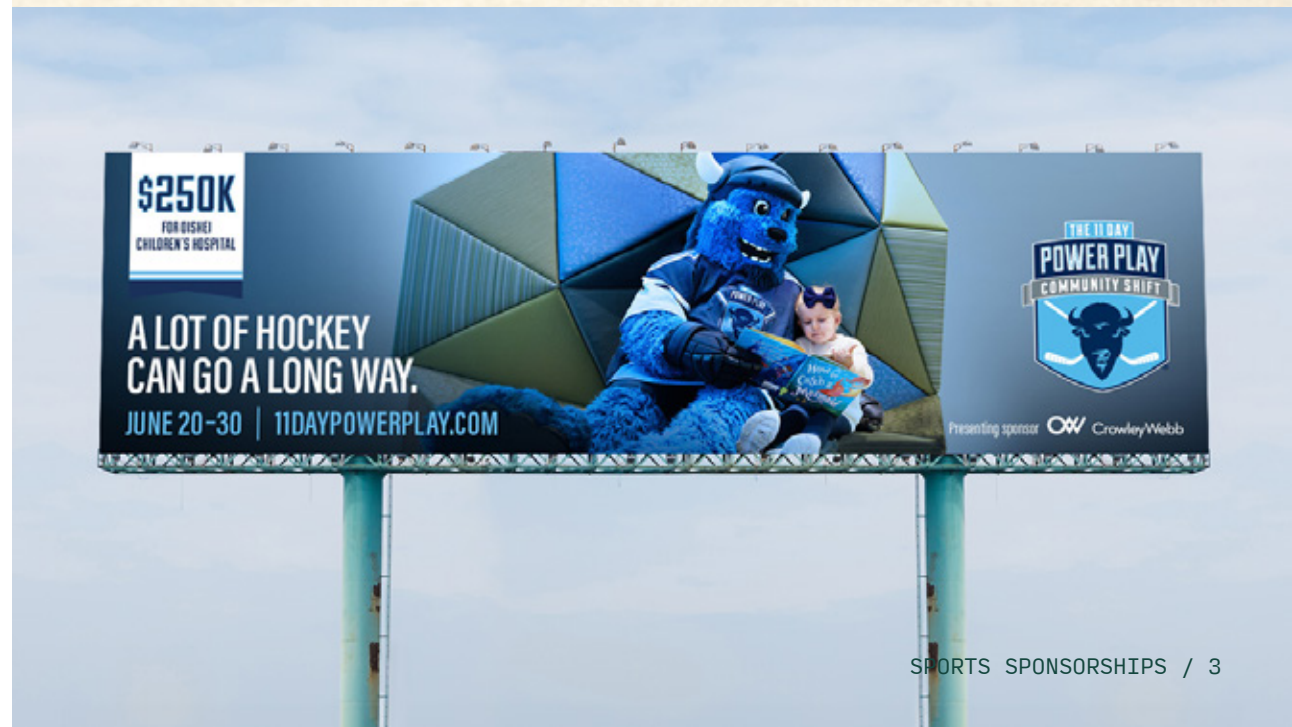


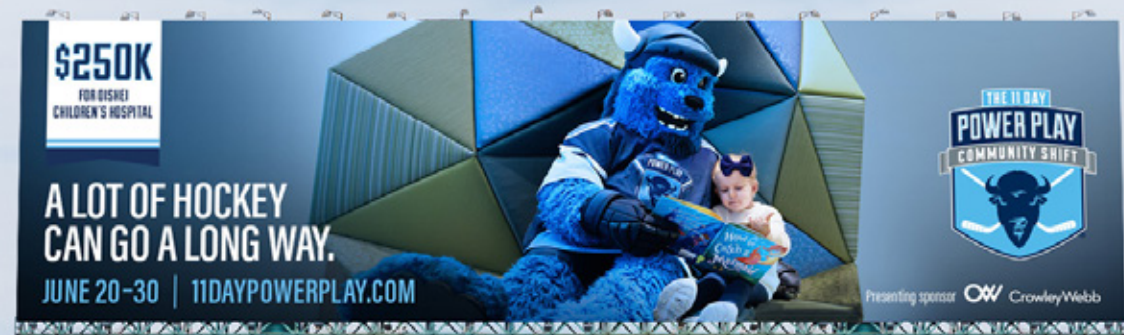
# WELCOME

We're fans  
of **building**  
**brands** by  
bringing  
**stories to life.**

We're fans  
of building  
brands by  
bringing  
stories to life.





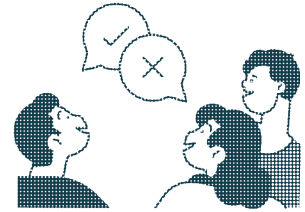




And we win  
when our work  
is grounded  
in data.



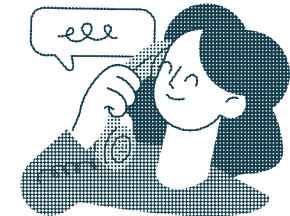
QUANTITATIVE  
RESEARCH



FOCUS  
GROUPS



IDIs



SOCIAL  
LISTENING

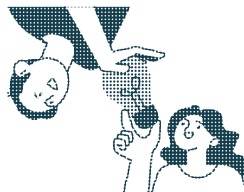


PROPRIETARY  
CONSUMER PANEL

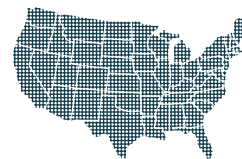
1.7K<sup>+</sup>

PARTICIPANTS

**sample.**  
CONSUMER PANEL



CONSUMER  
INSIGHTS



NATIONWIDE



PRIMARY  
RESEARCH



BEYOND  
SECURE



QUALITY  
ASSURANCE

# INTRODUCING







**NAMING  
RIGHTS?**

**OFFICIAL PARTNER VS.  
PLAYER PARTNERSHIP?**

**STAND OUT  
IN A SEA OF  
SPONSORS?**

**DO THEY JUST  
WANT A T-SHIRT?**

**WILL  
THEY BE  
FANS OF  
US?**

# 10-minute survey. DEC. '24

301

RESPONDENTS



AT LEAST  
SOME INTEREST  
IN SPORTS

95%

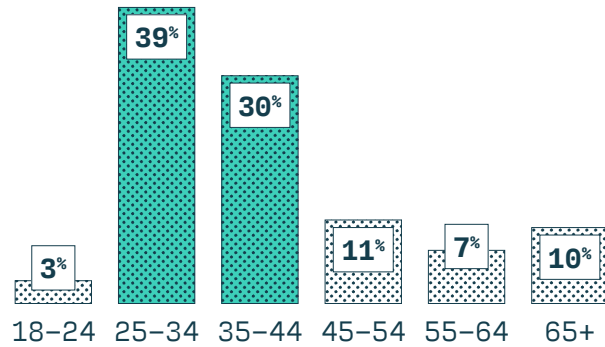
CONFIDENCE  
WITH  $\pm 5.7\%$   
ERROR RATE



