

WELCOME

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

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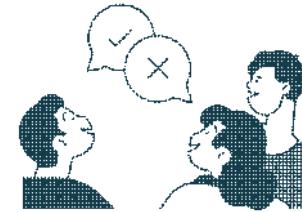
And we win
when our work
is grounded
in data.



QUANTITATIVE
RESEARCH



IDIs



FOCUS
GROUPS



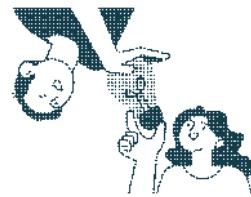
SOCIAL
LISTENING

sample._{ow}

CONSUMER PANEL



PROPRIETARY
CONSUMER PANEL



CONSUMER
INSIGHTS



NATIONWIDE



BEYOND
SECURE

1.7K⁺

PARTICIPANTS



PRIMARY
RESEARCH



QUALITY
ASSURANCE

INTRODUCING

datAlive.^{ow}
SPORTS SPONSORSHIPS



HIKE!



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

95%

CONFIDENCE
WITH $+\text{-}5.7\%$
ERROR RATE

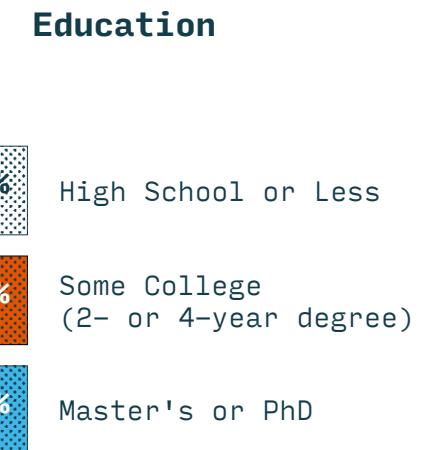
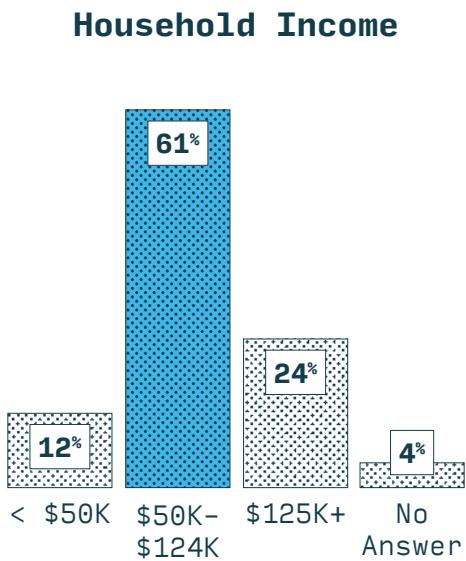
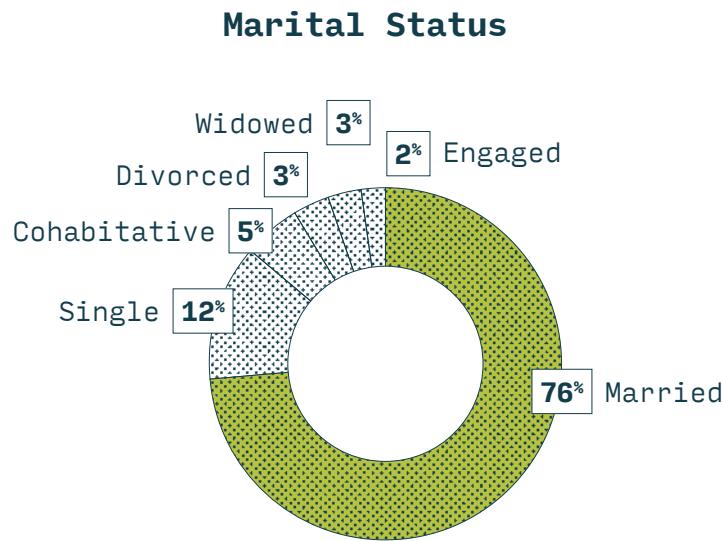
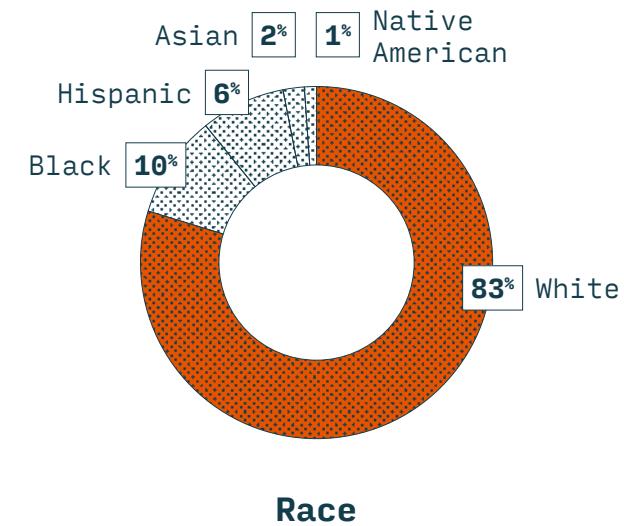
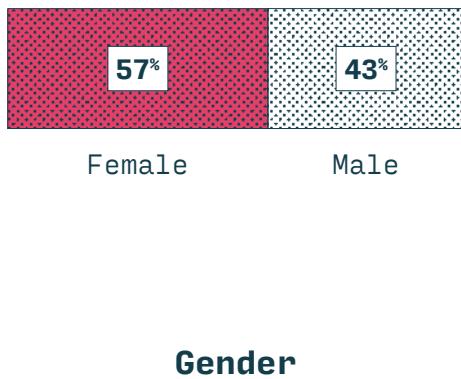
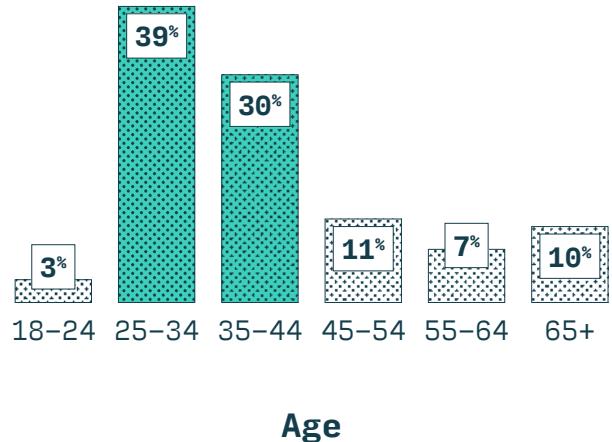


