

LUMENCY

Our story.
Our client.
Our people.

311

Tier 1 Properties Globally

3000+

Sponsorship Evaluations
in the last 10 years

LUMENCY

Smarter
Sponsorship

Established in 1996
21 Countries
Brand-Side Only



FIFA



PVHL



LUMENCY



OUR CAPABILITIES

- Sponsorship Strategy
- Passion Point Analysis
- Property Valuation & Evaluation
- Portfolio Optimization
- Activation Planning & Execution
- Market Property Mix
- Governance
- Measurement
- Rights Management
- Negotiation Strategy
- SaaS Tooling

OUR CORE VALUES

Credibility

We deliver on our commitment to our partners. Our business has been built on a foundation of trust, which is a result of delivering results and adding value to our partners business.

Ownership

Acting like owners means we take personal accountability for what we bring to you and your team.

Transparency

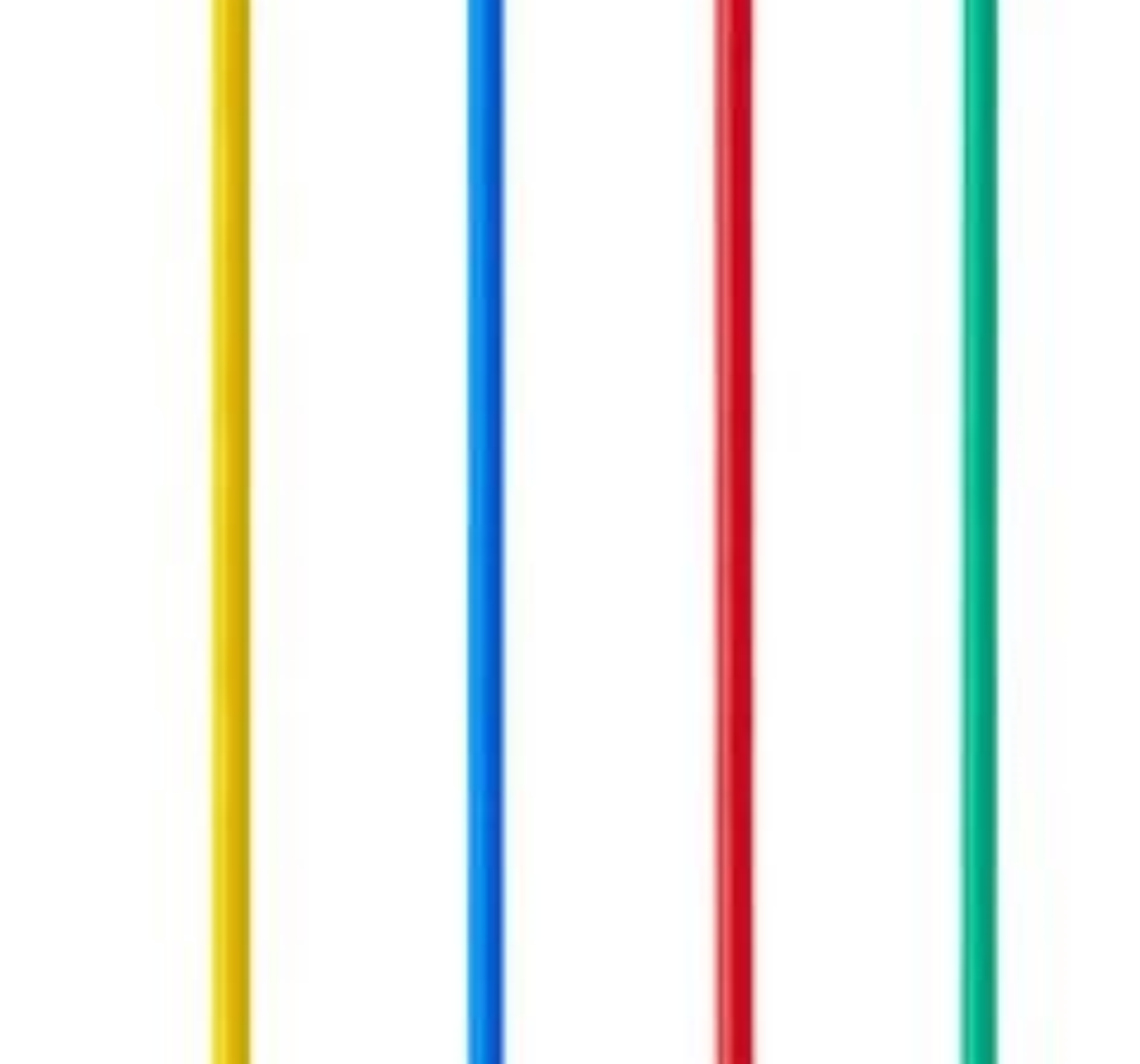
Objectivity and honesty are critical elements in not only the work we deliver but the relationships we foster.

Kaizen

We believe in constantly evolving and improving. We are open to feedback and suggestions that make us and our business better.



Sponsorship can be messy.



Lumency brings clarity.

HOW WE WORK

We pride ourselves on being great partners to our clients, supporting their teams to reach their goals.

1

Offer New Perspectives

We believe in bringing new ways of thinking to the business. By doing so, we can constructively challenge processes and patterns to ensure the best result for you.

2

Mine for Insights

Making decisions based on insight is key in sponsorship – especially when there is long-term financial and operational commitments intertwined into the decisions. We want to start with the facts and be objective.

3

Set & Measure Impact

Our time as leaders in the sponsorship space has shown us that many brands wait too long to define their metrics of success and how it will be measured. We will push to align your business metrics with your partners' execution.

EXAMPLES OF HOW WE CAN HELP (SERVICES)

Credibility

We deliver on our commitment to our partners. Our business has been built on a foundation of trust, which is a result of delivering results and adding value to our partners business.

Ownership

Acting like owners means we take personal accountability for what we bring to you and your team.

Transparency

Objectivity and honesty are critical elements in not only the work we deliver but the relationships we foster.

Kaizen

We believe in constantly evolving and improving. We are open to feedback and suggestions that make us and our business better.

TOUCHSTONE SLIDE

- PLATFORM THAT CAN HELP

OUR PORTFOLIO APPROACH TO VALUATION

Properties in a brand's sponsorship portfolio will fit into one of five categories.



Wrong Place



Right Place

Wrong Spend

Right Assets



Right Place

Right Spend

Wrong Assets



Right place

Wrong spend

Wrong assets



Right place

Right spend

Right assets