

Sponsorship and the Funding of Grassroots Sport

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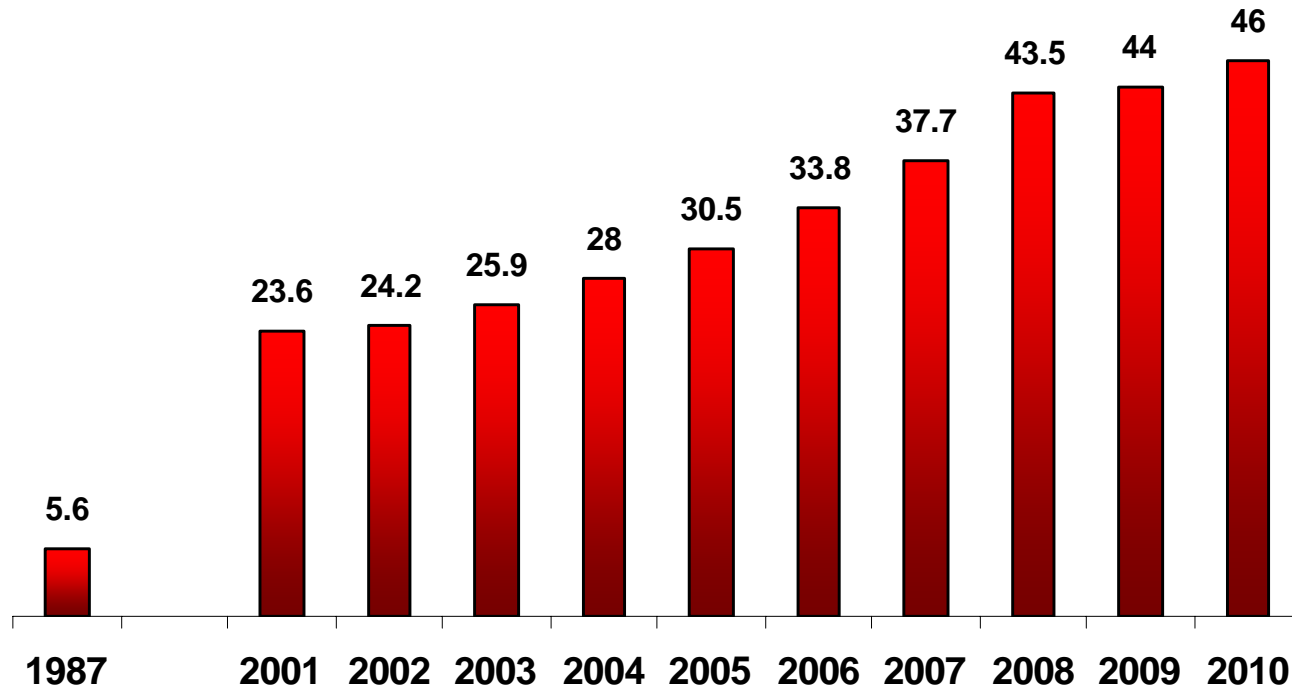
What is Sponsorship?

- ICC Code of Sponsorship (2003)

Any commercial agreement by which a sponsor, for the mutual benefit of the sponsor and sponsored party, contractually provides financing or other support in order to establish an association between the sponsor's image, brands or products and a sponsorship property in return for rights to promote this association and/or for the granting of certain agreed direct or indirect benefits.

Growth of Global Sponsorship

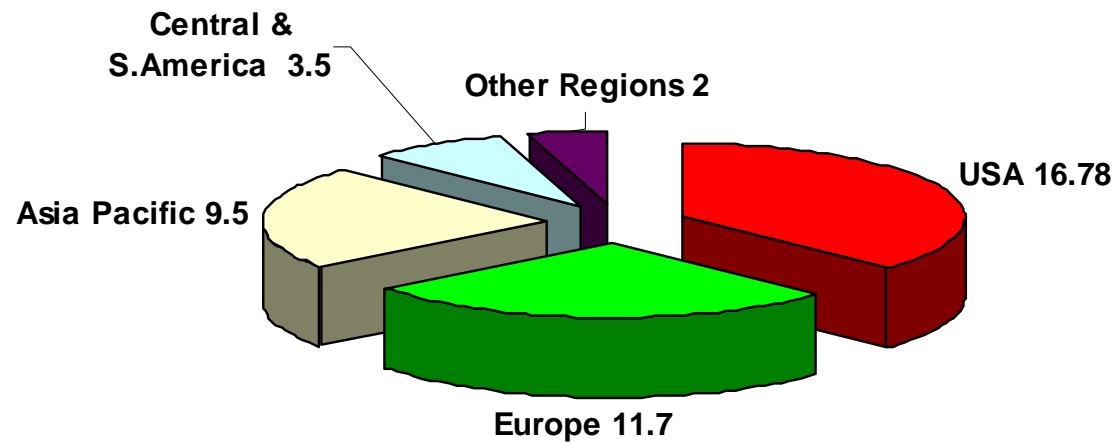
Global Sponsorship Rights Spend \$USb. 1987-2009



