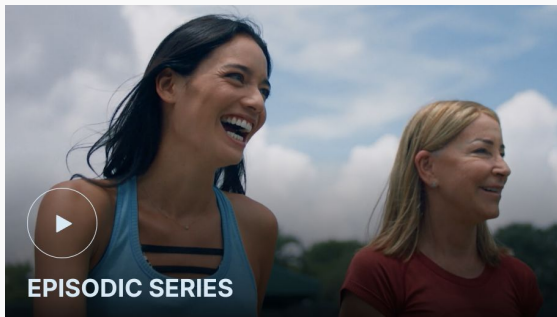
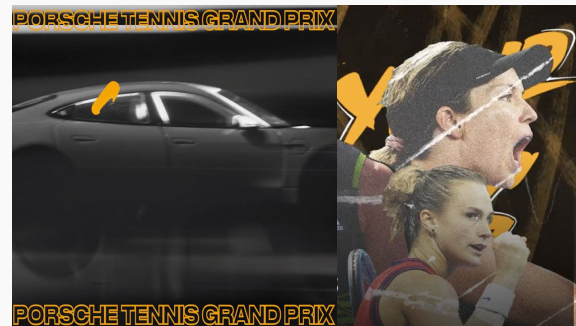


DOCUMENTARY

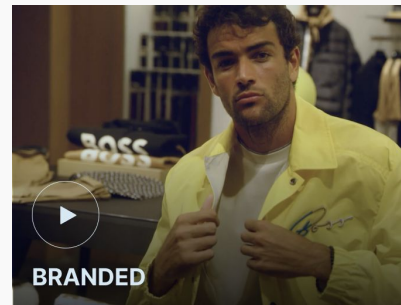
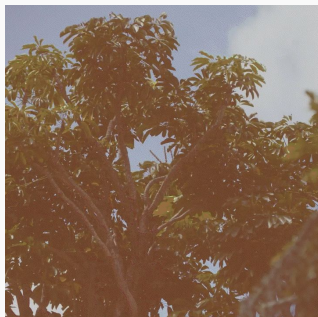


I WILL CARRY YOU IN MY HEART.

SOCIAL FIRST

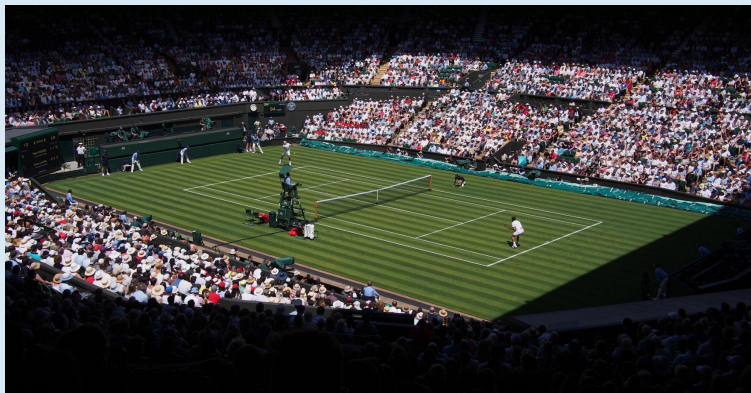


EPISODIC SERIES



BRANDED





# Sift & tennis.



While we are a sports centric creative agency, we have built our name in tennis. We are one of the leading creative agencies within the industry, acting as the official production supplier and an extension of the in-house marketing teams for the ATP Tour, WTA Tour, International Tennis Hall of Fame, Universal Tennis and Tennis Channel, in addition to our experience working with other brands, organizations, and broadcasters across the sport as a whole.

We handle all of the ATP Tours filming, producing, travel and logistics across the globe; this includes co-producing their weekly TV show, ATP Uncovered, which airs in over 150 countries, 47 weeks a year.