AT LEAST
SOME INTEREST
IN SPORTS

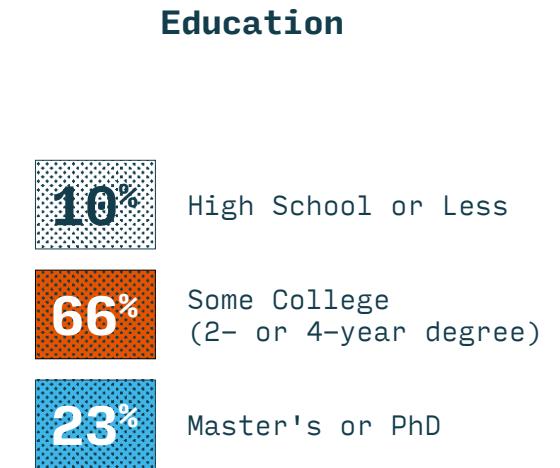
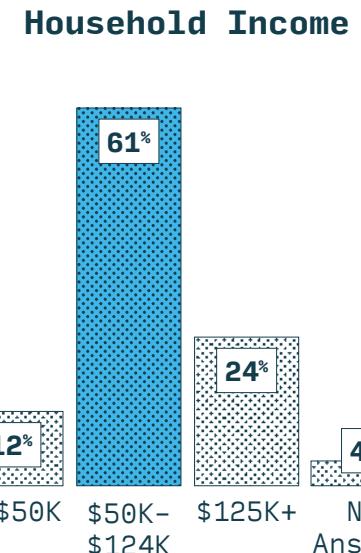
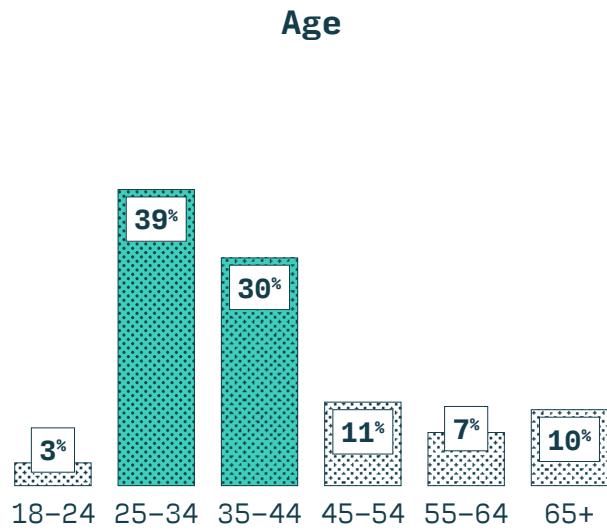


30 STATES
(54% NYS)

The fanbase.



Watch the **rookies**.





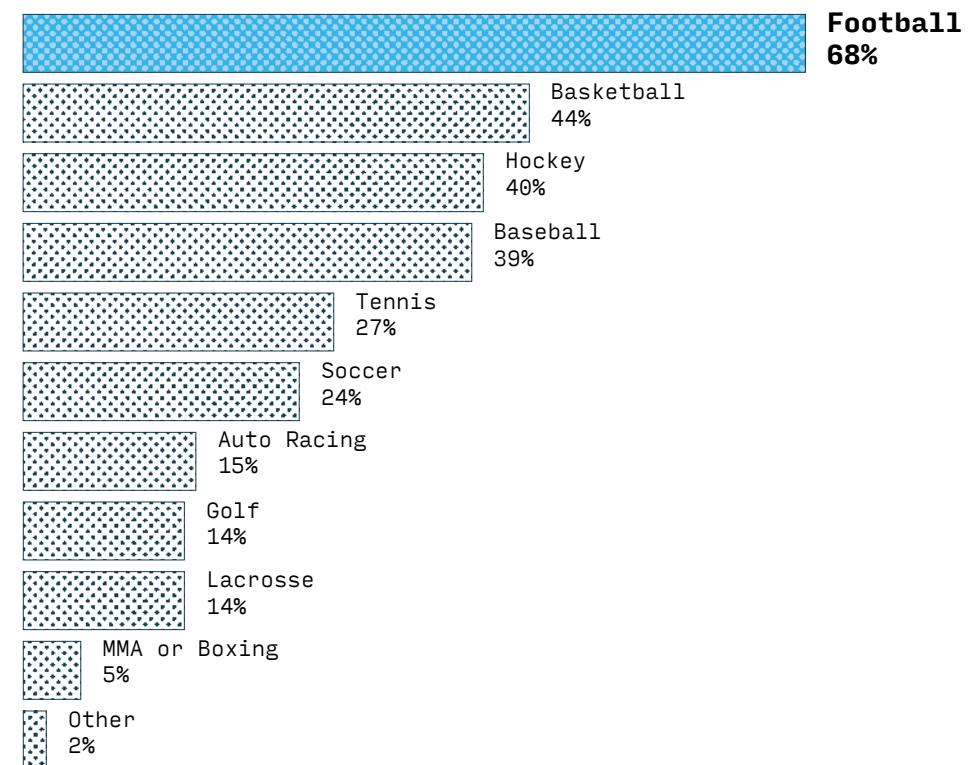
WHAT ARE PEOPLE MOST OBSESSIVE ABOUT?

