



**FOR IMMEDIATE RELEASE**

## **SilverLine Releases a Case Study on the Power of Sponsored Video**

*“Confessions of a Race Director” case study explores how SilverLine partner DelMoSports used sponsored video to achieve nearly 50% increase year over year in registrations in a single month, in the offseason, and with zero budget*

**May 19, 2016 – Philadelphia, PA** – SilverLine, the leading digital media activation platform for endurance events, announced today the release of a case study documenting how SilverLine and event partner DelMoSports achieved a significant return through a sponsored digital media campaign this spring.

Recently recognized for innovations in video marketing as part of the presenting speaker line-up at the 2016 Brightcove [PLAY](#) conference, SilverLine works closely with events and publishing partners to realize the inherent digital media value associated with endurance sports events. SilverLine’s media technologies create an efficient buying pipeline between brands and the influential audience of mass participation events.

The case study entitled, “[Confessions of a Race Director](#),” explores how SilverLine executed on a strategy to leverage DelMoSports’ five-part weekly sponsored video series to drive customer acquisition and new media revenue for the events.

Including sections on the myth of video production, the significance of a distribution strategy, and the impact on brands, events and athletes, the case study demonstrates how a comprehensive approach to digital activation can create substantial returns for events.

“This case study was created for our event partners in order to show a real-world example of how they can extract value from their digital assets with minimal complexity and cost,” said Jayme Anne Goldberg, co-founder and CEO, SilverLine. “At the same time, this study showcases how one campaign, with one event company, conducted over one month can create significant results for a brand. There is an amazing opportunity for brands looking to reach influential athletes across the thousands of events connected into the SilverLine network.”

The “Confessions of a Race Director” case study is available as a free download on [SilverLineAthletics.com](#).

Events interested in joining the SilverLine Network can apply [here](#) before June 30<sup>th</sup>.

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### **About SilverLine**

SilverLine works closely with event management and publishing partners to bring online what has been a historically offline sponsorship economy in the endurance sports industry. SilverLine makes it possible for buyers across the modern media landscape to harness the power and resonance of event sponsorship. If you’d like to learn more, contact us anytime via email [info@silverlineathletics.com](mailto:info@silverlineathletics.com) or by phone [\(215\) 395-9455](tel:(215)395-9455).

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