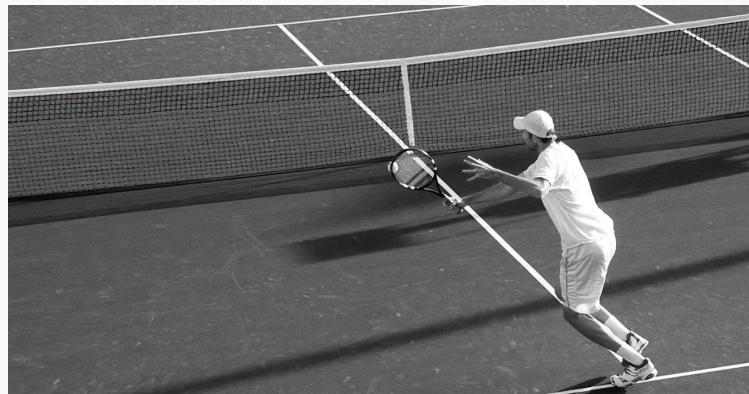
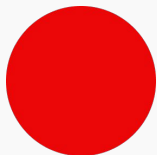
Our team has developed strong relationships with current and former players, coaches, agents, and various stakeholders in the sport and our clients are able to leverage this extensive network of relationships and resources to achieve their production goals. Whether it's creating engaging athlete profiles, covering major tournaments, or showcasing unique stories from the world of tennis, we combine strategy, analytics and creativity to offer tailored packages based on your needs.



# Sift & tennis.

We are experienced in producing long-form content, where we embed with an athlete for multiple days, but we also know how to maximize tight time constraints when needed for short-form and social first outputs. A number of our team are life long tennis fans, players and competitors but most importantly all of our staff are sport, culture and content obsessed - meaning we continually look for ways to connect tennis to a wider audience, creating with purpose and impact top of mind.

In 2023 our team is set to send crew to over 30 ATP and WTA events in 2023, allowing us to continue to deliver unparalleled coverage of the sport. Our experience in delivering sports content on a global scale inside and outside of tennis means we have the ability to put a vetted crew together almost anywhere in the world.



# SIFT



# AND



# TOURNAMENTS

With over a decade covering tennis across events of all sizes - from 250s to Grand Slams - we have witnessed first-hand many of the challenges events face. The success of a tournament relies on finding in-event or part-time suppliers who have the same mindset, availability, and institutional knowledge as their year-round team.

With the success of your event relying on one to two weeks each year, we know how important it is to trust that your vendors and contractors have the expertise to handle anything that comes their way.

We've highlighted some of the heavy hitting obstacles our team can help Tournaments overcome.



# Resources & budget

- Relevance is only maintained during events due to a lack of year-round, focused dedication to social management and content production.
- Flights and accommodations for non-local production, social, and/or tennis experts do not fall reasonably within budgets.
- Content quality is limited by a budget that can only accommodate junior content and social team members.
- Limited resources do not permit proper oversight of the in-event content team.



- Tournaments that work with us can scale as much or little as needed across social and content. We can offer fractional support that act as an extension of in-house teams and bring global experience and understanding without having to hire full time person/people. Where necessary we tap into our international network to provide local talent to provide on site event assistance, whilst being able to offer our remote team to support any other time.





# Speciality Expertise

- Organic brand growth is impeded because content creation and strategy isn't aligned with an event's messaging and wider goals. Content feels disconnected.
  - The development and execution of plans for content creation and strategy are difficult for in-house teams to manage due to a lack of resources or experience.
  - A lack of in depth tennis knowledge and wider tennis events by internal staff which can impact ideas.
  - Social content does not elevate or promote other aspects of the tournament brand.
  - Social content does not resonate with tennis fans.
  - Potential of reaching new audiences is hindered.
- We know the tennis, circuit and brands better than anyone as we have created engaging content for most major tennis stakeholders. But our approach has a proven cut through the saturated market of content, resonating with existing audiences whilst attracting the casual fan.
  - High engaging content is only one side of it. Our content strategy pushes the tournament's brand, creating content that pushes the story of your event. Whilst we provide ideas for rapid fire reactions to events unfolding, we also see some of the most value in offering ever-green concepts that live and can be repurposed well after the tournament has finished.