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

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

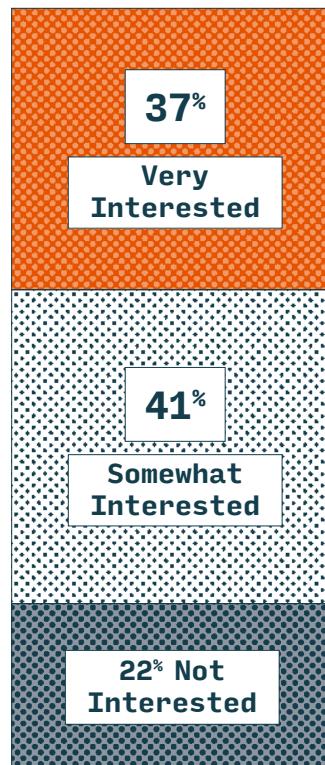


**Professional
Sports**
(n = 299)

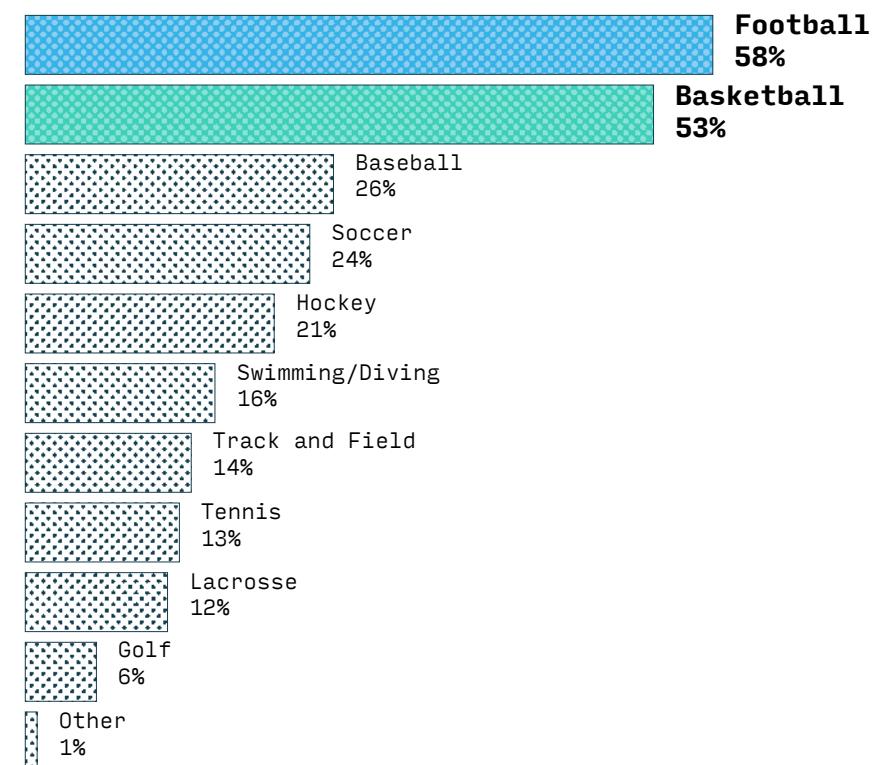


Collegiate sports is also big time, with 78% reporting some level of interest.

Collegiate Sport Interest
(n = 301)



Collegiate Sports
(n = 234)