30 STATES  
(54% NYS)



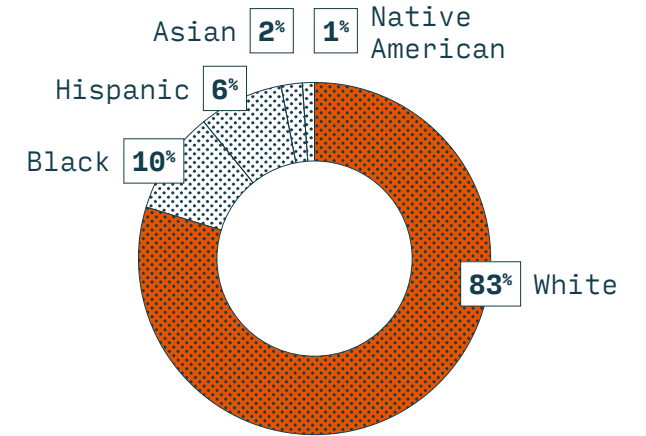
# The fanbase.



Age

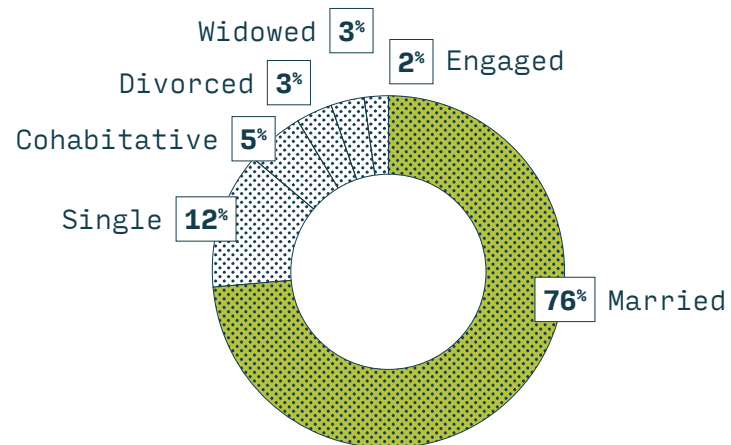


Gender

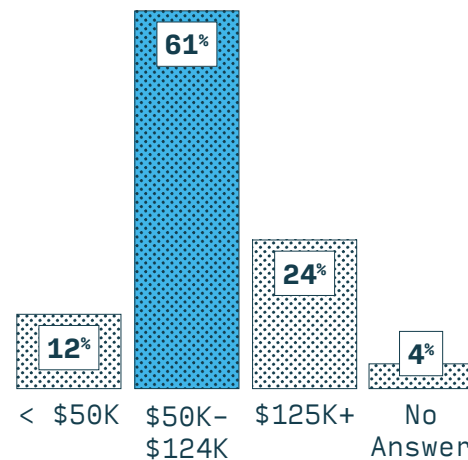


Race

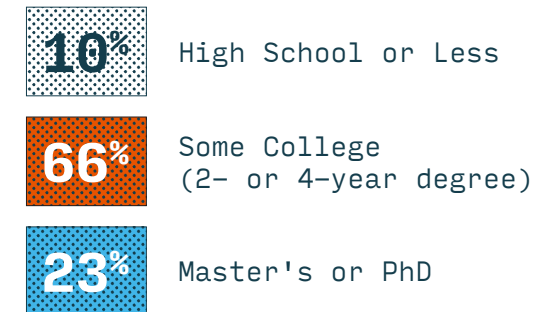
Marital Status



Household Income

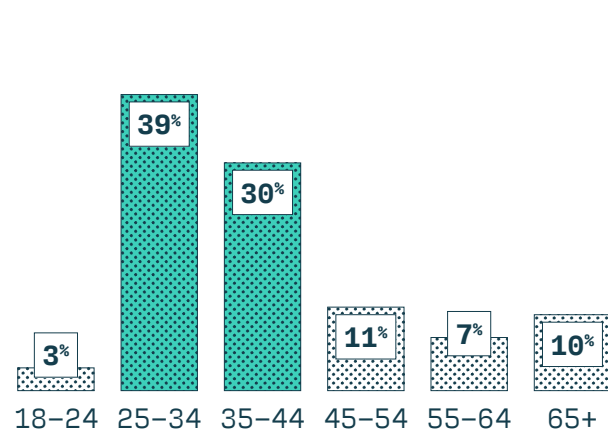


Education

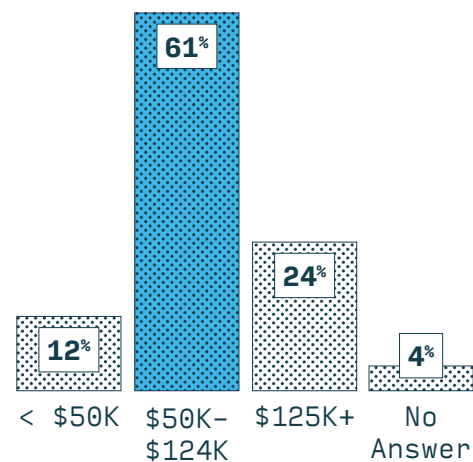


# Watch the **rookies.**

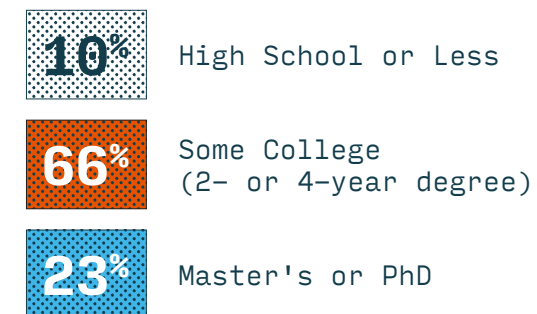
Age



Household Income



Education



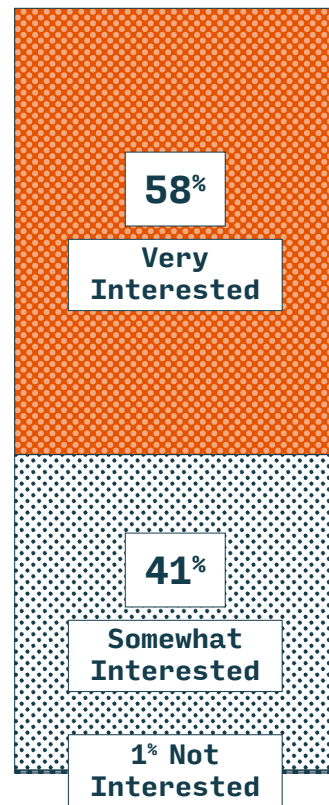


# WHAT ARE PEOPLE MOST OBSESSIVE ABOUT?

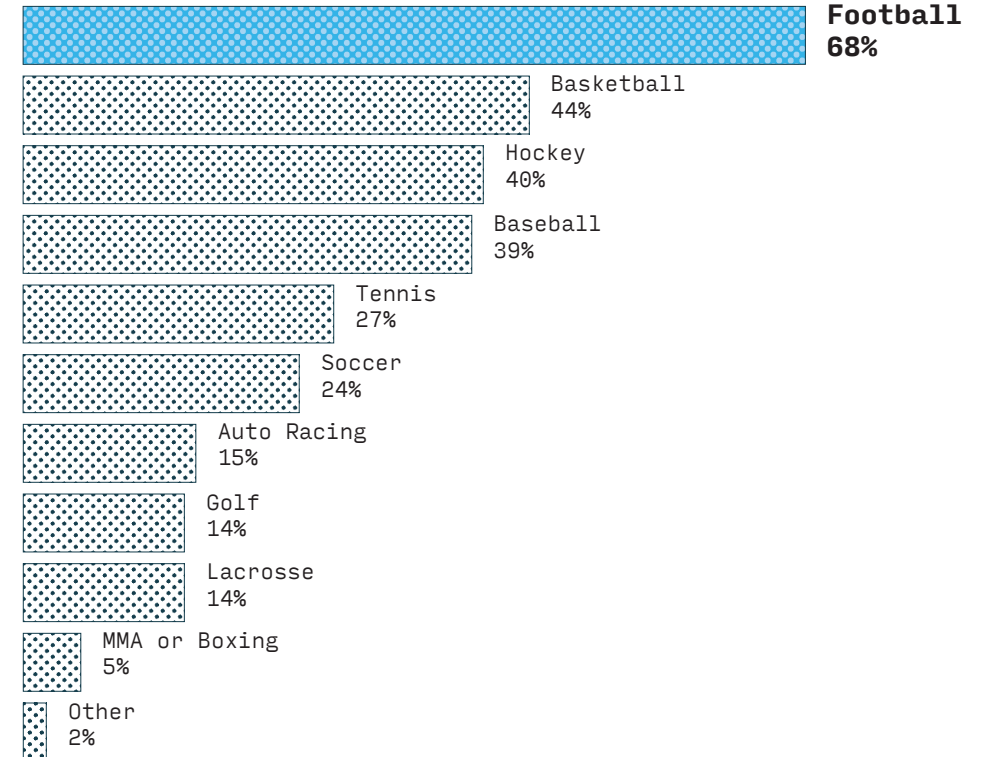


# Pro sports is the champ, with pro football leading the pack.

**Professional  
Sport Interest**  
