



We get people talking.

who we are



New England Sports Ventures

In 2002, a consortium headed by John Henry and Tom Werner purchased the Boston Red Sox and New England Sports Network from the Yawkey family trust.
In 2004, FSG was formed to round out NESV's sports holdings.



FSG structure



FSG's expertise is rooted in three primary lines of business:



FSG ventures



Investments & Subsidiaries

FSG has leveraged the strength of our business development team and entrepreneurial spirit to create and identify new ownership opportunities including Roush Fenway Racing, Salem Avalanche, Red Sox Destinations, and FanFoto.



sales & representation



Representation Properties

FSG represents a select number of best in class properties. The combination of our unparalleled network, industry experience and commitment to service uniquely positions FSG as a true partner in accomplishing the business and brand objectives of our representation clients. In addition to building strategies to drive sponsorship revenue, FSG also supports the development of strategic marketing, media, and promotional campaigns.



consulting & events



FSG is engaged in generating increased revenue for corporate partners through promotions, event management, consulting/marketing services and public relations coordination.

Customer relevance is key to everything we do. FSG, through our origins, has developed an intense drive to identify, simplify and connect in this manner. We are devoted to generating and executing marketing programs that are powerful in concept, consistent in their delivery and unified in communicating their message.

Every project is approached with a 360° philosophy to develop results driven, creative solutions that maximize ROI.

From concept to execution, we are dedicated to producing exceptional work in accomplishing business objectives.

the FSG way



We began in the sports marketing world. As a result, our view is grounded in an understanding that a personal and entertaining connection with a customer is the best way to sell products.

Whether we are involved in sales, marketing, event management, or consulting, we harness the power of involved audiences and break through with our client's message.

We are a dedicated partner. We work closely with you to create and deliver successful business solutions. We identify big ideas and make them happen.

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