EXTRA



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





EXTRA

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



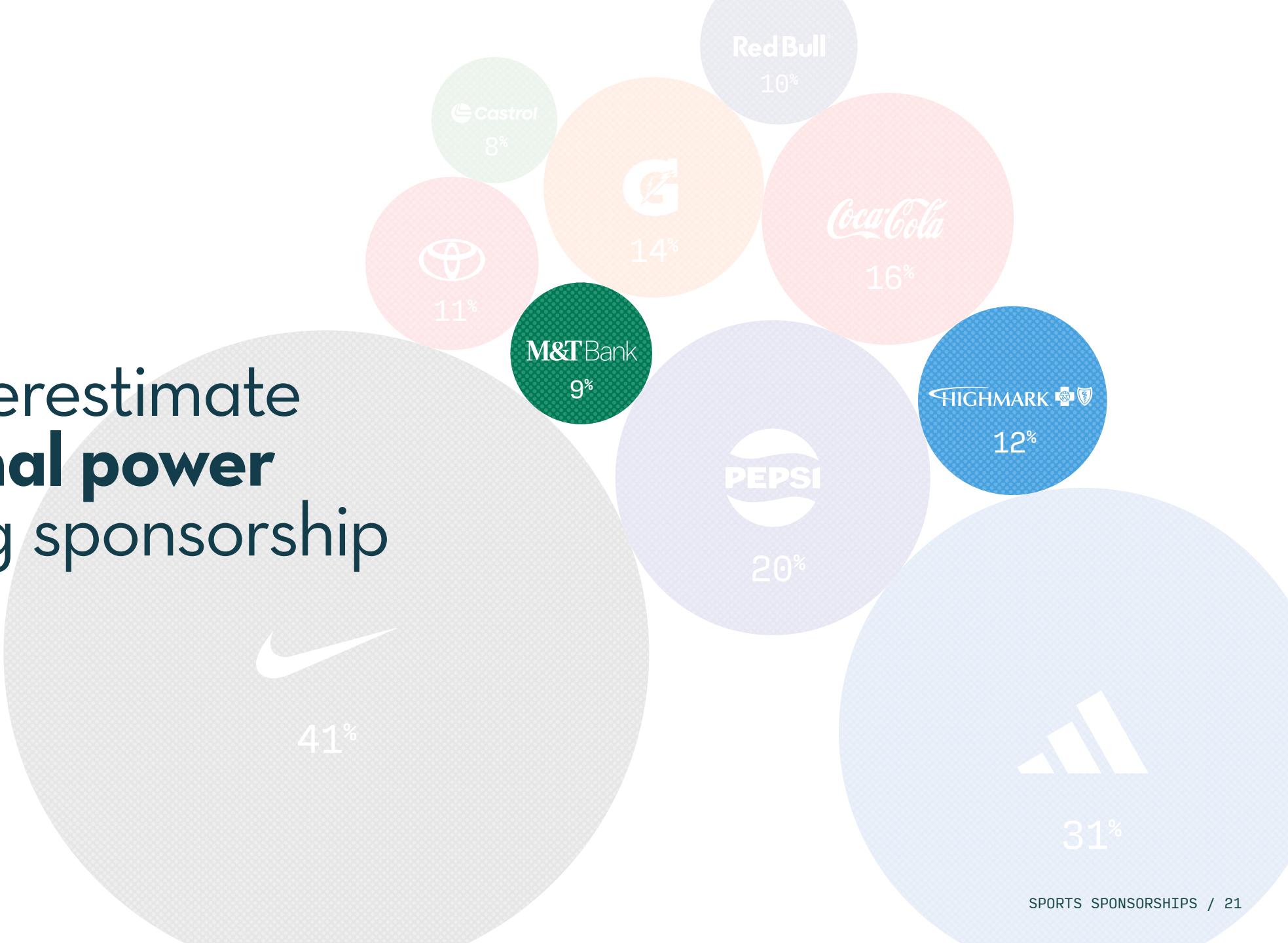
POINT

DO BRAND SPONSORSHIPS REGISTER WITH FANS?

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



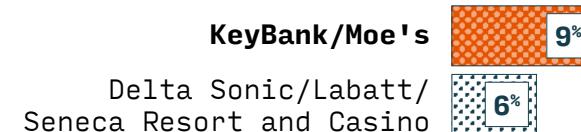
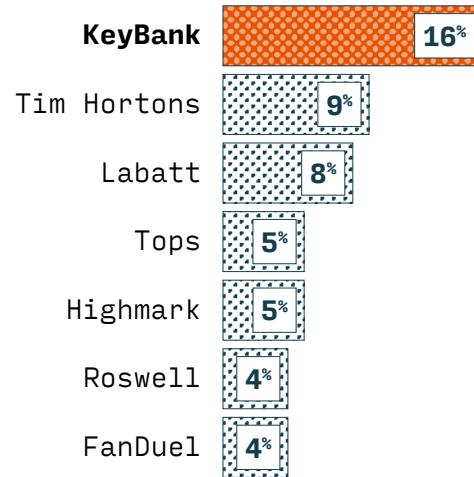
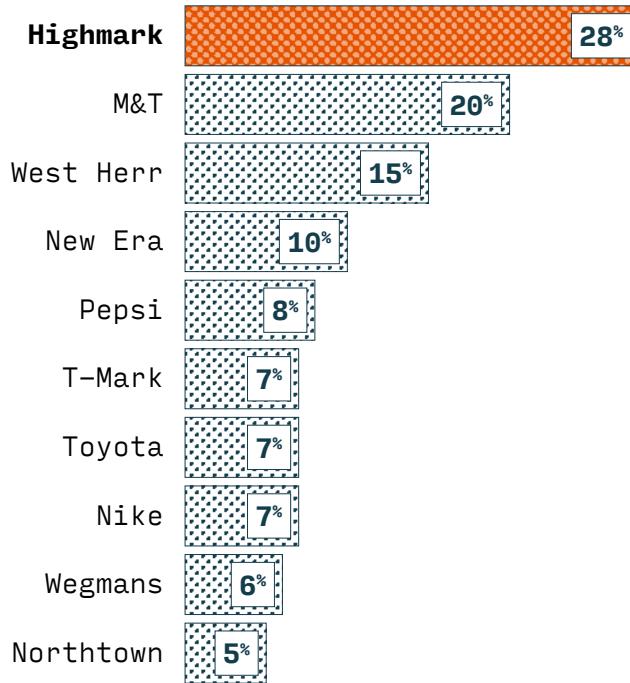
Don't underestimate
the **regional power**
of a strong sponsorship
strategy.