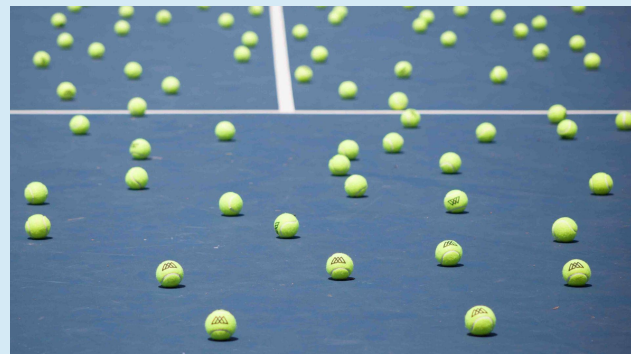


# Player potential

- Players are tournaments biggest influencers but most fail to leverage this aspect to promote their event.
- Inexperienced production and social teams are at risk of upsetting or impacting relationships with players, agents, and Tour staff members.
- The best content comes from authenticity and consumers are acutely aware when it's forced. Sift's relationship with players means we excel with athlete management. Our personal ties mean that the players and their teams trust us to conceptualize ideas that fit their personality rather than shoe-horn their presence into a brand. This ultimately pays dividends when it comes to audience engagement and reach.

# Commercial opportunities

- Opportunities and publish content with brand partners are neglected or falling short of expectations.
- The ideas are but seem impossible to execute.



- Sift is well versed in commercialising content and pitching ideas that create an ecosystem of integrated content that has longevity.
- Partner brands can pay for bespoke content or series for tournaments. We can partner with the commercial team to help understand their partners and find middle ground between tourney and sponsor because we've been on both







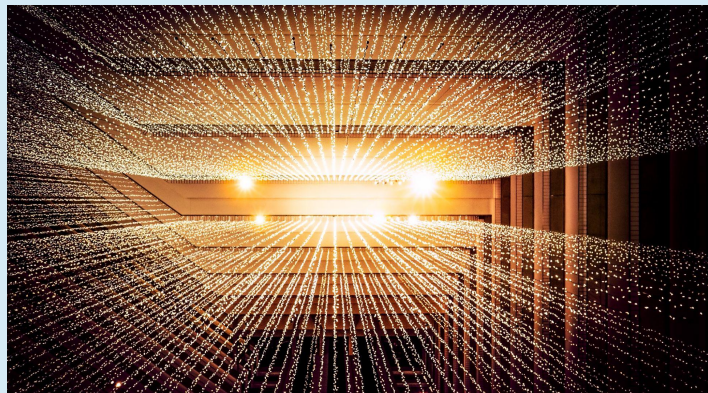
# Tennis & culture

- Compared to other sports, tennis is a little behind when it comes to connecting the sport with wider culture.
- Cutting through to non tennis fans is critical but is often misunderstood.
- Tournaments have to decide between balancing insider knowledge and working with outsiders with a fresh perspective.
- A lot of tournaments end up copying content from each other, lacking individual stylistic choices to set tournaments apart.
- Our team understands the nuances of the tennis and sport industries as a whole. You need those who understand the ins and outs, but you also need strategists and creatives that can push the status quo. Our few key tennis experts are paired with eclectic backgrounds from sports, entertainment and fashion across creative, production, digital, broadcast, and marketing. This ensures our strategies have a culturally relevant edge, while remaining deeply connected to the core audience.



# Storage

- Content from events and years prior isn't being maximized or used appropriately.
- Archival content and footage isn't readily accessible to staff.
- Previously captured content has no prior archival structure or process, make it tricky for freelancers to navigate efficiently.
- We practice what we preach with our remote storage and solutions at the backbone of our own workflow. Being a fully remote agency we are anchored by our permanent post production facility and central server in Nashville, Tennessee.
- This set up means we are able offer bespoke storage solutions as well as data consultation to our clients.
- We can centralize and tag footage so it's fully searchable and downloadable by anyone in the world with a simple search. Means you can easily create sponsor sizzles, ticket promos, player announcement, post event recap, etc without needing to bring someone in or ship a hard drive.



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# The Sift Solution

While we are a one-stop-shop for clients with full service needs, we're also a mindful team of specialists who are ready to collaborate with existing teams and contractors. We are as comfortable taking the reins as we are following existing practices and procedures with exceptional attention to detail.

Whether you need us to take on a project from start to finish or you need basic assistance with a particular part of a project, you can trust our team to arrive on scene with the right attitude for the task.

# Our services.

Each tournament has unique requirements, which is why we offer customized solutions to meet the specific needs of year-round or bespoke projects. We provide our services in flexible packages, so you can choose the individual services you need or opt for a full-scale package to cover all aspects of your projects.