(n = 301)

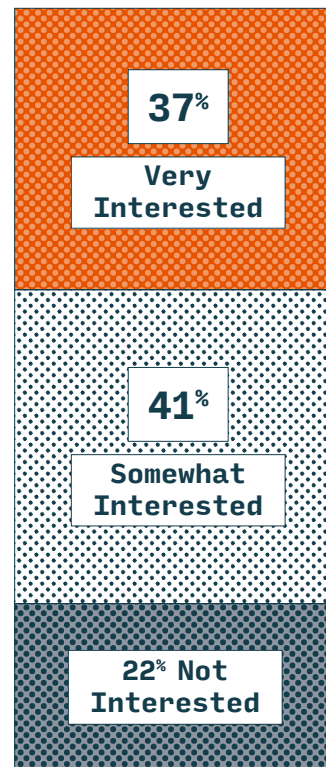


**Professional  
Sports**  
(n = 299)

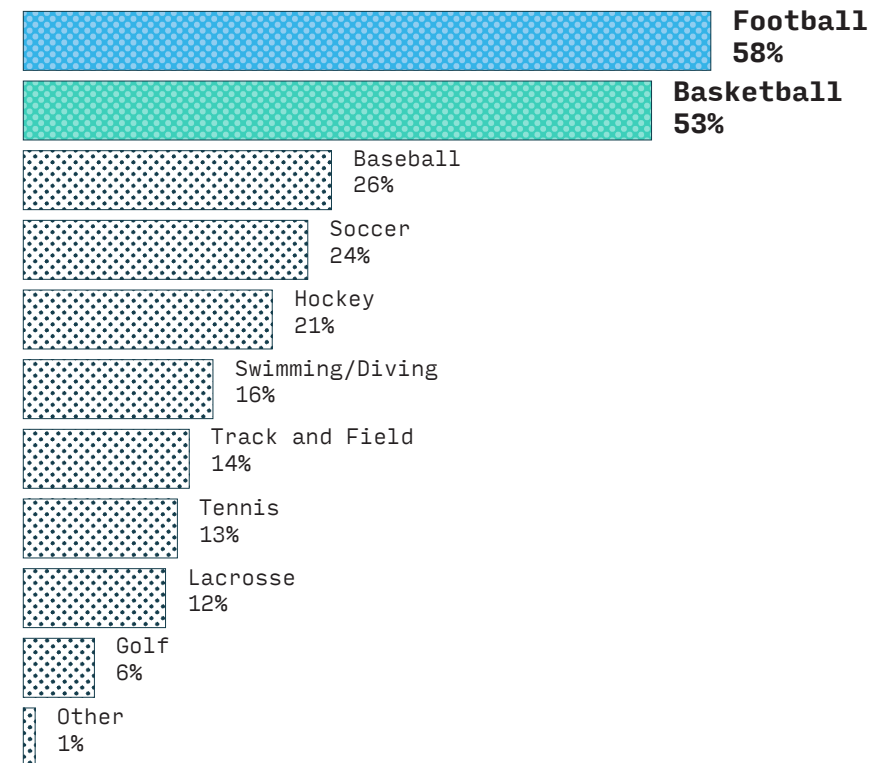


# Collegiate sports is also big time, with **78%** reporting some level of interest.

**Collegiate  
Sport Interest**  
(n = 301)



**Collegiate  
Sports**  
(n = 234)



# EXTRA

The background of the slide is a dark, textured image of a baseball field. In the upper right, a circular inset shows a baseball player in a white uniform sliding into a base. In the lower right, another circular inset shows a group of baseball players in white uniforms on the field. The overall color scheme is dark with orange and white accents.