[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.



× M&T Bank

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

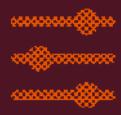
A player on your roster?



Mutually
beneficial
partnerships



Have
an appetite
for risk



Always have
a plan B



Jump
on current
conversations



Big
personality >
big budget



Go
all out!

ENTERTAIN FIRST.





SELL SECOND.



SELL SECOND.



The athlete
influencer

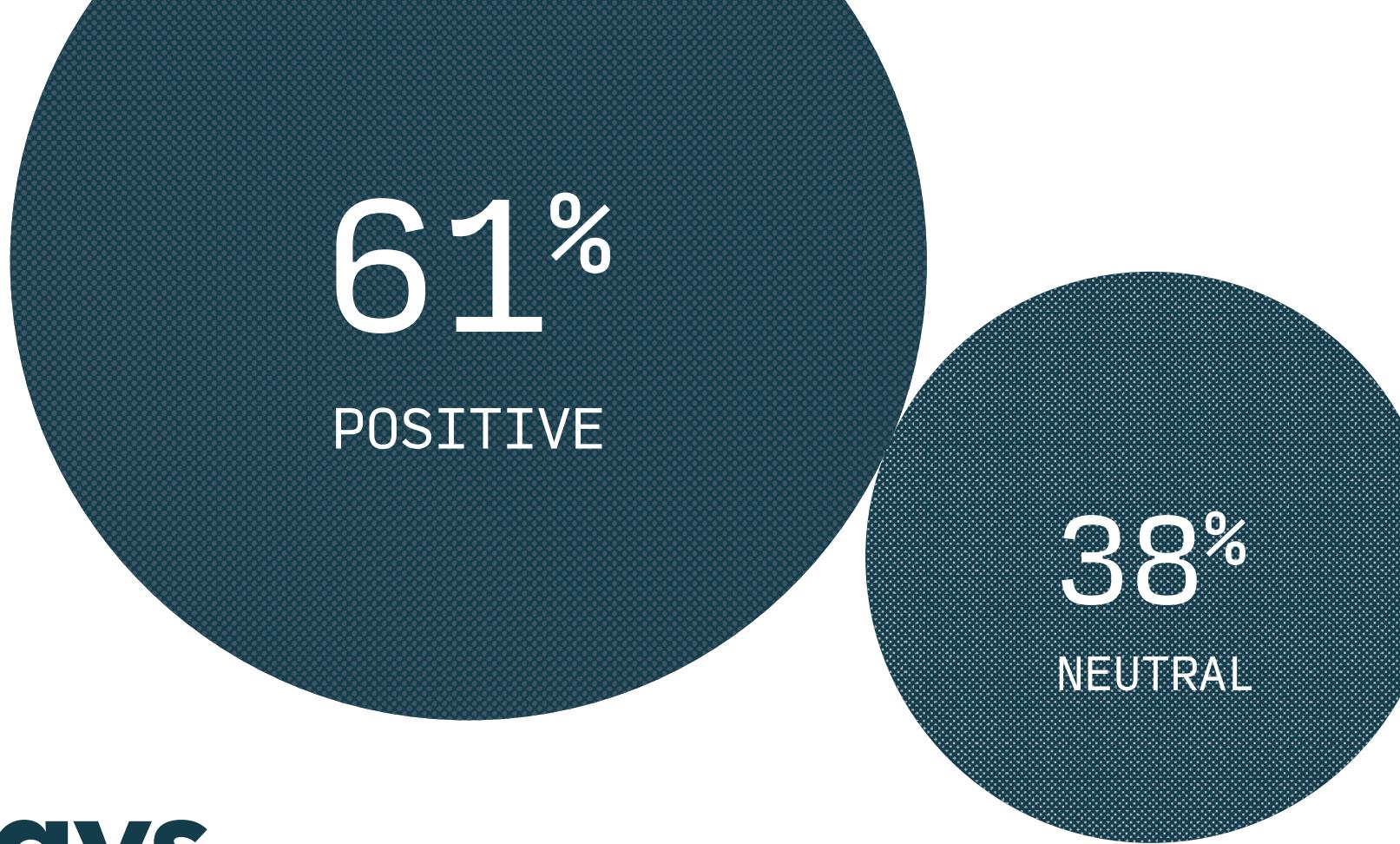


Quality
over quantity



**BETTER ODDS
THAN VEGAS.**

Sports are
almost always
a sure thing.