## Creative & Strategy

- Creative Concepting
- Social + Digital Platform Strategy
- Branded Content Integration
- Evergreen + In-Event Content Strategy
- Evergreen + In-Event Content Ideation
- Broadcast + Social Integration

## Social & Digital

- Social Strategy
- Analytics + Data Reports
- Year-Round Channel Management
- Copywriting
- Content Creation
- Social Channel Launch Strategy
- Social Channel Development
- Content Calendar Creation
- Community Management
- Graphic Design
- Paid Media
- Influencer Integration

## Production

- Documentary
- Commercial
- Branded
- Promo
- Episodic
- Social First
- Podcasts
- Photography
- Set Design + Build
- Athlete Speciality Shoots
- International Crewing
- Production Management

## Post Production

- Short + Longform Content Editing
- Broadcast + Digital Outputs
- Remote + On-Site Editing
- Motion Graphics
- Color Grading
- Audio Mix + Master
- Sound Design

## Remote Management

- Media Management
- Virtual Edit Suite Rental
- Centralized Access to Footage + Assets
- Secure Footage Storage
- Secondary Cloud Backup for Data Redundancy
- Metadata Footage Tagging
- Ability To Set Tiered + Restricted Footage Access Across Users

## Consulting

- Content + Creative Guidance
- Remote Post Production Setup + Workflow
- Social Media Setup + Workflow

WHERE  SPORT



MEETS



CULTURE



# Our people.



**Charlie  
Fox**

**Founder**

Charlie has extensive experience in business, consultancy and content production fields having produced broadcast tv shows, social media content and documentaries at over 150 sporting events across more than 30 countries. He has a well-rounded understanding of the sports industry and a talent for engaging with a wide range of audiences, having worked directly with leagues, organizations, brands, networks and athletes.



**Angela  
Evans**

**Executive Producer**

Angela is a veteran in the production industry, working with over a decade of experience working across broadcast, documentaries and short form content before joining Sift. She is also an Emmy award-winning producer and director, having worked with networks and brands including CBS, NBC, HBO, NIKE, Google, National Geographic, VICE, ABC and other premiere entertainment providers.



**Rach  
Goldsworthy**

**Creative Director**

Rach is highly regarded by both clients and colleagues for her unique creative mind and innovative mixed media concepts across filming, editing, motion design, and photography principles. Her experience prior to Sift spans across major tech and fashion clients, including Google, Facebook, Reebok, Vans, Nike and Marc Jacobs.



**Simon  
Bull**

**Head of Social**

Simon brings a wealth of expertise and a genuine passion for the digital space, where he helps our clients maximize their potential in the dynamic world of social media. Before joining Sift, Simon honed his skills in Formula E and later assumed a leadership role at Sky F1, where he was instrumental in channel growth as well as driving the creative development of various social platforms, managing channels, and ensuring a consistent flow of engaging content through daily postings and visually-stunning graphic design.



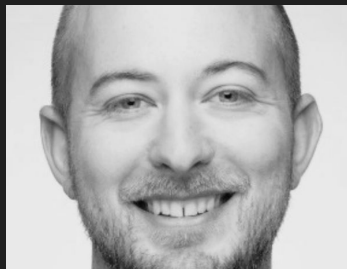
# Our people.



**Jess  
Trafford**

## Head of Production Management

Jess brings an expansive crewing black book and a versatile problem-solving background to our team. She holds a strong reputation in the sports world and utilizes her vast network of connections to source talent and manage shoots across the globe. Jess joined SIFT in 2022 after over a decade of production management and broadcast experience for ATP Media, BBC, England and Wales Cricket Board and other major industry figures.



**Jordan  
Bolt**

## Head of Post Production

Jordan is one of the most versatile members of SIFT's production team. As a production swiss-army knife, he has honed his skills in several areas including editing, directing, producing, color grading, camera operation, and production management. As the leader of SIFT's remote editing department, Jordan plays a crucial role in organizing and streamlining the workflow, overseeing a talented team of editors globally as well as providing expert consultation to clients on their data management, remote server and post-production needs.



**Lacey  
Baisch**

## Post Production Supervisor

Lacey is responsible for overseeing the day to day post production process at Sift. For the past 15 years, her experience in sports television has grown with clients including ESPN, CBS, Showtime, HBO, NBC and Fox Sports. Lacey's outstanding organizational skills and impressive breadth of knowledge have made her a strong force of leadership within Sift.



