
From: [REDACTED]
Sent: Tuesday, July 15, 2025 11:20 AM
To: [REDACTED]
Subject: RE: EMBARGO OFFER: [REDACTED]

Hi [REDACTED] - just wanted to get your thoughts on tomorrow's event. Is it in a location where you could possibly attend?

Otherwise, happy to share some imagery following in case you'd like to mention it.

Best,

[REDACTED]

[REDACTED]
Associate Vice President

[REDACTED]



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From: [REDACTED]
Sent: Thursday, July 10, 2025 3:09 PM
To: [REDACTED]
Subject: RE: EMBARGO OFFER: [REDACTED]

Hey [REDACTED] - hope you are well since we connected in Miami!

Reaching out ahead of the FE race, heading to your neck of the woods in a few weeks.

In the run up to the race, PIF is [REDACTED]
[REDACTED] [REDACTED] [REDACTED]
[REDACTED]

Knowing you covered [REDACTED]
[REDACTED]
[REDACTED]

Is this close to you - and are you interested in attending?

Please let me know when you have a moment.

Best,

[REDACTED]

[REDACTED]
Associate Vice President

[REDACTED]



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From: [REDACTED]
Sent: Friday, April 11, 2025 11:31 AM
To: [REDACTED]
Subject: RE: EMBARGO OFFER: [REDACTED]

Thank you for updating. Are you in the media center? I'm in here now.

[REDACTED]
Associate Vice President

[REDACTED]



From: [REDACTED]
Sent: Friday, April 11, 2025 10:36 AM
To: [REDACTED]

Subject: Re: EMBARGO OFFER: [REDACTED]

[REDACTED], one quick follow up.

Great piece on [REDACTED] thanks so much for covering. Possible to update the headline to [REDACTED]

Let me know if you have any questions. Know you'll be on-site here so happy to discuss.

- [REDACTED]

On Apr 11, 2025, at 7:48 AM, [REDACTED] wrote:

Great – feel free to shoot me a message here or on [REDACTED] when you have a free moment.

[REDACTED]
Associate Vice President

[REDACTED]

<image001.jpg>

From: [REDACTED]

Sent: Thursday, April 10, 2025 11:04 PM

To: [REDACTED]

Subject: Re: EMBARGO OFFER: [REDACTED]

[REDACTED]

Yep, tomorrow and Saturday, let's definitely do that!

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

From: [REDACTED]

Sent: 11 April 2025 03:57

To: [REDACTED]

Subject: Re: EMBARGO OFFER: [REDACTED]
[REDACTED]

Thanks! Will check it out. Will you be at the track tomorrow? Let's say hi.

- [REDACTED]

Sent from my iPhone

On Apr 10, 2025, at 10:51 PM, [REDACTED]

[REDACTED] wrote:

Thanks for this. It landed after I'd gone to sleep and I've been travelling to Miami from the UK all day.

I've just filed a story to [REDACTED]

Thanks again!

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

From: [REDACTED]

Sent: 10 April 2025 00:34

To: [REDACTED]

Subject: RE: EMBARGO OFFER: [REDACTED]
[REDACTED]

Great, thank you [REDACTED]. Please see attached for the full press release.

As a reminder, the news is under embargo until [REDACTED].

Please let us know if you have any questions as you write.

Best,

[REDACTED]

[REDACTED]

Associate Vice President

[REDACTED]

<image001.jpg>

From: [REDACTED]

Sent: Wednesday, April 9, 2025 6:15 PM

To: [REDACTED]

Subject: Re: EMBARGO OFFER: [REDACTED]

[REDACTED]

Hi [REDACTED],

Thanks for your email. Yes please, I'd love to get the release under embargo so I can do a story for [REDACTED].

Thanks,

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

From: [REDACTED] >

Sent: 09 April 2025 13:43

To: [REDACTED]

Subject: EMBARGO OFFER: [REDACTED]

[REDACTED]

Hi [REDACTED] – I hope this note finds you well.

I wanted to make you aware that [REDACTED] and I wanted to offer you the opportunity to review the press release **under embargo** before the news is public. **The embargo will lift** [REDACTED]

Ahead of the Miami E-Prix on Saturday, [REDACTED]
[REDACTED]
[REDACTED] If you agree to the embargo, I'd be happy to share the press release with you.

Please let me know if you'd be interested. I look forward to hearing from you.

Best,

[REDACTED]

[REDACTED]

Associate Vice President

[REDACTED]

<image001.jpg>

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From: [REDACTED]
Sent: Tuesday, July 15, 2025 1:00 PM
To: [REDACTED]
Cc: [REDACTED]
Subject: [REDACTED] - Tomorrow in London

Hi [REDACTED], hope you are well.

Caught some of your recent coverage on the [REDACTED] - and wanted to pass along a story idea for you.

I know this is likely last minute, but on the odd chance you can attend - we are working with PIF around the upcoming Formula E London race (26-27 July), which they are a partner to. In the run up to the race, [REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]

- [REDACTED]
- [REDACTED]
- [REDACTED]

Thought we would reach out to see if any interest in attending and covering. Additionally, if you have interest attending the race later this month as a guest of PIF – we would be happy to host you on either race date.

Look forward to a response either way! Have also enclosed below some footage from [REDACTED]
[REDACTED]
[REDACTED]

I have copied my colleague, [REDACTED], who will be on the ground at [REDACTED] and can help facilitate interviews.

