

SPONSORSHIP ACTIVATION IS KEY TO STRONG RESULTS

OBJECTIVE: Leveraging customized consumer/fan research, measure Unaided and Aided sponsorship awareness of brands associated with a Tier 1 sports property.

CONTEXT: A prominent brand / sponsor received a mix of broadcast visible, on-site, digital and hospitality assets as part of the partnership. However, brand-led activations targeted towards consumer engagement and interactions were virtually nonexistent in recent years.

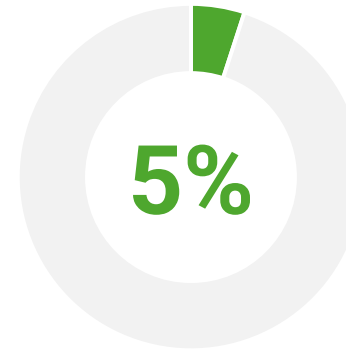
FINDING: Unaided Awareness results revealed some consumer confusion between the official sponsor and a category competitor. Aided results showed a more concerning misattribution, with 45% of respondents mistakenly selecting the competitor, surpassing correct sponsor associations.

This highlights how sponsorship performance can fall short with an absence of impactful brand-led activations that go beyond the property's core assets.

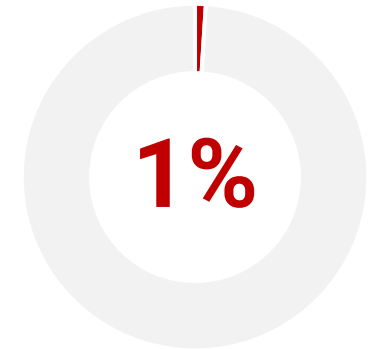
*Aided Sponsorship Awareness question only asked to respondents that are aware of the brand as well as the property

KEY LEARNING: Lack of brand-led activations over and above property-delivered assets can limit overall sponsorship performance, including association awareness.

UNAIDED SPONSORSHIP AWARENESS

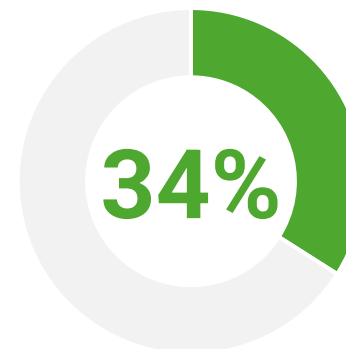


CORRECT SPONSOR

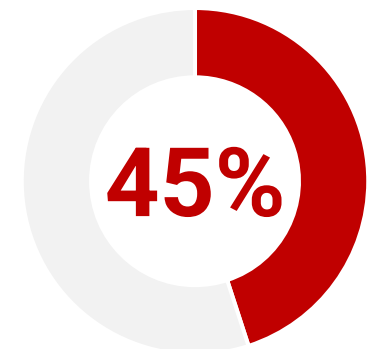


INCORRECT SPONSOR
(CATEGORY COMPETITOR)

AIDED SPONSORSHIP AWARENESS*



CORRECT SPONSOR



INCORRECT SPONSOR
(CATEGORY COMPETITOR)