While football and basketball interest is driven by the Big Ten, **regional brands could tap into local college fandom.**

# POINT!



2:29

5G

# DAEMENATHLETICS Posts



daemen\_mbb and 3 others



DAEMEN UNIVERSITY • FOUNDED 1842  
42.9683° N, 73.7883° W  
"A WORLD OF OPPORTUNITY  
WITHIN REACH"

# #1

DAEMEN UNIVERSITY IS THE FIRST  
DIVISION I OR II TEAM FROM WESTERN  
NEW YORK TO BE RANKED NO. 1 IN THE  
COUNTRY IN ANY NATIONAL POLL

2/18 NABC DIVISION II COACHES POLL  
NO. 1 DAEMEN (N.Y.)  
NO. 2 NOVA SOUTHEASTERN (FLA.)  
NO. 3 ALABAMA HUNTSVILLE (ALA.)  
NO. 4 WASHBURN (KAN.)  
NO. 5 DALLAS BAPTIST (TEXAS)

# EXTRA



College athletes are a hot topic  
right now thanks to the new NIL rules.

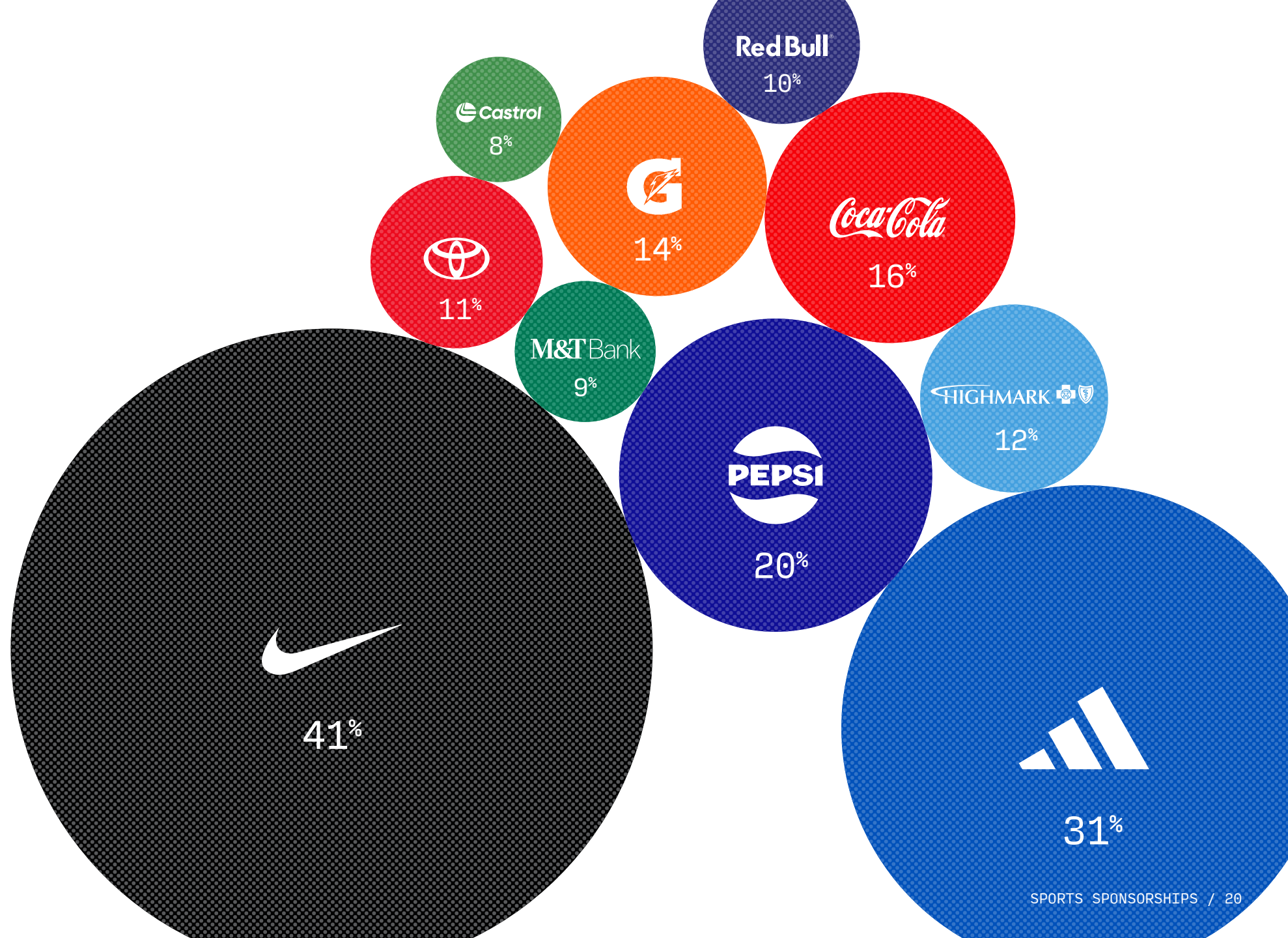


