



*For Immediate Release*

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**THE SPORTS PLAYMAKER AND STELLWAGEN VENTURES  
ANNOUNCE STRATEGIC PARTNERSHIP TO SOURCE FUNDING FOR INNOVATIVE  
SPORTS AND ENTERTAINMENT BUSINESSES**

*Additional services include strategic consulting, business development and advisory work*

**London, UK // Boston, MA:** The Sports Playmaker, the sales, consultancy and investment agency and Stellwagen Ventures, a strategic, global venture firm working across music, sport, media, investments and entertainment, today announced a strategic partnership to create a transatlantic advisory service from which innovative businesses in the sports and entertainment sector can source funding to accelerate their growth plans. Each of the start-ups in the collective portfolio will also have the opportunity to leverage the combined decades of experience the partnership brings to more efficiently and effectively scale their businesses.

At launch, the partnership brings together nearly three dozen investment opportunities spanning four continents and is on track to have one of the fastest-growing investment portfolios in the sports and entertainment sector. Opportunities range from sports, entertainment, esports, music, digital content providers, data and fan engagement tools. The partnership focuses on championing companies in the early stages of growth which are pushing the boundaries of innovation to provide a solution to market needs. For a complete listing of these unique investment opportunities, visit [thesportsplaymaker.com/investment](https://thesportsplaymaker.com/investment)

Since their respective launches this year, The Sports Playmaker and Stellwagen Ventures have worked with multiple new entrants to the sports and entertainment sectors, assisting with business development and advising on market entry strategy. This has enabled an intimate understanding of the challenges faced by young businesses seeking investment. Given their respective networks of investors on both sides of the Atlantic, the partnership offers a vast array of funding opportunities.

Lead executives at The Sports Playmaker and Stellwagen Ventures offer decades of expertise to companies seeking funding. With Jay Greene and Ben Speight at the forefront of The Sports Playmaker and Matthew Baxter and Jeff Walker at the helm of Stellwagen Ventures, the partnership provides over 50 years of knowledge in the sports and entertainment sectors to companies looking to raise capital.

Jay Greene, Managing Director of The Sports Playmaker said, “We’ve seen a tremendous amount of innovation, creative entrepreneurs, and established businesses all trying to raise funding to accelerate growth. Together with Stellwagen Ventures, our vision and passion are squarely aligned to take advantage of the billions of dollars of liquidity in the market. We have done months of due diligence to unearth some unique investment opportunities. We’re beyond thrilled to share our collective portfolio of clients who are solving market needs and pushing new boundaries to develop their respective industry”.

Matthew Baxter, Co-Founder and Managing Director of Stellwagen Ventures added, “With numerous investment opportunities across sports, data, tech, gaming, music and entertainment, we are excited to be partnering with The Sports Playmaker. Their early proven track record is a perfect match for us, and I have no doubt we are stronger together. Stellwagen Ventures looks forward to a long bright future with The Sports Playmaker, together driving countless start-ups forward and scaling our respective businesses.”

-ENDS-

To review the exciting investment opportunities, visit [thesportsplaymaker.com/investment](https://thesportsplaymaker.com/investment)

For more information, contact:

Jay Greene: [jay.greene@thesportsplaymaker.com](mailto:jay.greene@thesportsplaymaker.com)  
or Ben Speight: [ben.speight@thesportsplaymaker.com](mailto:ben.speight@thesportsplaymaker.com)  
[www.thesportsplaymaker.com](http://www.thesportsplaymaker.com)

Matthew Baxter: [mbaxter@stellwagenv.com](mailto:mbaxter@stellwagenv.com)  
or Jeff Walker: [jwalker@stellwagenv.com](mailto:jwalker@stellwagenv.com)  
[www.stellwagenv.com](http://www.stellwagenv.com)

### **About The Sports Playmaker:**

The Sports Playmaker brings new technologies and innovative companies to the sports sector. It enables growth for its clients in the following ways:

- identifying revenue streams for clients new to the sector and shapes market entry and product development through the provision of market intelligence and advisory services;
- supporting clients with sales and marketing thanks to its extensive network with the sports industry; and enabling companies to tap into funding sources where capital injection is required through its brokering service.

### **About Stellwagen Ventures:**

Stellwagen Ventures is a global venture firm focused on strategic opportunities within music, media, entertainment, European sport and investments. Formed on both sides of the Atlantic, our U.S. and U.K. roots provide a vast market for our distinct approach. With an ethos centered upon shared success, Stellwagen Ventures emphasizes winning together-- the musician, the band, the athlete, the team, the buyer, the seller, the brand and the entrepreneur.