



**LUMENCY**

**Smarter Sponsorship.**



**Competitor Lens: McDonald's**  
Sample



# 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 McDonald's sponsorship marketing efforts within the American sponsorship landscape.

## What This Report Delivers



### Investment Economy

Overall partner count and estimated rights fee spend of McDonald's among major partners.



### Portfolio Breakdown

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



### Assets & Executions

Identifying how the McDonald's 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 McDonald's.



**48**

Total Major Partnerships



**\$41.2M**

Projected Annual Sponsorship Rights Spend



**\$858K**

Average Sponsorship Rights Fee





# Breakthrough Assets & Executions



How the McDonald's brand shows up through sponsorship.

## 23XI Racing CAR LIVERY



The McDonald's 23XI car livery functions as a high-impact mobile asset, delivering broadcast visibility and reinforcing IP integration.

It **anchors activation** across content, social, and merchandise while leveraging driver association and cultural relevance to drive awareness and brand storytelling.



# Our Considerations

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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# **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.