# POINT!

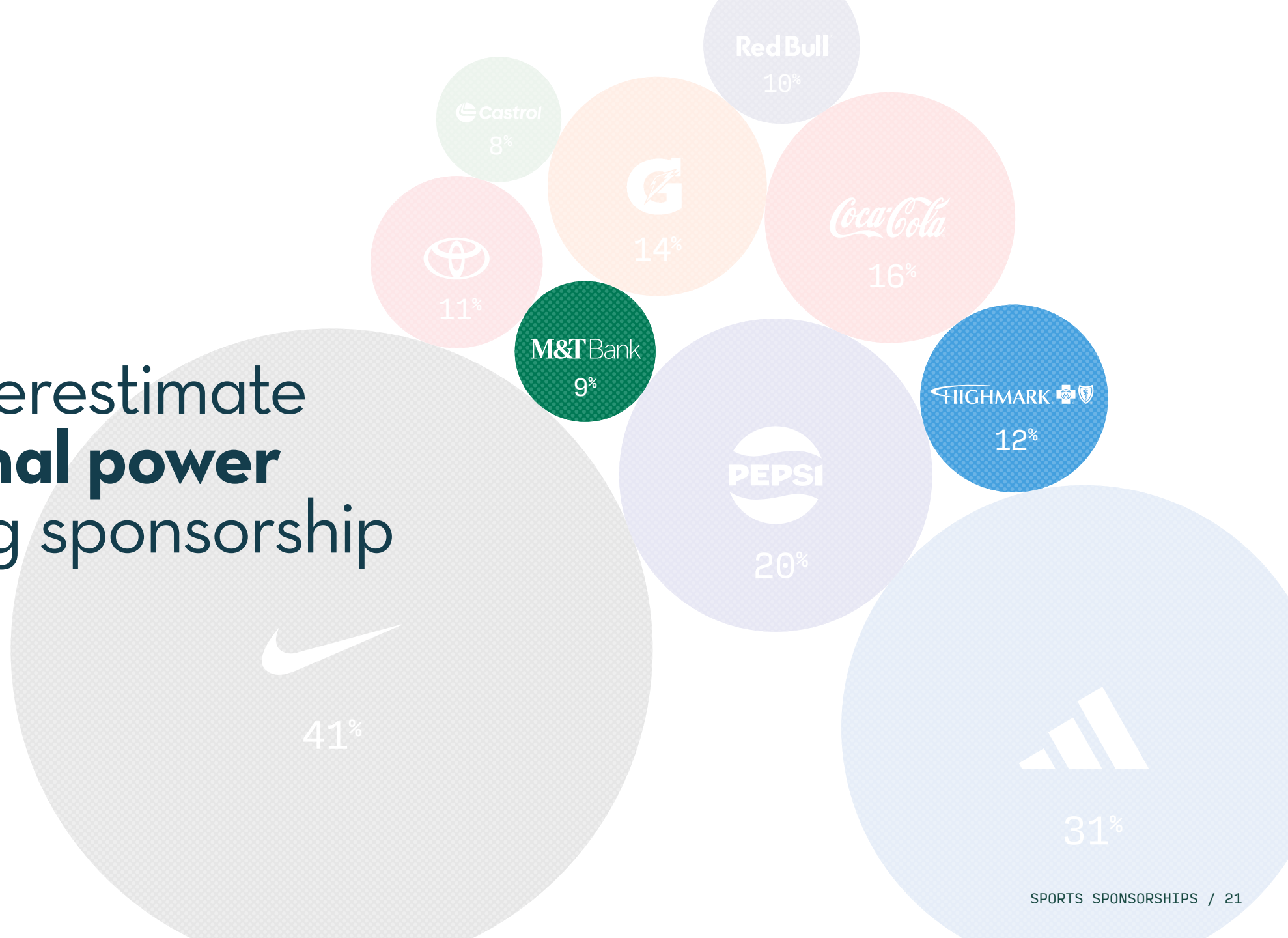
# DO BRAND SPONSORSHIPS REGISTER WITH FANS?



Y-E-S!  
YES!  
YES!  
YES!



Don't underestimate  
the **regional power**  
of a strong sponsorship  
strategy.

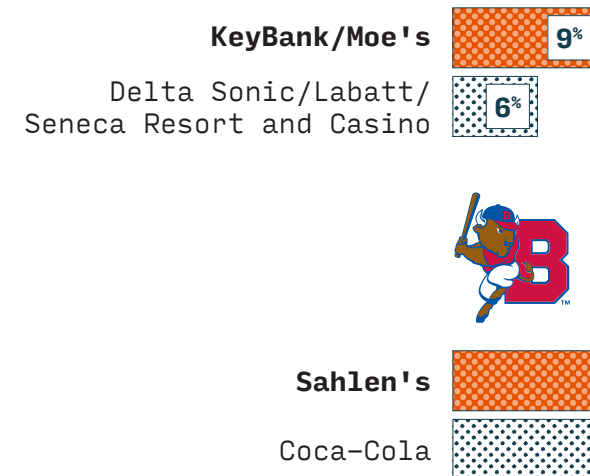
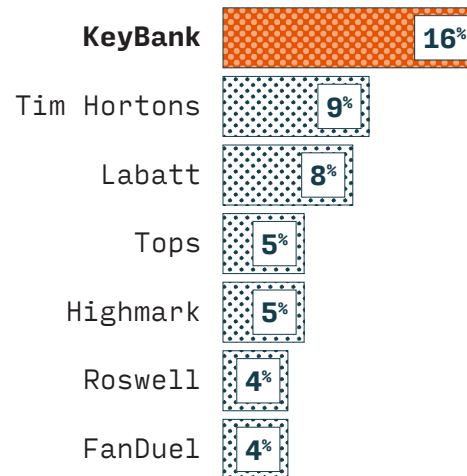
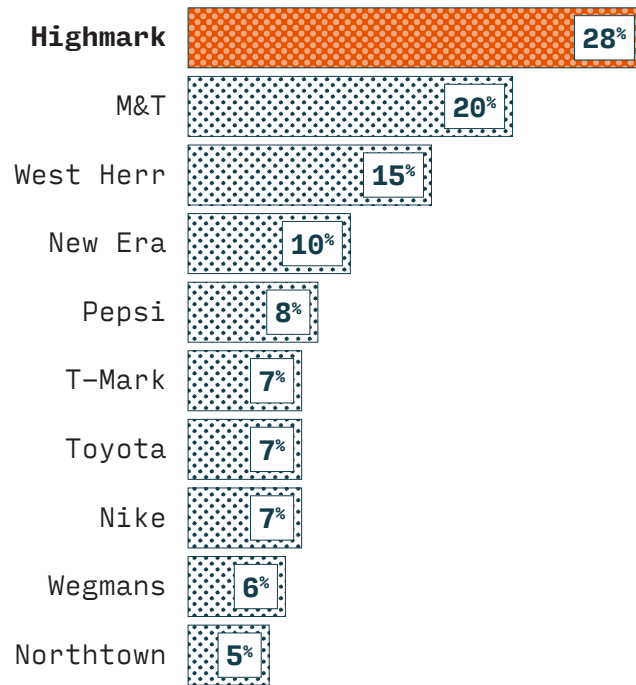






**[YOUR NAME HERE]  
STADIUM.**

# Naming rights definitely pack power. But they're not everything.





×



# Moe's scores!



# 9%

**Moe's Bandits  
promotion** has  
their recall on par  
with KeyBank.



Make  
some  
noise!

20%

M&T hits with **media strategy, signage, and multiple activations.**





Make  
some  
noise!



15%

West Herr only  
**leverages players**  
but goes big.

