european sponsorship association

Founded 1990

EU Conference on Sport Statistics

Existing Research Undertaken by Sports sponsorship Agencies

Sandra Greer

March 23rd 2011

ESA's Aims

- **Setting Standards** – Identifying and promoting responsible best practice and self-regulation.
- **Improving** - Advancing sponsorship competencies, practice and knowledge.
- **Promoting** - Being an advocate for sponsorship and promoting its importance, values and ethics.
- **Supporting** - Being an essential resource for sponsorship information, education/training and relationships.
- **Engaging** – Acting as the advocate, manager and authority on key policy issues at national government and pan-European level.
- **Benefiting** – Encouraging the role of sponsorship to make a contribution to society

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Members

•ESA currently has 236 members across Europe and close links to national sponsorship associations in:

- Austria, Denmark, France, Germany, Netherlands, Norway, Sweden

•Membership open to all practitioners within the industry:

- Sponsors
- Agencies
- Legal Firms
- Venues
- Research Companies
- Rights Holders
- Independent Advisors
- Accountants
- Hospitality Companies
- Exhibition/Signage Companies

•Sports & Non-Sports Sponsorship

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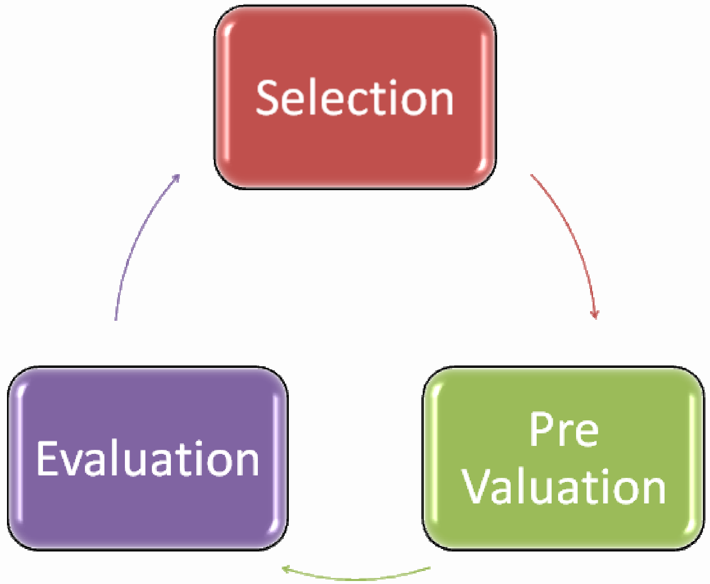
Sports Statistics

Sports Statistics Needed for the Sponsorship Industry



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Types of Sports Statistics Required & Collected

Sports Statistics

Participation
- Who and How Many
- Essential for Grass Roots
- Growing in Importance – Corporate Social Responsibility

Following
- Attendance at Events
- Media – Audiences & Programming
  - Traditional – TV, Print, Radio
  - Digital – On-line, Mobile, Social Networks

Profiles
- Demographics - Basic
- Psychographics – Growing in Importance
- Matched to Sponsor Target Segments
- Media Usage
- Product Ownership

Experience
- Events and Campaigns
- Satisfaction
- Sign Up
- Economic Return

Properties
- Past, Present & Future Sponsorship Rights
- Owner, Sponsor, Payment, Term, Scope

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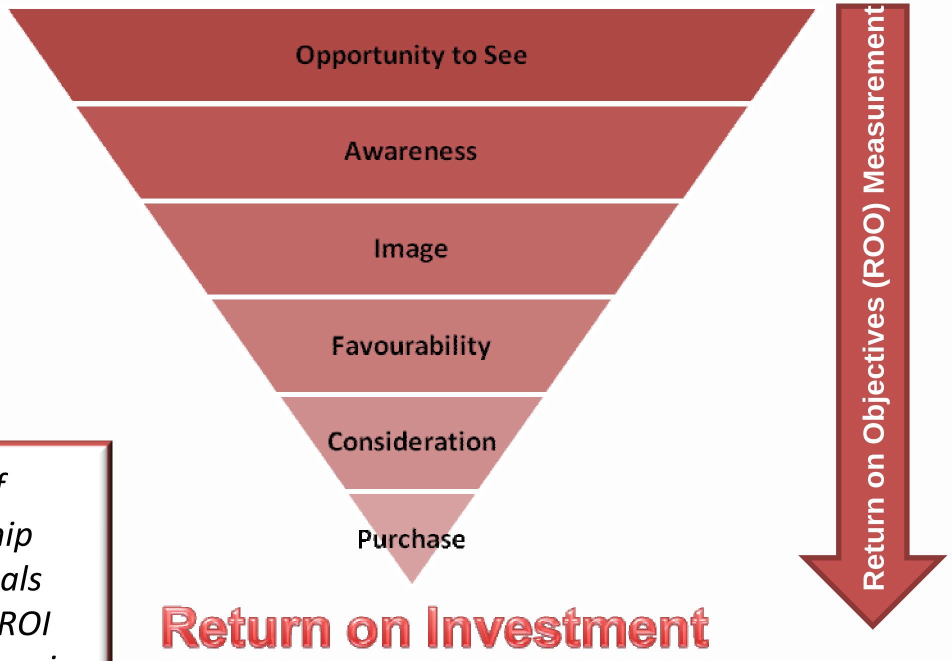
Use of Data