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



TIME OUT



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



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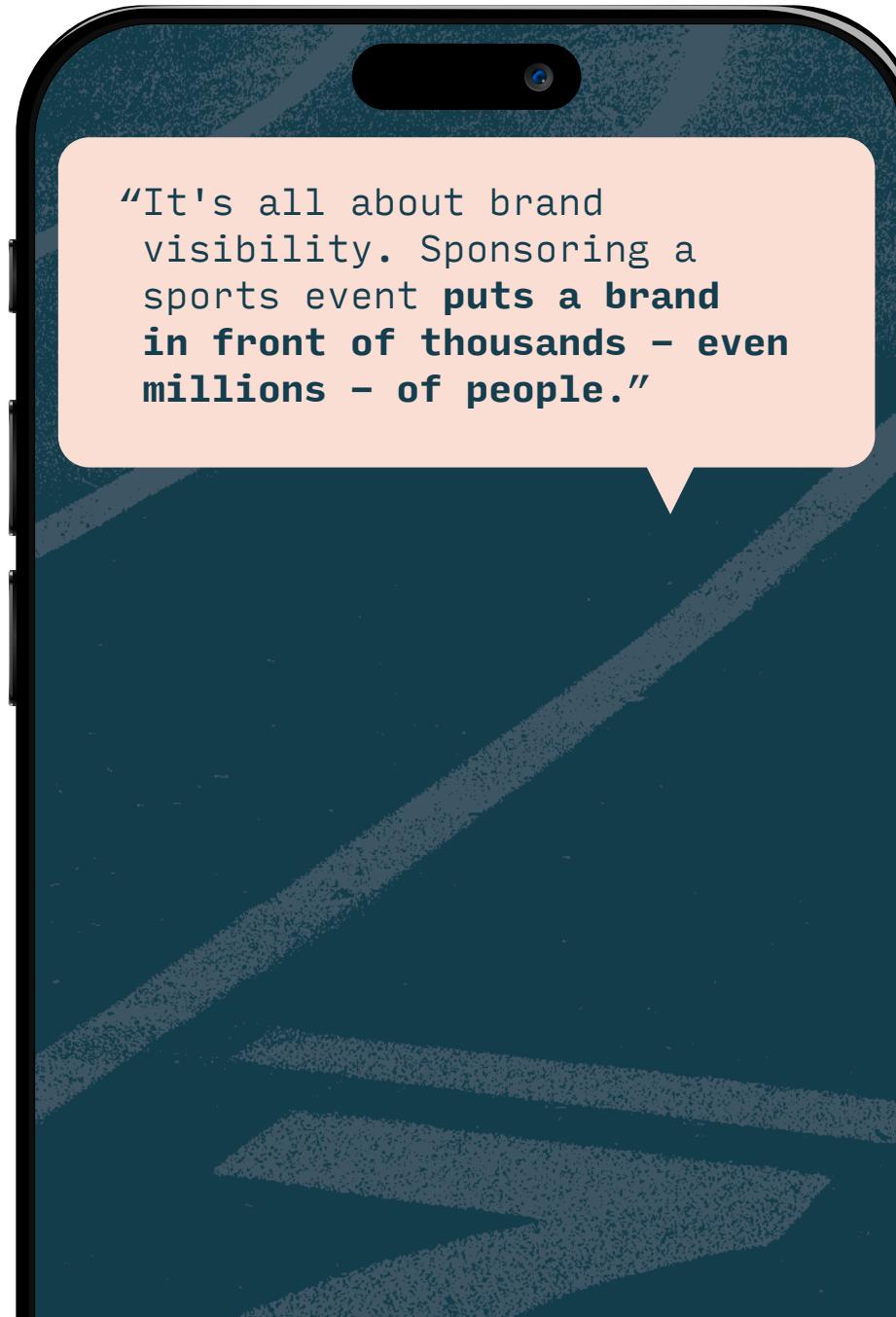
“For me, sports sponsorship is a win-win. **The brand gets exposure, the team gets support, and we fans enjoy a higher-quality experience.**”



