ESPN Events Strengthens Partnership With The Anything Group

The Anything Group, the renowned full-service marketing and technology agency, is excited to announce its continued partnership with ESPN Events. This collaboration will see the shoot team at TAG capture and produce content for some of the most important events.

LAS VEGAS NEVADA, November 4, 2024 - ESPN Events has renewed its partnership with The Anything Group (TAG) to support the video coverage of high-profile sports events across the United States. Building on a successful relationship that spans over three years, TAG will capture and create highlight and recap videos for ESPN Events at four major classics in 2024: the **Champions Classic** in Atlanta, **Terry's Chocolate Vegas Showdown** in Las Vegas, **Charleston Classic** in Charleston, and **Jimmy V Classic** in New York City.

"We are thrilled to continue our partnership with ESPN Events, helping to bring their high-energy sports moments to life. Our shoot team at TAG is dedicated to capturing each event's essence in real-time, enabling ESPN to share powerful highlights and recaps that truly connect with fans," said Rich Tuckwell-Skuda, CEO & Founder.

TAG's shoot team will attend each game to capture and produce Hero and Recap Videos, enabling ESPN Events to share dynamic, game-day content across social media and its website. TAG will continue to provide ESPN Events with fast, engaging content that brings fans closer to the excitement of each classic.

| About ESPN Events

- 2024 Champions Classic
- 2024 Terry's Chocolate Vegas Showdown
- 2024 Charleston Classic
- 2024 Jimmy V Classic

| About TAG

The Anything Group (TAG): is a full-service performance, marketing, branding, technology, website development, and reputation agency, with a full in-house production and filming studio. TAG performs Emotive Engagement and Connection Marketing services across the hospitality, luxury brands and products, fashion, retail, and streamed media worlds.

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