



DIT Sports Economy Trade Mission to the US: Leadership in Future-Proofing Fan Engagement

14-19 November 2021

In person, Atlanta and Los Angeles

By 2023 the US sports market is expected to be worth \$83bn, with further growth inevitable as the country gears up for the 2026 FIFA World Cup and the 2028 Olympic and Paralympic Games. Now is the time to enter the US sports market.

The UK's Department for International Trade (DIT) is excited to invite UK companies to its inaugural DIT Sports Economy Trade Mission to the US this November*.

We are looking for best-in-class UK companies and business leaders that have excelled at fan engagement strategy and delivery across creative and technological categories, including: clubs,

leagues, marketing agencies, immersive technologies, gaming, and data.

Delegates will enjoy a bespoke programme that includes VIP introductions to executives at sports teams, leagues, agencies, and venues, small-group discussions with senior leadership of global event host committees, opportunities to showcase your business and expertise to prospective clients, exceptional networking receptions organized in your honour, and much more.

Please join us on 1 September at 16:00 BST for a 30 minute Q&A. The recording will be linked from the landing page website for those unable to attend.

**Pending travel restrictions and COVID guidance.*

Application Deadline: 12 September 2021
at 11:59pm BST, **Learn More and Apply**

