



LUMENCY

Smarter Sponsorship.



Property Analysis: Arsenal F.C.

Sample

A vibrant concert scene with a crowd of people and blue stage lighting. The text 'PROPERTY ANALYSIS' is overlaid in the center. 'PROPERTY' is in yellow and 'ANALYSIS' is in white with a yellow outline.

PROPERTY ANALYSIS

Methodology

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

How This Report is Built



Data Scope

All major partnerships of a selected property are included (based on availability of data). Five partners are selected for further evaluation based on relevance.



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 Betway's position within the Arsenal's partner ecosystem.

What This Report Delivers



Property Revenue Analysis

A highlight of the overall partner stack of the Arsenal F.C., including number of partners and total estimated sponsorship revenue.



Property Ecosystem Overview

Portfolio overview featuring a breakdown of partners and the owned categories of each.



Comparable Partner Benchmarking

Analyzing estimated rights fees, key assets, and notable activation executions across five pre-selected Arsenal partners relevant to your brand.



Considerations

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

Property Revenue Analysis

Breaking down the sponsorship economy of Arsenal F.C.



35+

Total Number
of Major Partners



€230M - €240M

Projected Annual
Sponsorship Revenue



€6.60M

Average
Sponsorship Fee



Comparable Partner Benchmarking

Key partnership characteristics and estimated rights fees across selected Arsenal partners.

	TCL				
Partner	TCL				
Category	Consumer Electronics				
Tenure (years)	4				
Partnership Assets	<ul style="list-style-type: none"> Global Marketing Rights Men's and Women's Team Rights Social Content LED Perimeter Board Advertising In-Stadium Screen Integration Player Ambassador – Bukayo Saka 				
Est. Rights Fee	€3.7M				

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

Notable Executions

Highlighting notable assets & executions - both within the agreement and through activation - by selected partners.

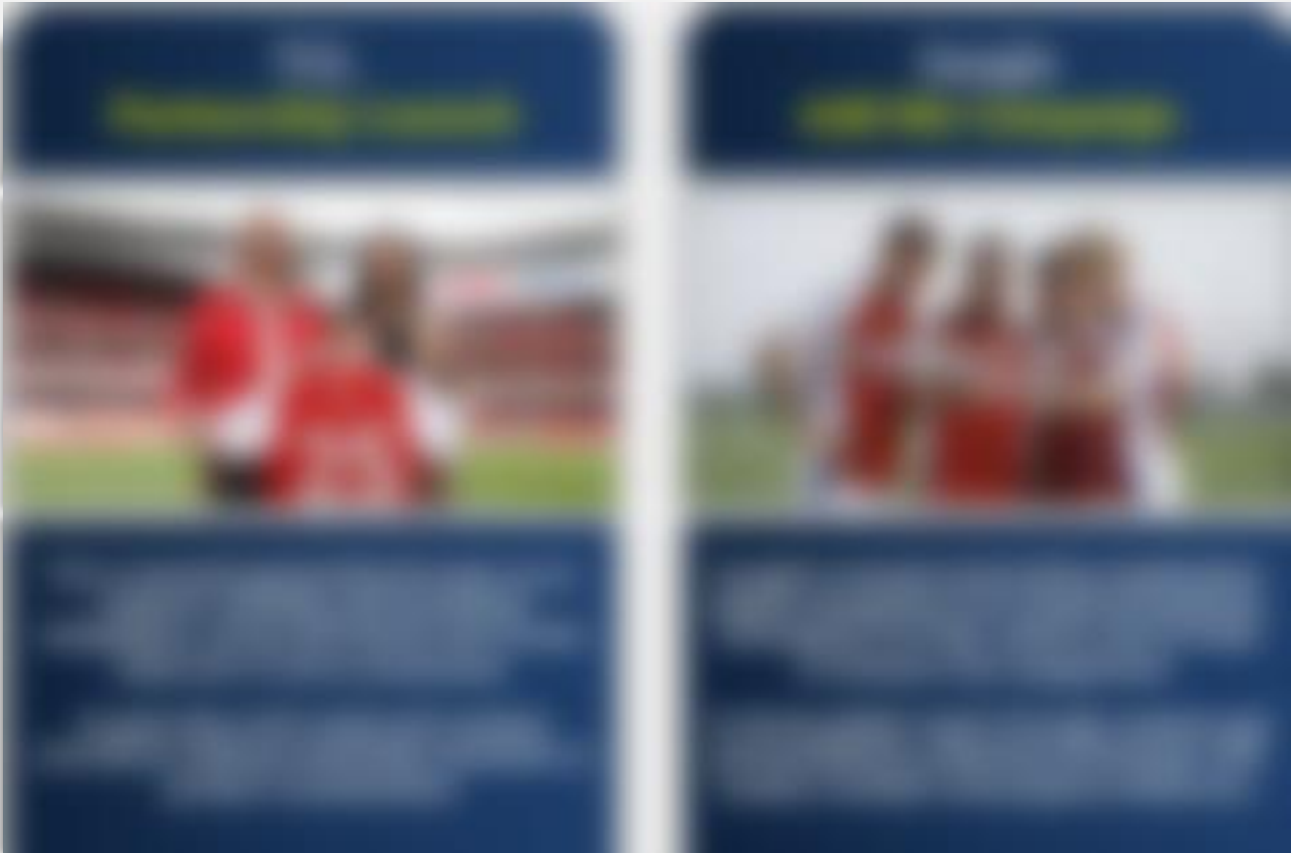
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TCL
TCL x Bukayo Saka



TCL OFFICIAL GLOBAL PARTNER **INSPIRE GREATNESS**

TCL's partnership with Bukayo Saka works by extending its Arsenal relationship and aligning the player's authentic, likeable profile with the brand. By also linking product usage to fan viewing moments, TCL creates emotional relevance and deeper engagement beyond traditional sponsorship visibility.



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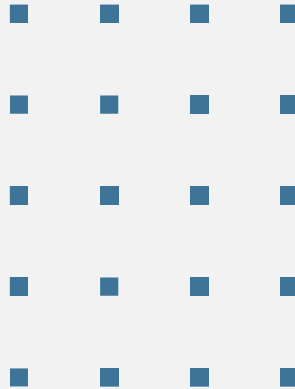
Our Considerations

What separates high-performing sponsorships from passive visibility.



ONE PLATFORM, ONE MESSAGE

A single, consistent platform is critical in sponsorship marketing, acting as the red thread that connects all assets and activations into one clear message, building stronger recall, cohesion, and long-term brand meaning across every consumer touchpoint.



SECURITY AND PROTECTION
Ensuring that all data and assets are protected and secure, preventing unauthorized access and maintaining the integrity of the brand's information.



USER EXPERIENCE
Creating a seamless and engaging user experience across all touchpoints, ensuring that the brand's message is delivered effectively and consistently.



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.