Use of Sports & Sponsorship Data

Used to Maximise Sponsorship Return



*"42% of sponsorship professionals predicting ROI would increase in importance in 2011" **

*IFM Sports Marketing Surveys End of Year 2010 Global Industry Survey
Sample 450 sponsorship professionals

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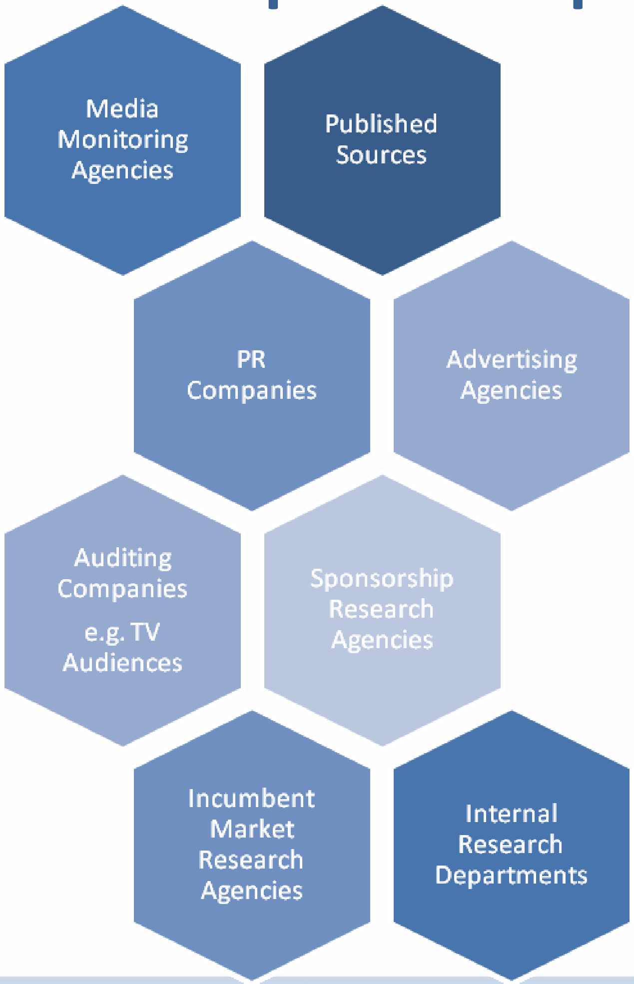
Sources of Data

Sports Statistics & Research Sources for the Sponsorship Industry



*"92% of sponsorship organisations evaluate sponsorship using a combination of internal and external resources" **

*IFM Sports Marketing Surveys End of Year 2010 Global Industry Survey
Sample 450 sponsorship professionals

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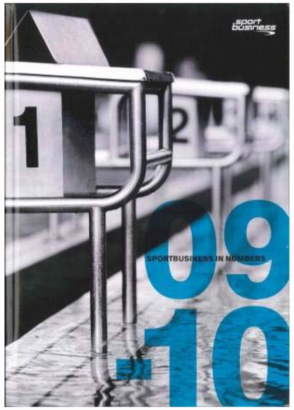
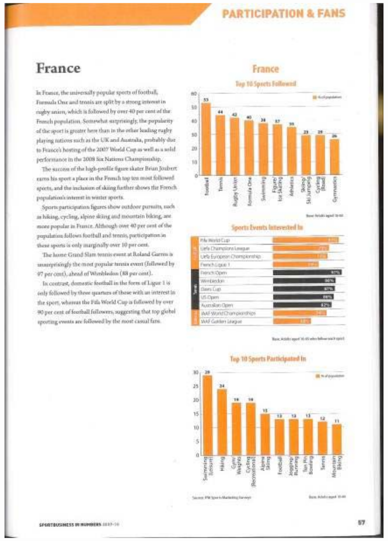
Sports Participation & Following