# EXTRA

## A player on your roster?



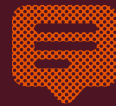
Mutually  
beneficial  
partnerships



Have  
an appetite  
for risk



Always have  
a plan B



Jump  
on current  
conversations



Big  
personality >  
big budget



Go  
all out!

# POINT!



**ENTERTAIN FIRST.**





**SELL SECOND.**



# SELL SECOND.



The athlete  
influencer



Quality  
over quantity





# BETTER ODDS THAN VEGAS.

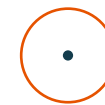
Sports are  
**almost always**  
a sure thing.

61%

POSITIVE

38%

NEUTRAL



Only **1%** of respondents  
had negative perceptions.

# The **feel-good** story of the season.

62%

Leads to awareness

61%

More community-focused

51%

Brands are innovative

50%

Likely to purchase based  
on player partnership





# TIMEOUT



**We expected fans to grumble about  
brands spending on sponsorships.**



**We expected fans to grumble about  
brands spending on sponsorships.**

**But our data suggests otherwise.**

Brands are the **good guys**.

“Sponsors help make events **more accessible or affordable**, and in return, I get to enjoy the game and maybe even score some freebies or exclusive content.”

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“Sponsors help make events **more accessible or affordable**, and in return, I get to enjoy the game and maybe even score some freebies or exclusive content.”

“Sponsorships make the whole experience more exciting and engaging. Whether it’s free merchandise, exclusive events, or just seeing a brand invest in something I love, it feels like they’re **adding value to the event. Plus, it shows the brand cares about connecting with fans on a more personal level.**”

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# Brands are the **good guys**.

“I think brand sponsorship of sports teams or events is great. It not only **helps teams and athletes gain better resources but also enhances the fan experience.** Many brands use this opportunity to connect with the community and promote positive values.”

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# Brands are the good guys.

"I think brand sponsorship of sports teams or events is great. It not only **helps teams and athletes gain better resources but also enhances the fan experience.** Many brands use this opportunity to connect with the community and promote positive values."


"For me, sports sponsorship is a win-win. **The brand gets exposure, the team gets support, and we fans enjoy a higher-quality experience.**"



**BUT ARE FANS  
SKEPTICAL  
OF ULTERIOR  
MOTIVES?**

Skeptical?  
**No.**

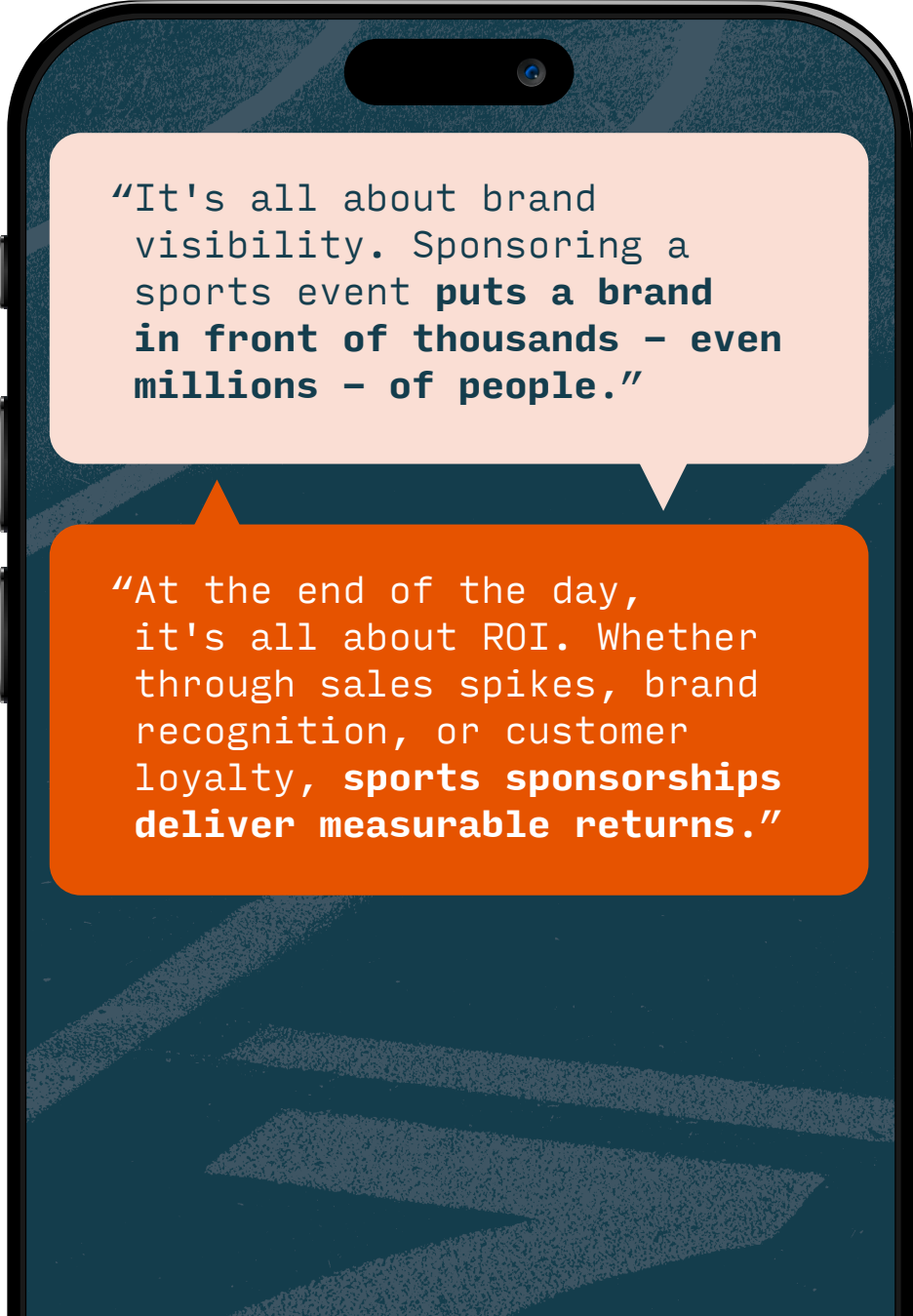
Savvy?  
**Absolutely!**

A graphic of a smartphone with a dark blue screen. On the screen, there is a light orange speech bubble containing text. The background of the screen has faint, abstract white lines.

"It's all about brand visibility. Sponsoring a sports event **puts a brand in front of thousands – even millions – of people.**"

Skeptical?  
**No.**

Savvy?  
**Absolutely!**

A graphic of a smartphone screen with a dark blue background. Two speech bubbles are overlaid on the screen. The top bubble is light pink and contains text about brand visibility. The bottom bubble is orange and contains text about ROI. The phone's camera and status bar are visible at the top.