**Harry  
Carillo**

## Senior Manager, Partnerships and Social Media

Harry is a creative social media specialist with a background in influencer marketing. He's managed influencer campaigns for an array of major lifestyle brands including Amazon, Dyson and the Bill Gates Foundation. Having built a personal TikTok account following of nearly 2 million, Harry's first-hand experience as a creator has made him an effective connector of brands and influencer.

# Our service packages

## A closer look

### Year Round Social:

#### BASE

##### A) Creative & Strategy

i. Concepting, strategy, branded content.  
Evergreen, social integrations

##### B) Design

i. Graphic design, motion graphics, social  
templates

#### BIG SPENDER

##### A) Creative & Strategy

i. Concepting, strategy, branded content.  
Evergreen, social integrations

##### B) Design

i. Graphic design, motion graphics, social templates

##### C) Remote Management

i. Graphic design, motion graphics, social templates

##### D) Social Media

i. Channel and community management, posting,  
copywriting, live recaps, paid ads, analytics

##### E) Production

i. Documentary commercial, branded/sponsor,  
social, photography, live streaming.

##### F) On-Site/Event Filming

i. Set design/build, athlete shoots, international  
crewing

##### G) Post Production

i. Short-form and long-form content, digital  
assets, broadcast, big screen content, podcasts,  
color grading sound design

# Our service packages

## A closer look

### In-Event Social:

#### BASE

##### A) Production

i. Documentary, commercial, branded/sponsor, social  
Photography, live streaming

##### B) On-Site/Event Filming

i. Set design/build, athlete shoots, international  
crewing

##### C) Post Production

i. Short-form and long-form content, digital assets,  
broadcast, big screen content, podcasts, color grading,  
sound design

#### MEDIUM

##### A) Creative & Strategy

i. Concepting, strategy, branded content. Evergreen,  
social integrations

##### B) Design

i. Graphic design, motion graphics, social templates

##### C) Production

i. Documentary, commercial, branded/sponsor, social,  
photography, live streaming

##### D) On-Site/Event Filming

i. Set design/build, athlete shoots, international  
crewing

##### G) Post Production

i. Short-form and long-form content, digital  
assets, broadcast, big screen content, podcasts,  
color grading sound design



# Our service packages

## A closer look

### In-Event Social:

#### BIG SPENDER

##### A) Creative & Strategy

i. Concepting, strategy, branded content. Evergreen, social integrations.

##### B) Design

i. Graphic design, motion graphics, social templates.

##### C) Remote Management

i. Media management, storage, editing, metadata tagging.

##### D) Social Media

i. Channel and community management, posting, copywriting, live recaps, paid ads, analytics.

##### E) Production

i. Documentary, commercial, branded/sponsor, social photography, live streaming.

##### F) On-Site/Event Filming

i. Set design/build, athlete shoots, International crewing.

##### G) Post Production

i. Short-form and long-form content, digital assets, broadcast, big screen content, podcasts, color grading, sound design.

# Our service packages

## A closer look



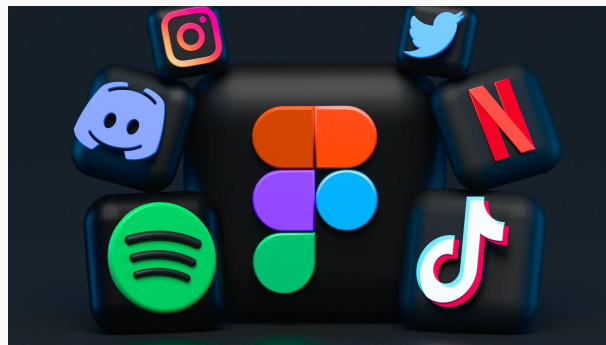
### Add-ons:

#### 1) Social Graphic Templates

- a. Provide graphic templates for you to use across all social media platforms, websites and more.
- b. Tailor to your specific stylistic preference, needs, and goals for event branding.

#### 2) Weekly Social Content Creation

- a. Design short-form, long-form, and image content to use across all social media platforms, websites and more.
- b. Full edited content ready for posting.



#### 3) Remote Footage Access & Searchability

- a. Easy access to secure content storage and searchability.

#### 4) Influencer integration (US only)

- a. Invite influencers on-site to create organic, personalized content about your event and drive awareness.
- b. Strengthen connections with familiar audiences and build connection with new audiences.



