

AUDIOVISUAL SERVICES SPORTS, ATHLETES, FASHION & LIFESTYLE

By Fin Sports Advisory, Madrid

March 2025

www.finsportsadvisory.com

SERVICES FOR ATHLETES & INFLUENCERS

Videos 60-90" for social media like Instagram Reels, TikTok, X, and Shorts.

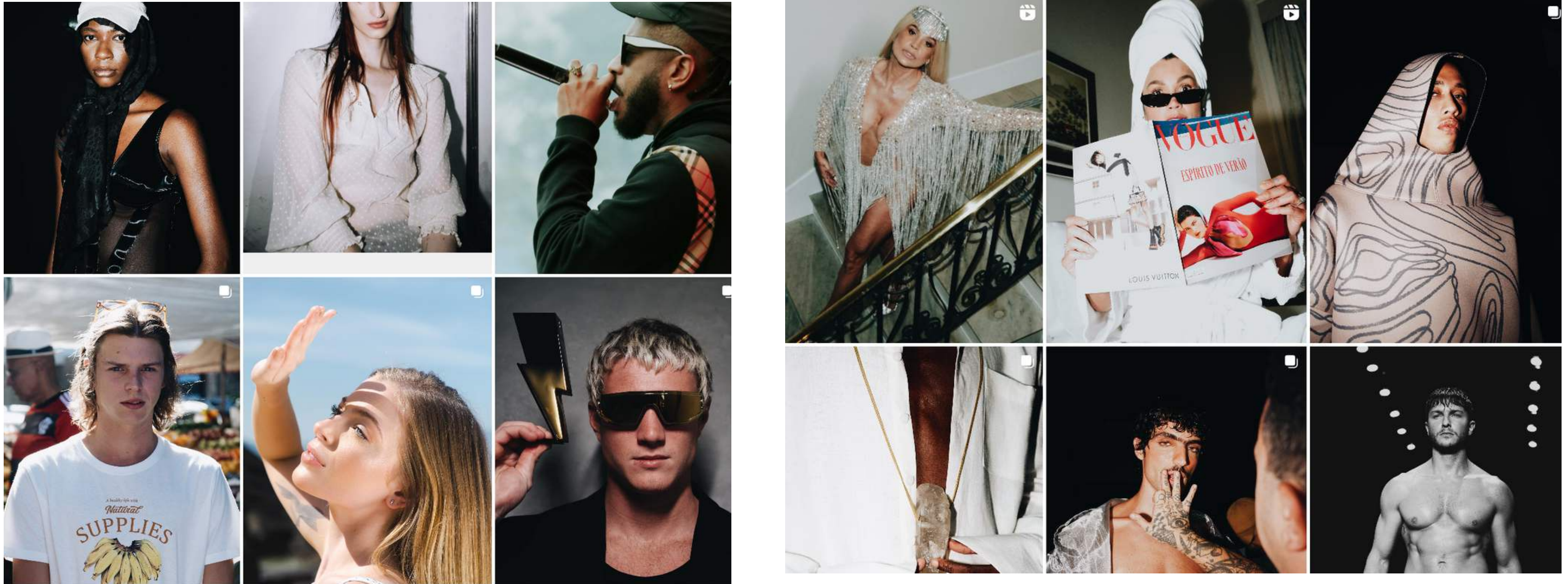
Videos 2'+ for YouTube.

- Personal brand
- Branding - collaboration with sports/clothing brands
- Lifestyle - backstage
- Sports content for social media
- Match filming from the sidelines
- Podcast production for YouTube or Spotify



FASHION & LIFESTYLE, BY MARIANA CECCHINI @MOTTE

The boundaries between sports and other entertainment industries are becoming increasingly blurred, and organizations leading innovation are discovering new ways and paths to connect with their fans and meet their needs. From those who have excelled in music or fashion to rights holders who are dedicating more time to developing their offerings beyond the sports realm.