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

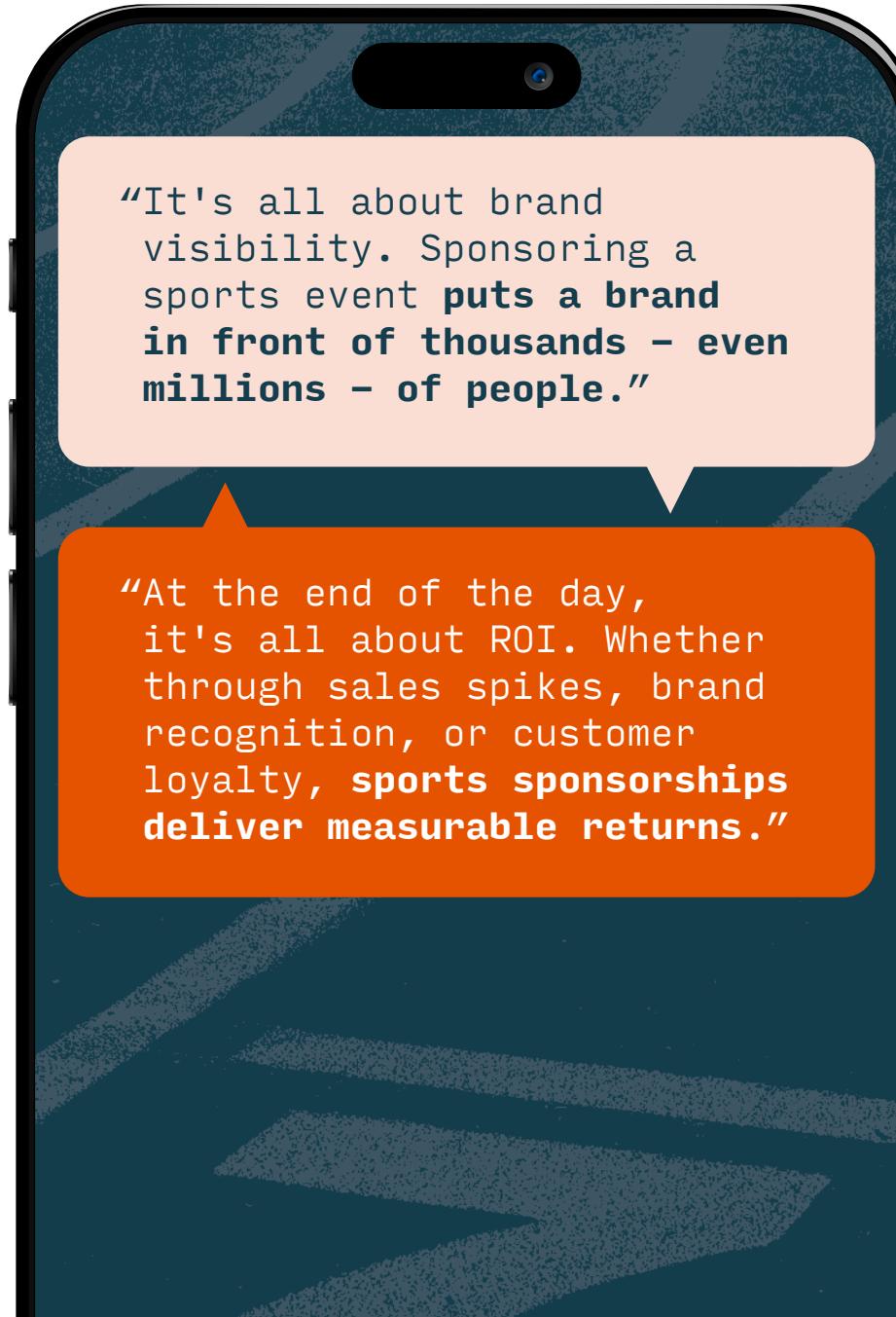
Skeptical?
No.

Savvy?
Absolutely!



Skeptical?
No.

Savvy?
Absolutely!



Skeptical? No.

Savvy? Absolutely!



Skeptical? No.

Savvy? Absolutely!



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.**”

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Fans give credit for community responsibility through engagements.

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

Demonstration, please?

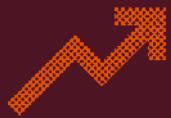
verizon



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.

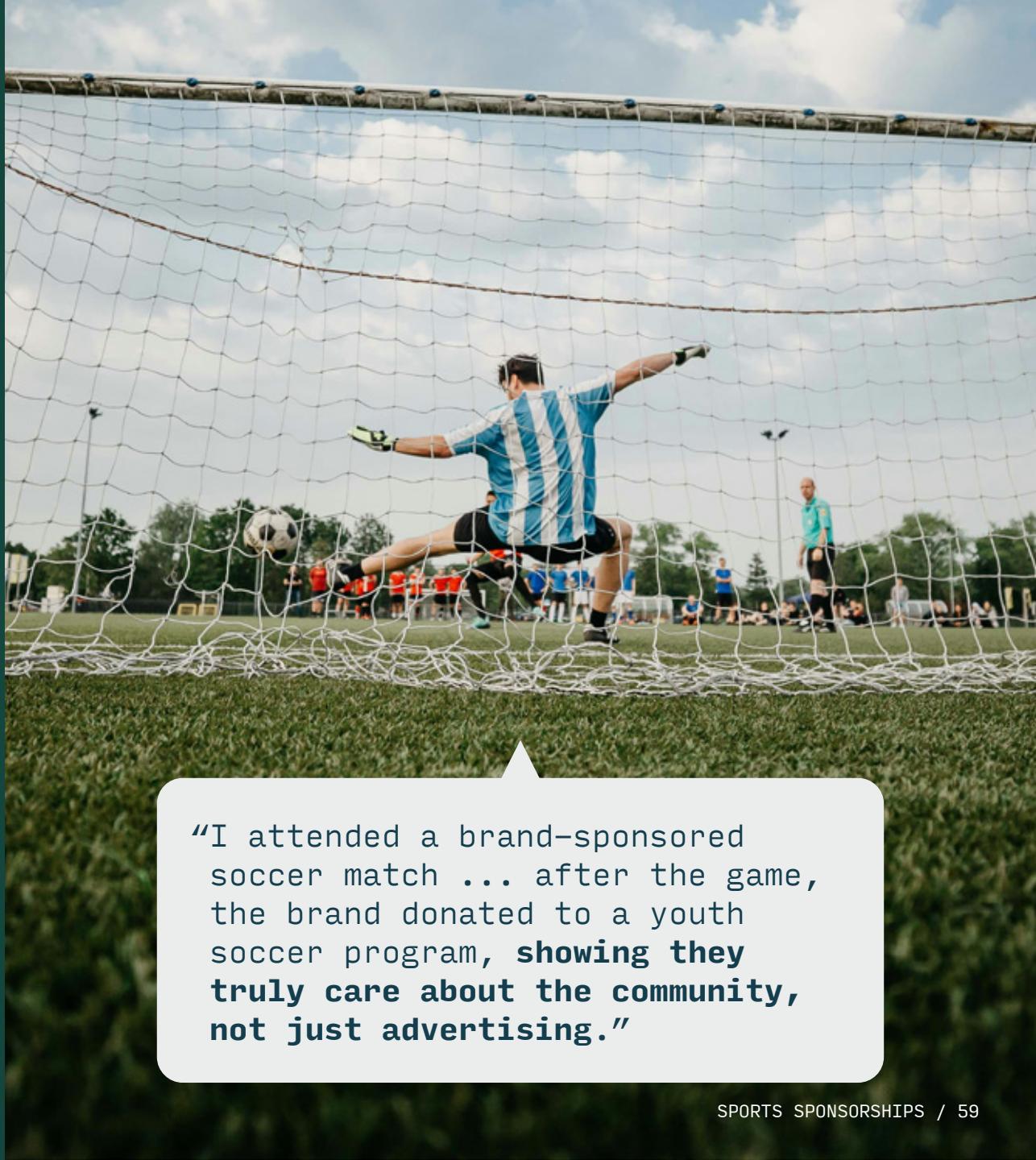
(Moe's scores again!)