"It's all about brand visibility. Sponsoring a sports event **puts a brand in front of thousands – even millions – of people.**"

"At the end of the day, it's all about ROI. Whether through sales spikes, brand recognition, or customer loyalty, **sports sponsorships deliver measurable returns.**"

Skeptical?  
**No.**

Savvy?  
**Absolutely!**

"It's all about brand visibility. Sponsoring a sports event **puts a brand in front of thousands – even millions – of people.**"

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"By associating with popular teams or athletes, **brands can expand their exposure to a wider demographic.**"



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"By associating with popular teams or athletes, **brands can expand their exposure to a wider demographic.**"

Fans know it's all about awareness, sales, and reach.

But they get it and respect it.

But,  
sponsorships  
go the **extra  
mile.**



“Sponsorships provide a platform for brands to show they are socially responsible. **Supporting community-focused events and teams can give a brand a positive image in the eye of consumers.**”

But,  
sponsorships  
go the **extra  
mile.**



“Sponsorships provide a platform for brands to show they are socially responsible. **Supporting community-focused events and teams can give a brand a positive image in the eye of consumers.**”

Fans give credit for community responsibility through engagements.

There's an added benefit of an altruistic angle when done right.

# Demonstration, **please?**



OFFICIAL 5G NETWORK  
OF THE TENNESSEE TITANS

# EXTRA

## There's a growing sophistication of fans.



Increased ticket prices = fan base with higher purchasing power



New stadium is going to offer a more elevated fan experience



Brands need to consider context and audience preferences

# POINT!



Brands are batting 1.000.

# Brands are batting 1.000.

 **Positive perceptions.**

# Brands are batting 1.000.

- ☑ Positive perceptions.
- ☑ Feel-good vibes.

Brands are batting 1.000.

**But what actually stands out?**

Brands are batting 1.000.

**But what actually stands out?  
And does it drive action?**





# WHAT ARE FANS REALLY ROOTING FOR?

1

# FREE STUFF.


(Moe's scores again!)

"I love how at Bandits games if they score 10 goals, we get to go to Moe's for a free burrito."



2

GOOD VIBES.



"I attended a brand-sponsored soccer match ... after the game, the brand donated to a youth soccer program, **showing they truly care about the community, not just advertising.**"



3

# EXPERIENCES.

"An automotive brand set up an interactive booth outside a stadium, offering test drives and cool branded giveaways."



4

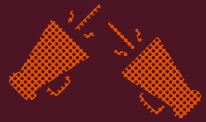
# YOUR LOGO EVERYWHERE.

"I remember an NBA game sponsored by a brand and they had their ads everywhere, even on jerseys. The brand exposure was really strong."

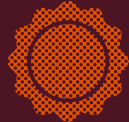


# EXTRA

## The activation power play.



Build  
that buzz!