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# Our packages

## Pricing

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### Year Round Social:

- Base
- Medium
- Big Spender

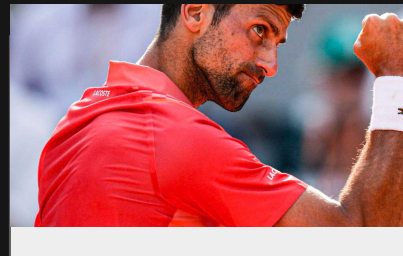
### In-Event Social:

- Base
- Medium
- Big Spender

### Add-Ons:

- Social graphic templates
- Weekly social content creation:
- Remote footage access and searchability
- Influencer integration:

# MAKE SMART



# MOVES



# WITH SIFT.



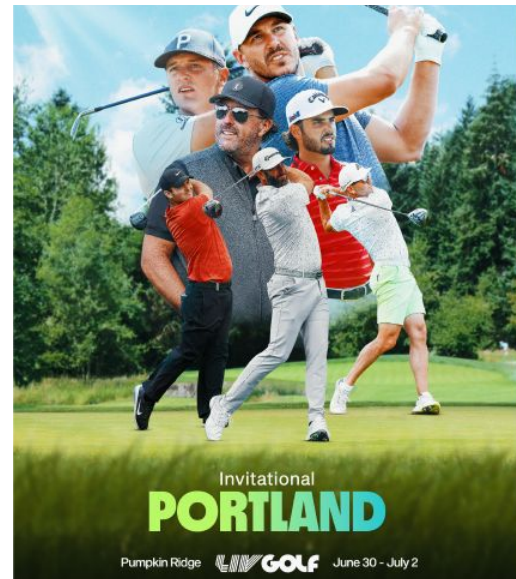
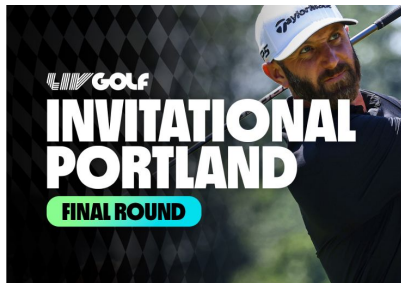
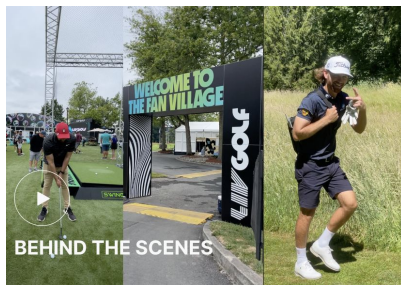
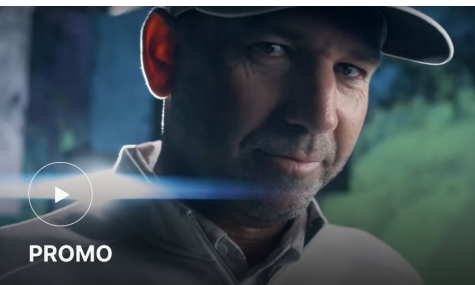
Sift worked with a diverse range of brands, broadcasters, sports leagues and organizations in 2022. The following pages highlight a few events in which we assisted with and what we provide based on their individual needs.



One of the most talked-about sports initiatives of 2022 faced the challenge of building an in-house team within a short time frame ahead of their inaugural season. To address this, they required a two-month turnkey solution to efficiently manage their social media presence and provide support for their live broadcasts.

## Sift's approach.

- Developed a comprehensive social and content creative strategy for the season's launch and inaugural season.
- Created a suite of branded social assets for the league and their players.
- Launched, led and staffed a double digit social media team of social media managers, graphic designers, content creators and video editors.
- Provided 20+ on-site production crew between LIV's broadcast and social departments in London, Portland and Bedminster.
- Provided a full scale remote post production solution through Sift's central server which featured daily editing, metadata footage logging and storage.
- Onboarded and trained LIV's team to ensure a seamless mid-season transition to an in-house approach.