Source: IEG

Breakdown of Global Sponsorship

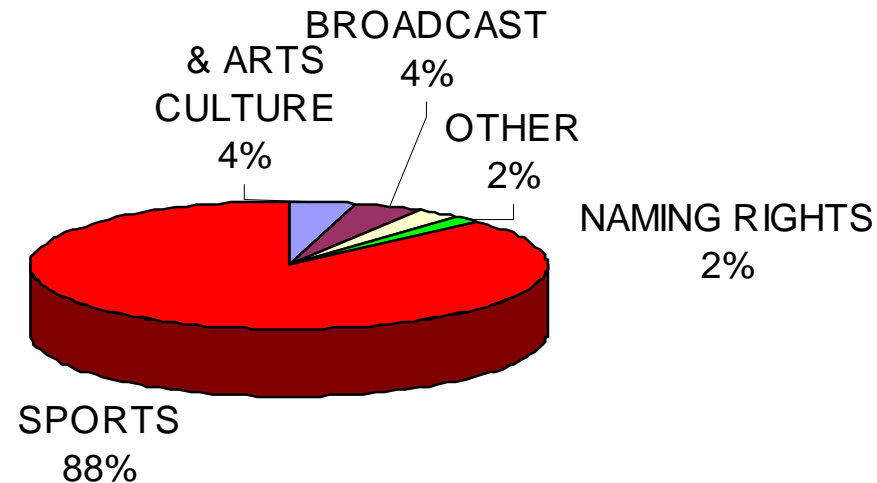
Worldwide Share of Sponsorship 2009
\$US billion



Source: IEG

Worldwide Sponsorship Breakdown in 2009

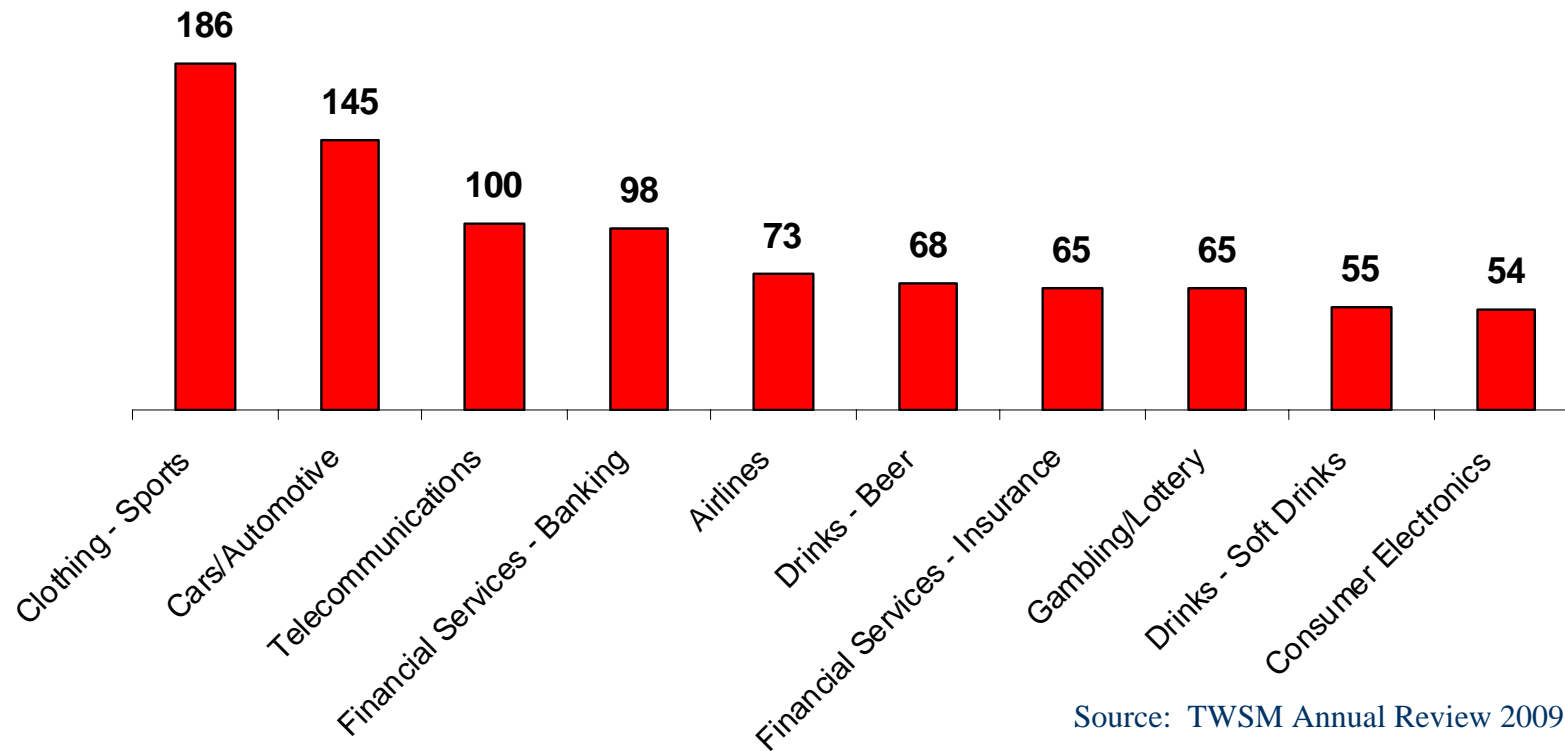
Share of Reported Sponsorship Deals
by category and number in 2009