Authentic,  
not just  
branded



Capture  
leads



Extend the  
experience



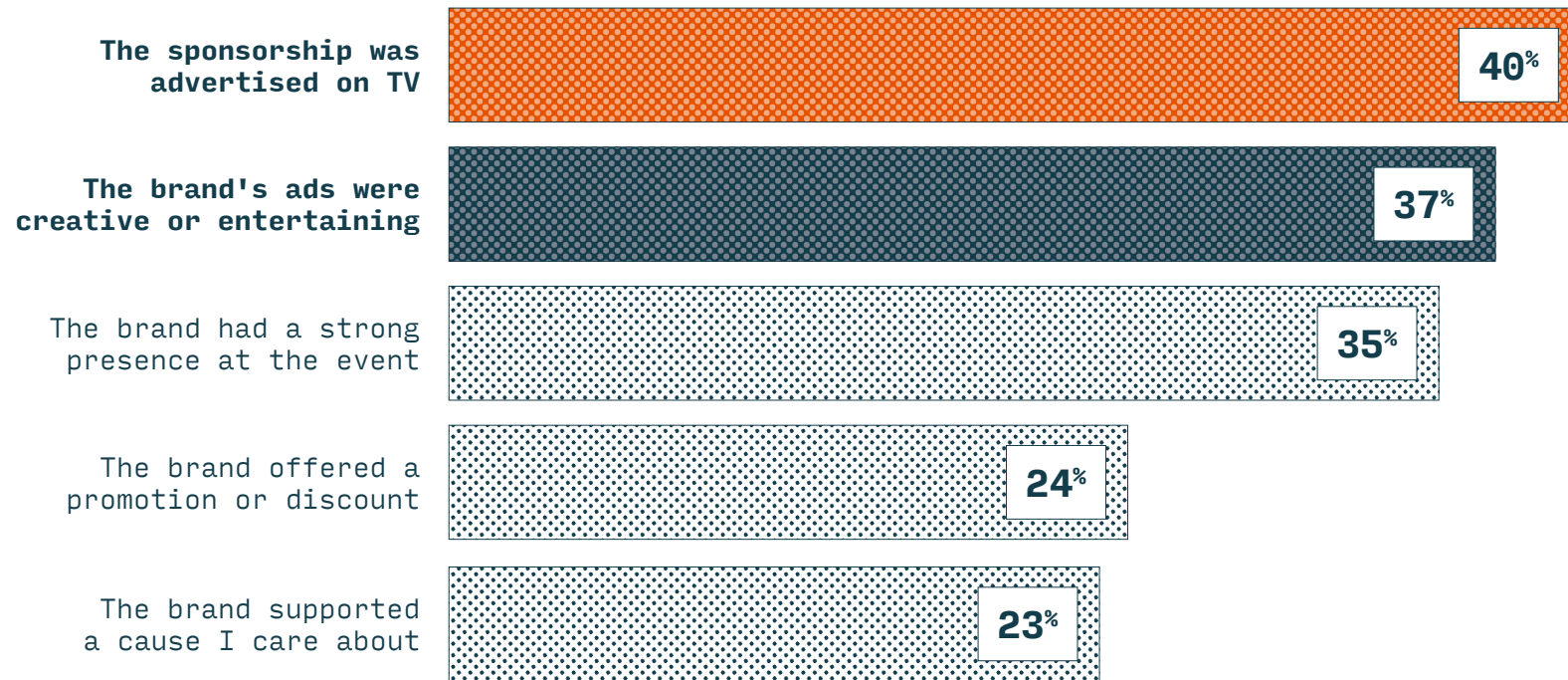
That  
backup plan

# POINT!

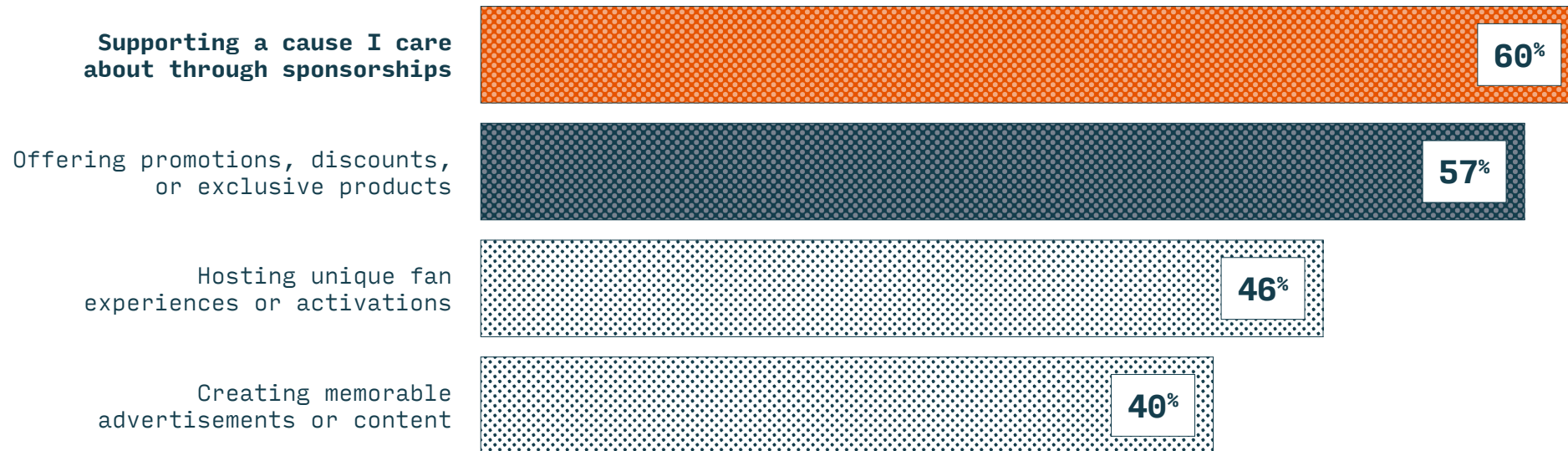


# RECALL VS. ENGAGEMENT

# Fans say ads are key drivers for memorability.



# But when asked about engagement, **cause-related support ranked highest.**

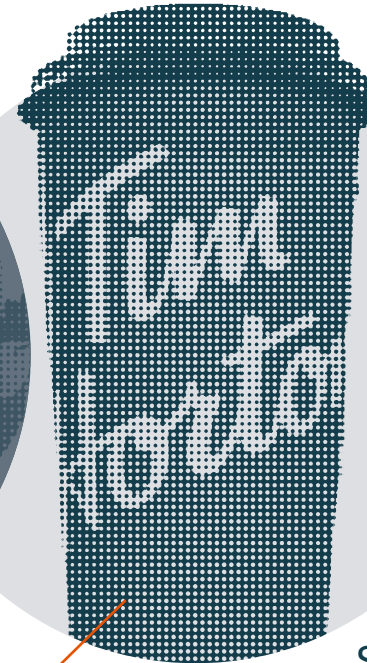
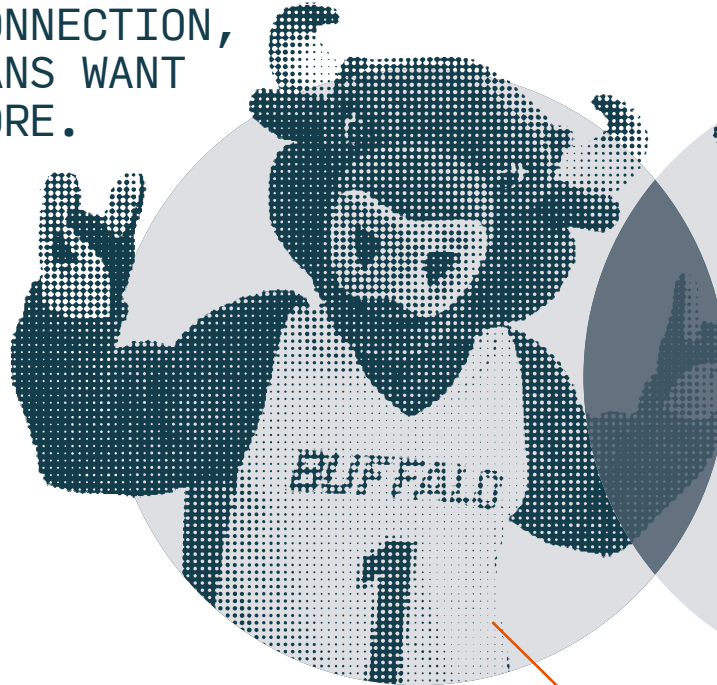


# The ideal play?



FANS ARE  
REMEMBERING ADS,  
SO THEY'RE A  
GREAT TACTIC.

TO BUILD  
CONNECTION,  
FANS WANT  
MORE.



COMMUNITY  
INVOLVEMENT,  
SPECIAL OFFERS,  
DISCOUNTS, OR  
FREE STUFF.

**IMPLEMENT BOTH FTW!**



**DOES ANY OF  
THIS ACTUALLY  
DRIVE ACTION?**

# Absolutely.

38%

Engaged with  
sponsor content  
on social media

38%

Participated in  
sponsorship events  
or promotions

30%

Followed a sponsor's  
social media account

They're also  
**buying!**

37%

**More than a third**  
reported purchasing  
activity.



# THE GAME PLAN

1

**CONSIDER ALL  
YOUR OPTIONS.**





2

**THINK BEYOND ADS.**





3

## RETHINK THE FREE T-SHIRT.





4

**STAY ON  
YOUR TOES.**



5

**SPORTS REALLY  
ARE FOR EVERYONE.**



6

REMEMBER  
YOUR WHY.



FOR MORE INFORMATION,  
CONTACT:

**GENERAL INQUIRIES**  
[NICOLE.LAWNICZAK@CROWLEYWEBB.COM](mailto:NICOLE.LAWNICZAK@CROWLEYWEBB.COM)

**SAMPLE CONSUMER PANEL**  
[ANDREA.BERKI@CROWLEYWEBB.COM](mailto:ANDREA.BERKI@CROWLEYWEBB.COM)