



LUMENCY

Smarter Sponsorship.



Competitor Lens: Carlsberg

Sample

The background of the slide is a photograph of a concert. The scene is dimly lit, with a strong blue color cast. In the foreground, the silhouettes of a large crowd of people are visible, many with their arms raised. In the background, a stage is lit with bright blue spotlights, and a band is performing. The overall atmosphere is energetic and vibrant.

COMPETITOR LENS

Methodology

Our proprietary dataset helps to unlock sponsorship insights about your category competitors.

How This Report is Built



Data Scope

Major partnerships of a selected brand are included (based on availability of data).



Multi-Source Integration

Data inputs include Lumency proprietary dataset, public disclosures, broadcast & in-venue observations, property & brand channels.



20,000+
Brands



1,100+
Categories



3,200+
Properties



€377M+
Annual Spend

Note:

Rights fee and deal structure estimates are derived from proprietary research, category data, and global sponsorship intelligence, informed by 30 years of advisory experience. These inputs are triangulated to provide reliable views of deal value and market position.



Objectives

Evaluating Carlsberg sponsorship marketing efforts within the European sponsorship landscape.

What This Report Delivers



Investment Economy

Overall partner count and estimated rights fee spend of Carlsberg among major partners.



Portfolio Breakdown

Portfolio overview featuring a breakdown of partners and estimated rights fees of each.



Assets & Executions

Identifying how the Carlsberg brand shows up in the market through sponsorship.



Considerations

Looking at tactics to separate high-performing sponsorships from passive visibility.

Partner Spend Analysis

Breaking down the sponsorship economy of Carlsberg.



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Total Major Partnerships



€22.6M

Projected Annual Sponsorship Rights Spend



€1.12M

Average Sponsorship Rights Fee



*Data is provided for illustrative purposes only and should not be relied upon as exact or definitive.

Major Sponsorship Portfolio

Carlsberg Partnership Portfolio Overview – Partners and Estimated Annual Spend

Property	Category	Estimated Rights Fee
UEFA	Football	€15.0M
Liverpool FC	Football	€7.0M
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[Blurred]	[Blurred]	[Blurred]
[Blurred]	[Blurred]	[Blurred]
[Blurred]	[Blurred]	[Blurred]

Property	Category	Estimated Rights Fee
Queens Park Rangers FC	Football	€180K
International Ice Hockey Federation	Hockey	€150K
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[Blurred]	[Blurred]	[Blurred]
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Breakthrough Assets & Executions



How the Carlsberg brand shows up through sponsorship.

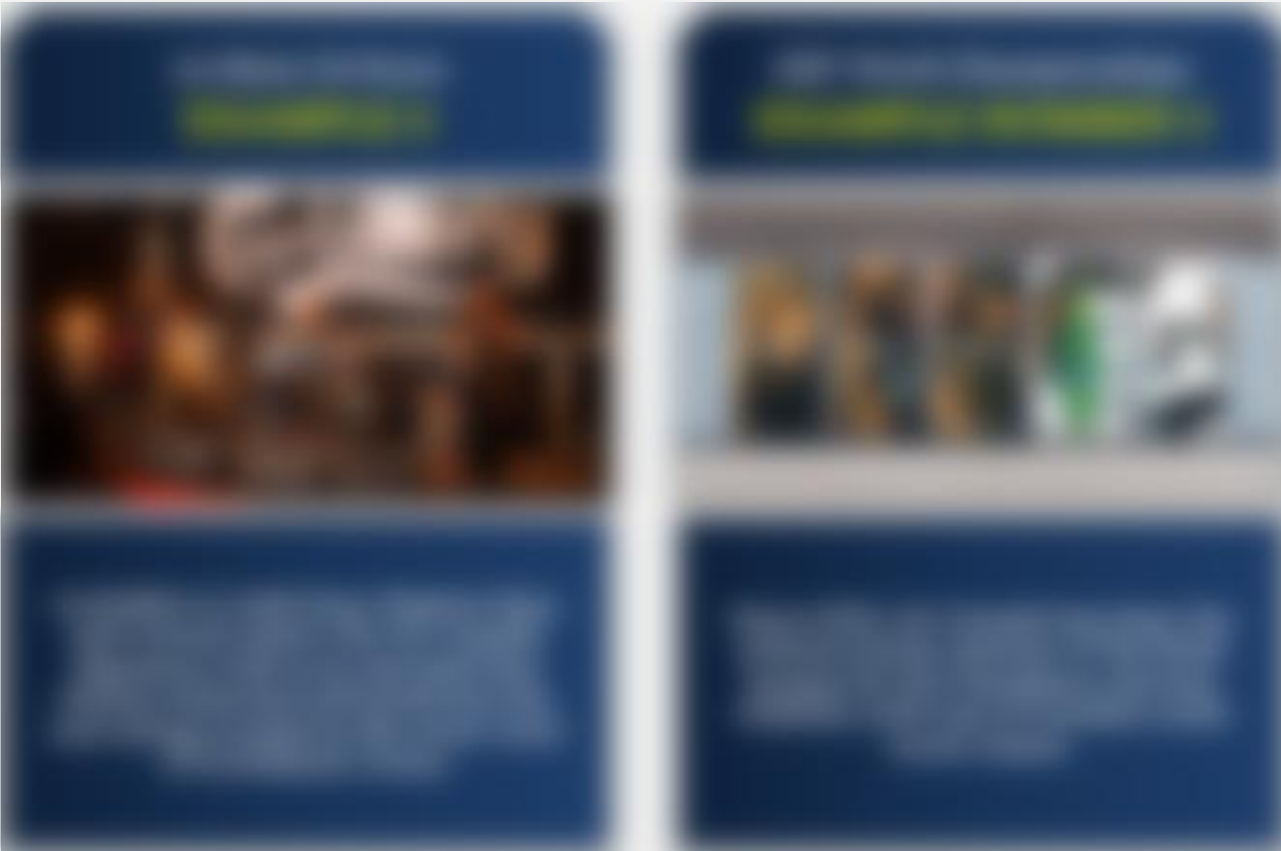
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Swedish Football Association **CHEERS TO THE FANS**



Cheers to the Fans works to strengthen sponsorship value by shifting focus to authentic fan emotion, creating deeper cultural relevance and emotional connection.

By showcasing real reactions, it enhances brand affinity, drives shareable content, and positions the sponsor as a genuine enabler of the fan experience.



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What Drives Sponsorship Performance

What separates high-performing sponsorships from passive visibility.



IP RIGHTS ACTIVATION

IP rights provide access to a property's equity, audience, and platform, creating the foundation for brand association. However, it is through strategic activation that this access is leveraged to drive measurable impact, deliver outcomes, and unlock the full value of sponsorship investment.

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A photograph of a concert scene, heavily filtered with a blue color. In the foreground, the silhouettes of a large crowd are visible, with many people raising their hands. In the background, a stage is lit with numerous spotlights, creating a bokeh effect of bright blue circles. The overall atmosphere is energetic and vibrant.

ABOUT LUMENCY

311

Tier 1 Properties Supported Globally on behalf of our clients.

3000+

Sponsorship Evaluations in the last 10 years.

LUMENCY

Smarter Sponsorship.

Established in 1996.
21 Countries. Brand-Side Only.

Experience across categories and markets.