# The numbers.

In two months, we delivered high quality, relevant and plentiful content when it mattered most

## 567,000

Total followers gained across LIV Golf's social media platforms

## 6 Million

Total interactions across social media through June and July

## 33 Million

Total reach for LIV Golf social media content

## 22 Million

Total video views across LIV Golf's social media platforms







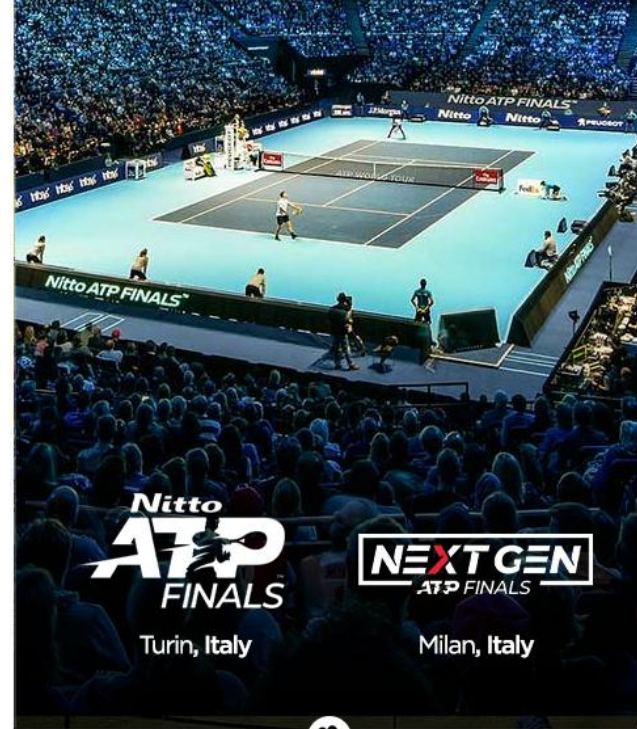
### ATP Cup / United Cup

- Crew of 30 people across 3 cities.
- Full suite of social media management services.
- Creative concepting and planning.
- Coordinate branded digital content output.
- Supplied on-site production crew.
- Produce features and promotional material.
- Editing daily features and highlights.

IMAGE  
NEEDED

### ITHF induction weekend & open

- Creative and social concepting and planning.
- Supplied on-site production crew.
- Produce features and promotional material.
- Editing daily features and highlights.



### ATP Nitto / Next Gen Finals

- Creative concepting and content planning for all in-event content.
- Supplied on-site production crew.
- Produce features and content for digital channels, sponsors, and various partners.
- On-site and remotely editing daily features and highlights.





## Dan Ginger

**Chief Marketing Officer, ATP Tour,  
WTA Tour**

"When it comes to dynamic and dependable content creation services, The SIFT Creative team consistently delivers "best in class" production solutions for screens of all sizes. No matter the project, genre or format, SIFT CREATIVE successfully navigates all phases of the production pipeline with high-end results that exceed expectations."

## Phillip Dore, CMO, Desert Champions

"SIFT Creative lives up to their reputation as a "one-stop-shop" for event video production. They handled all filming, producing, and editing at our Oracle Challenger Series events. They made it easy for us and always delivered a high-quality product."

## Gary Waksman

**Executive Producer, Tennis Channel Int.**

"They are a 'must have' resource for your programming deliverables."

## Vickie Gunnarsson

**Director, IMG Tennis Events**

"SIFT produces captivating highlight videos covering the entire event from a 360-perspective including entertainment, action, branding and lifestyle shots. The highlight videos they produce have allowed us to communicate with our fans, media and sponsors while excelling our storytelling capabilities and why the event is so exceptional. I have no hesitation in recommending them to produce your event highlights and videos!"

## Anne Marie McLaughlin

**Vice President, Industry Relations &  
Strategic Initiatives at ITHF**

"The team at SIFT are an extension of our staff in the best possible way. Our team's goals are their team's goals. SIFT is thorough in planning, creative and skilled in the work, and diligent on deliverables. In every project, it's clear they are committed to making our events shine and our stories and messages come through in an engaging manner. The team's expertise and passion for tennis, on top of their video capabilities makes SIFT an integral asset to the Hall of Fame's content, communications, and marketing efforts. They are a team we enjoy working with and highly recommend to others!"



Sift  
everything,  
sacrifice  
nothing.

Sift's expertise within tennis is unparalleled. Our team's passion and expertise within the sport ensures we deliver top-quality content. Let us help you make your next tournament a success.

Our people are in every timezone - so there's never a bad time to get in touch.

**Sift with us.**

[info@siftcreative.com](mailto:info@siftcreative.com)

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Explore more of our work