Best,

[REDACTED]

+++

[REDACTED]
[REDACTED]

[REDACTED]

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

###

[REDACTED]

Associate Vice President

[REDACTED]



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From: [REDACTED] >
Sent: Tuesday, July 15, 2025 1:42 PM
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: [REDACTED] - Tomorrow in London

Hi [REDACTED] - thanks for letting us know.

We can send along some photos and more information following tomorrow's event, should you be interested in learning more.

Best,

[REDACTED]

[REDACTED]

Associate Vice President

[REDACTED]



prosek

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From: [REDACTED]
Sent: Tuesday, July 15, 2025 1:34 PM
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: [REDACTED] - Tomorrow in London

Hi [REDACTED]

That looks interesting but unfortunately I have too many other commitments tomorrow.

Best regards,

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

From: [REDACTED]

Sent: 15 July 2025 18:00

To: [REDACTED]

Cc: [REDACTED]

Subject: [REDACTED] - Tomorrow in London

Hi [REDACTED], hope you are well.

Caught some of your recent coverage on the [REDACTED] - and wanted to pass along a story idea for you.

I know this is likely last minute, but on the odd chance you can attend - we are working with PIF around the upcoming Formula E London race (26-27 July), which they are a partner to. In the run up to the race, they are supporting [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

- [REDACTED]
- [REDACTED]
- [REDACTED]

Thought we would reach out to see if any interest in attending and covering. Additionally, if you have interest attending the race later this month as a guest of PIF – we would be happy to host you on either race date.

Look forward to a response either way! Have also enclosed below some footage from the [REDACTED]

[REDACTED]

[REDACTED].

I have copied my colleague, [REDACTED], who will be on the ground at [REDACTED] and can help facilitate interviews.

Best,

[REDACTED]

+++

[REDACTED]
[REDACTED]

[REDACTED]

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

###

[REDACTED]

Associate Vice President

[REDACTED]



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From: [REDACTED]
Sent: Tuesday, July 15, 2025 12:55 PM
To: [REDACTED]
Cc: [REDACTED]
Subject: [REDACTED] - Tomorrow in London

Hi [REDACTED], hope you are well.

Caught your recent coverage of the [REDACTED]
- and wanted to pass along a story idea for you.

I know this is likely last minute, but on the odd chance you can attend - we are working with PIF around the upcoming Formula E London race (26-27 July), which they are a partner to. In the run up to the race, they are supporting a [REDACTED]

[REDACTED]
[REDACTED]

- [REDACTED]
- [REDACTED]
- [REDACTED]

Thought we would reach out to see if any interest in attending and covering. Additionally, if you have interest attending the race later this month as a guest of PIF – we would be happy to host you on either race date.

Look forward to a response either way! Have also enclosed below some [REDACTED]
[REDACTED]
[REDACTED]

I have copied my colleague, [REDACTED], who will be on the ground at [REDACTED]

and can help facilitate interviews.

Best,

[Redacted]

[Redacted]

[Redacted]

[Redacted]

- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

[Redacted]

[Redacted]

Associate Vice President

[Redacted]



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From: [REDACTED]
Sent: Tuesday, July 15, 2025 2:12 PM
To: [REDACTED]
Cc: [REDACTED]
Subject: Saudi Arabia's PIF at [REDACTED] ?

Hi [REDACTED], hope all's well.

Conscious that the [REDACTED] agenda might be close to finalized, I wanted to follow up on our recent conversations with another potential speaker for consideration.

We work with Saudi Arabia's Public Investment Fund ([PIF](#)). Their Senior Vice President and Head of Events & Partnerships, [Alanoud Althonayan](#), would be a strong fit for this year's content themes: [REDACTED]

Alanoud has been instrumental in developing and executing PIF's global sports sponsorship strategy. Under her leadership, PIF has established high-profile partnerships across tennis (WTA and ATP), motorsports (Formula E), golf (Ladies European Tour), and football (FIFA Club World Cup and CONCACAF).

In the past 12–24 months, these partnerships have been activated in 12 markets across continents through dozens of live events. Notably:

- PIF and the WTA launched the [PIF WTA Maternity Fund Program](#) in March,—the first and only fully-funded maternity program in women's sports. The initiative provides up to 12 months of paid maternity leave as well as comprehensive financial, parental, and fertility benefits, setting a new standard for supporting contracted female pro tennis players. PIF was also the first-ever sponsor of both the ATP and WTA rankings.
- As title partner of [the PIF Global Series](#) – five tournaments on the Ladies European Tour hosted in the UK, US, China, South Korea and Saudi Araia – PIF has increased the total prize pool across events to \$13 million, elevating the earning potential for female competitors relative to male counterparts.

Alanoud can speak to:

- PIF's more comprehensive approach to brand partnerships, which focuses on solving critical

needs, not just brand visibility through visual placements

- How sovereign wealth funds can accelerate innovation in sport
- How PIF's sponsorship strategy differs from its investment strategy (Newcastle, PFL, etc.), while still supporting [Saudi Arabia's Vision 2030](#) plan

Would you be interested in including Alanoud on the program as a speaker? PIF is selective about where/when it speaks publicly on these topics. Happy to discuss further if there's interest.

Cheers,

[REDACTED]

[REDACTED]

Senior Vice President

[REDACTED]

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