Examples of Sports Data

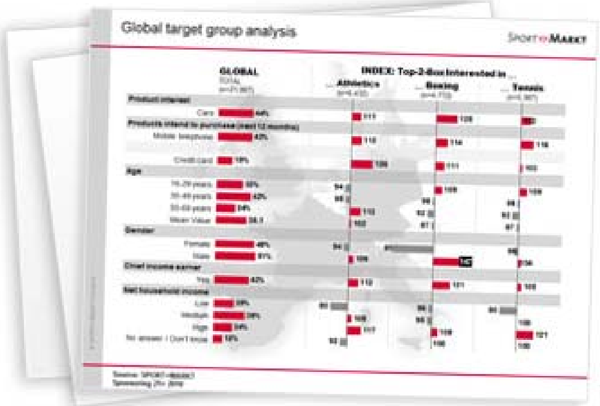


SPORT MARKT
SPONSORING21+



The Active People Survey is the largest ever survey of sport and active recreation to be undertaken in Europe.

TGI
KantarSport



ISES
International Sports & Events Study
IFM Sports Marketing Surveys

Sponsorship Deals

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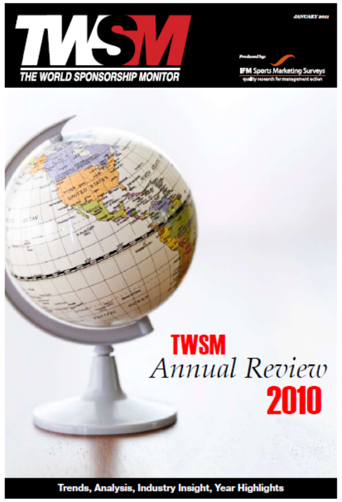
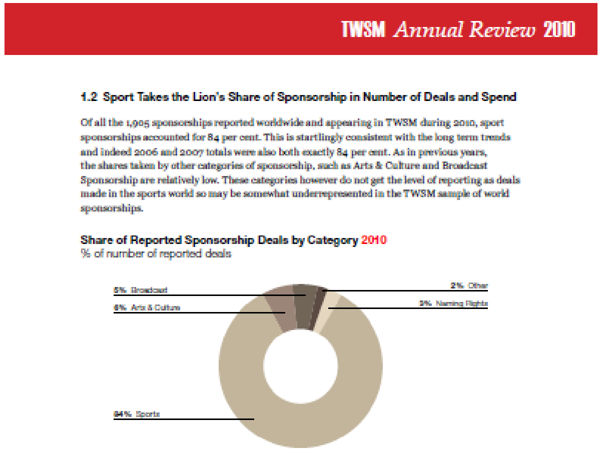
Examples of Sponsorship Data



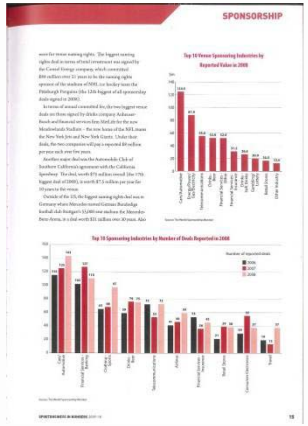


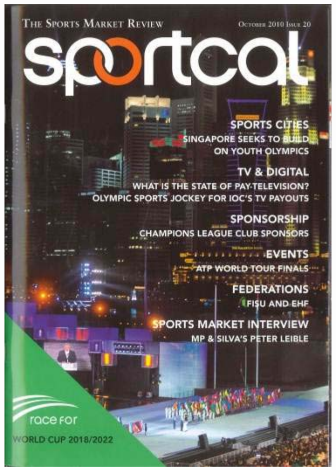
TWSM *Annual Review* 2010

1.2 Sport Takes the Lion's Share of Sponsorship in Number of Deals and Spend

Of all the 1,905 sponsorships reported worldwide and appearing in TWSM during 2010, sport sponsorships accounted for 84 per cent. This is startlingly consistent with the long term trends and indeed 2006 and 2007 totals were also both exactly 84 per cent. As in previous years, the shares taken by other categories of sponsorship, such as Arts & Culture and Broadcast Sponsorship are relatively low. These categories however do not get the level of reporting as deals made in the sports world so may be somewhat underrepresented in the TWSM sample of world sponsorships.