Source: TWSM Annual Review 2009

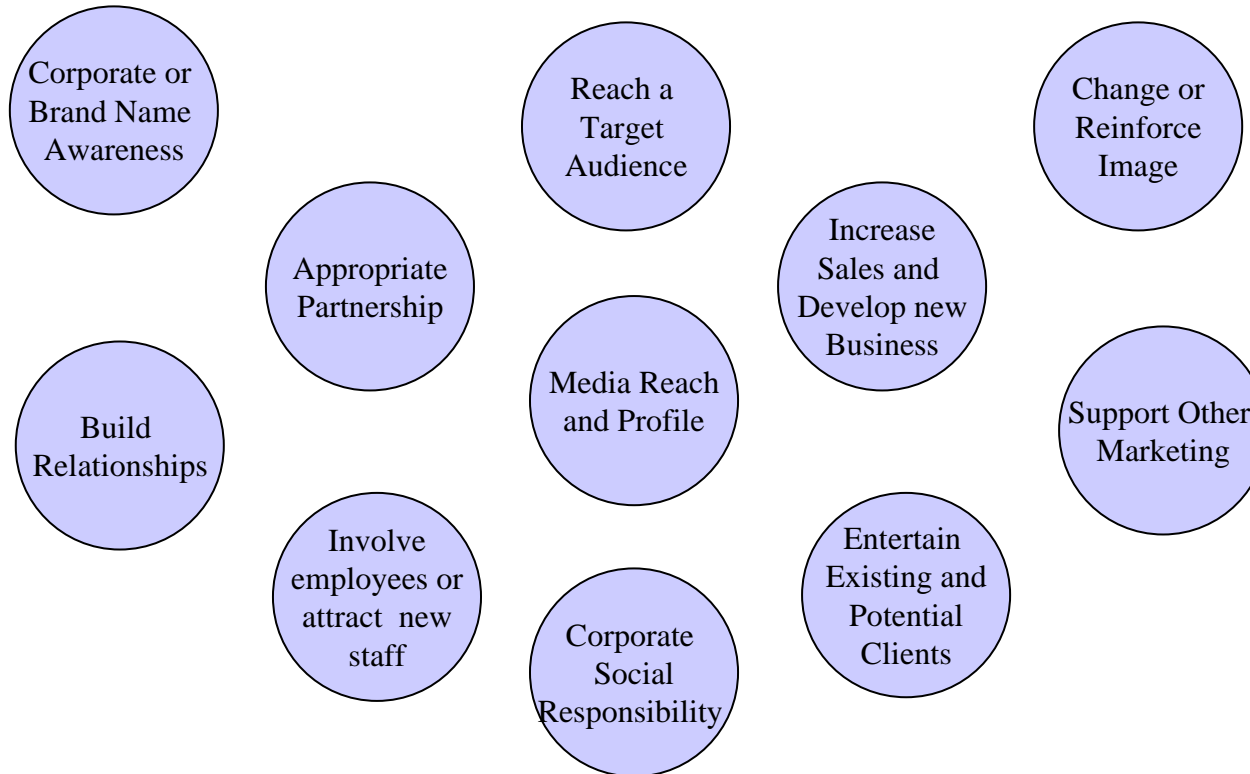
Top 10 Sponsoring Industries

Top 10 Sponsoring Industries
in number of deals reported 2009



Source: TWSM Annual Review 2009

Some Sponsor Objectives



➤ All sponsorships differ in their objectives and delivery

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EUROPEAN SPONSORSHIP
ASSOCIATION