FOOTBALL & PLAYERS, BY ISAAC RODRIGUEZ

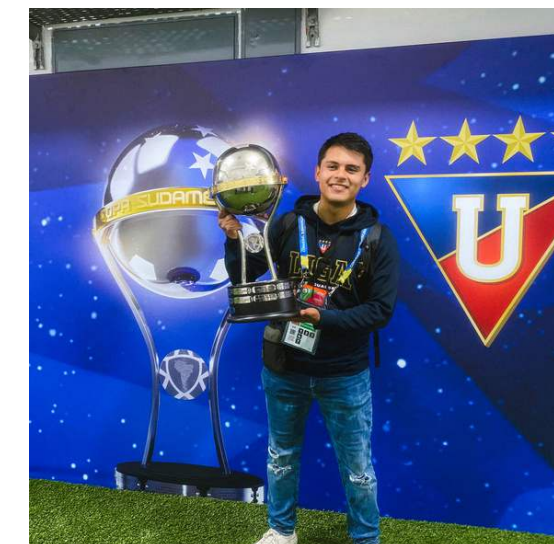
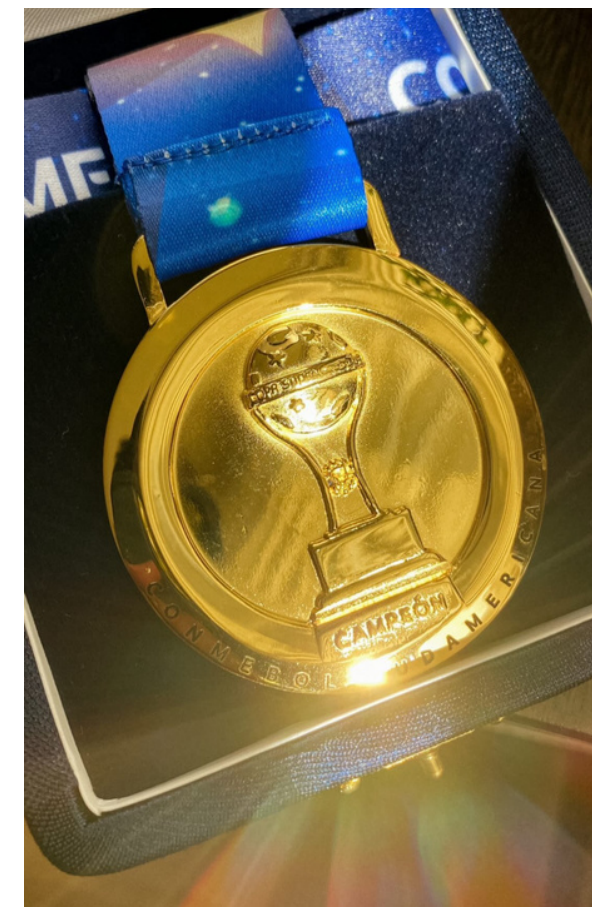
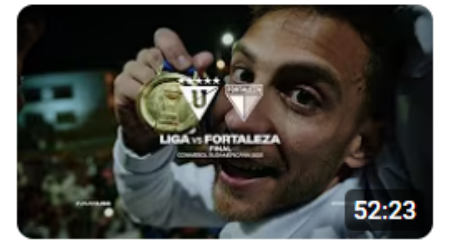
~5 YEARS FILMING AT LDU

Isaac Rodríguez is an audiovisual producer and director with 5 years of experience in the sports industry, specializing in content creation for digital platforms.

He served as the Audiovisual Director of **Liga Deportiva Universitaria (LDU) in Quito**, leading content production for social media, reaching an audience of 3 million followers.

His work includes content broadcast on DirecTV Sports Ecuador, ESPN Ecuador, and Gol TV Ecuador.

Together with the communications team, he helped position the club as a social media leader in Ecuador and among the top 25 football clubs in Latin America in engagement and reach, according to Blinkfire.



CONTENT ABOUT ATHLETES

On the other hand, the topic of player representation with these services:

- Full match recordings for tracking player performance.
- Management of match images with audiovisual rights holders.
- Collection and documentation through a database of matches, plays, and goals by player.
- Creative videos of training sessions and standout plays in matches.