Share of Reported Sponsorship Deals by Category 2010
% of number of reported deals





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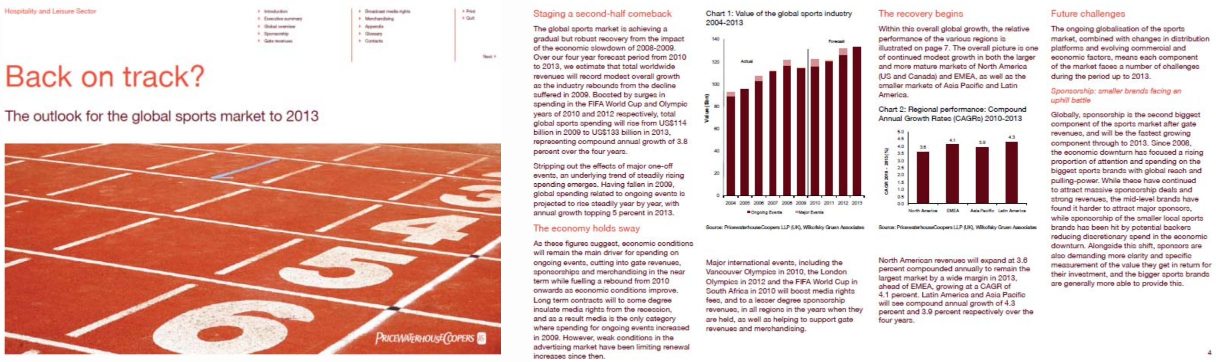
SPONSOR GLOBE

Sports & Sponsorship Intelligence

Examples of Intelligence



IFM Sports Marketing Surveys
quality research for management action

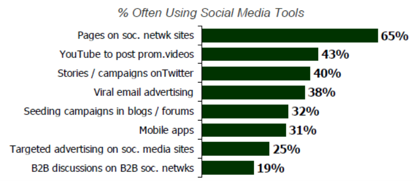
2010 Industry Survey
Insight review

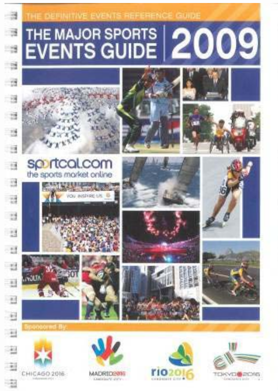
New Decade, New Media

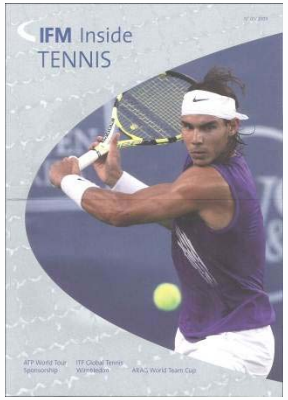
With accessibility to computers and mobile technology becoming commonplace, it is critical for brands to use digital media to reach their customers in 2011.

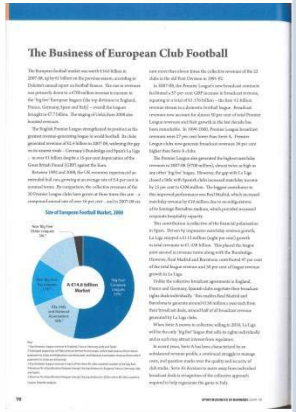
⇒ 82% believed that social media is crucial to CSR campaigns.
⇒ 73% cited social media as a must for all sponsorship campaigns.
⇒ 59% believed that social media can raise the profile and interest in events more than other communication methods.
⇒ 55% agreed that the use of social media within sponsorship has reduced the reliance on other more traditional forms of advertising.
⇒ 65% already have pages on social networking sites such as Facebook.
⇒ 43% often use YouTube to post promotional videos.

With facts like these, it is hard to deny the importance of social media as a communication platform and its growing importance as we move into 2011.









CSLS
Canadian Sponsorship Landscape Study

Repucom Sponsorship Australasia
Sponsorship Outlook Report 2010

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www.sponsorship.org

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