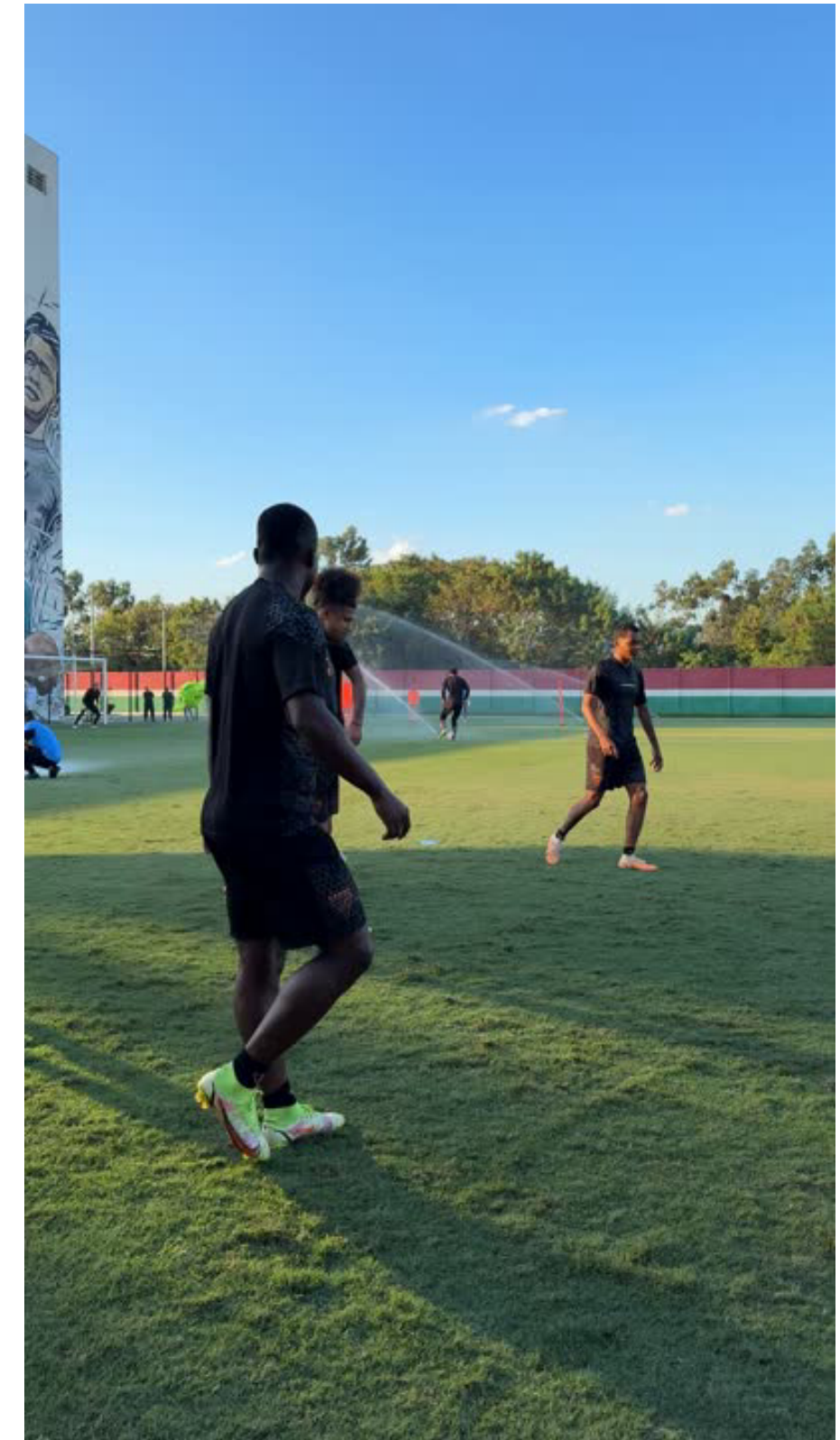


@ldu_oficial
FX3 + 70-200 mm f2.8 II

CONTENT FOR ATHLETES

- Interviews with standout players of the week
- Editing reels of best plays from matches in competition
- Branding and activities with brands
- "A day in the life of a training session" of a player in development

We produce creative videos that elevate the player's personal brand presence on social media, showcasing their sports preparation, performance in matches, and commercial activities with sports brands or others.



FOOTBALL AND LIFESTYLE PODCAST

It's an audiovisual space that serves as its own media platform.

The host has a great sporting career background.

- Invite European and global football stars.
- Former teammates and players from other teams.
- Future rising stars.
- Influencers.
- Topics of interest: fashion, music, etc.





AUDIOVISUAL SERVICES

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