"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.**”

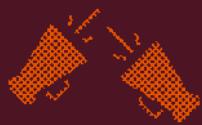
4

YOUR LOGO
EVERWHERE.

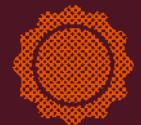
“I remember an **NBA game sponsored by a brand and they had their ads everywhere, even on jerseys.** The brand exposure was really strong.”

EXTRA

The activation power play.



Build
that buzz!



Authentic,
not just
branded



Capture
leads



Extend the
experience



That
backup plan

POINT!



RECALL

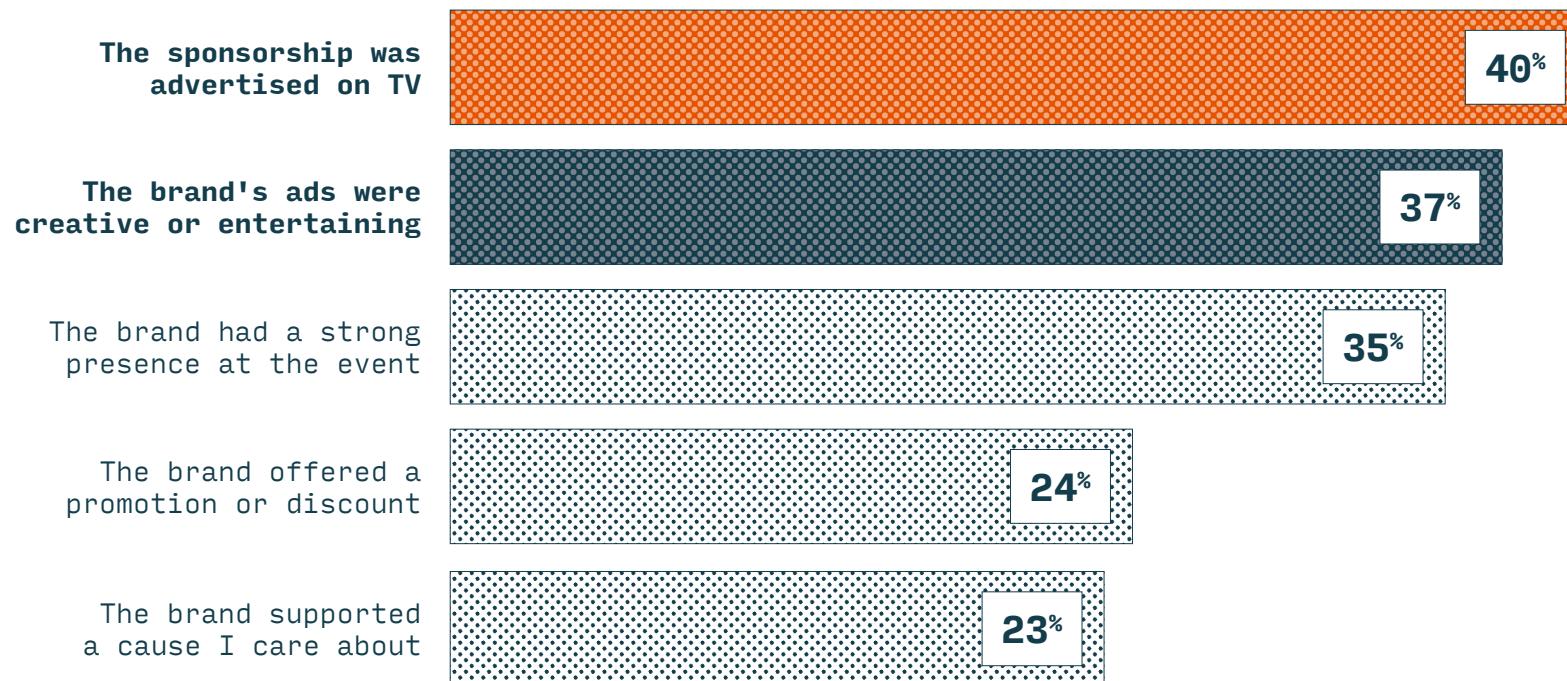
vs.

RECALL

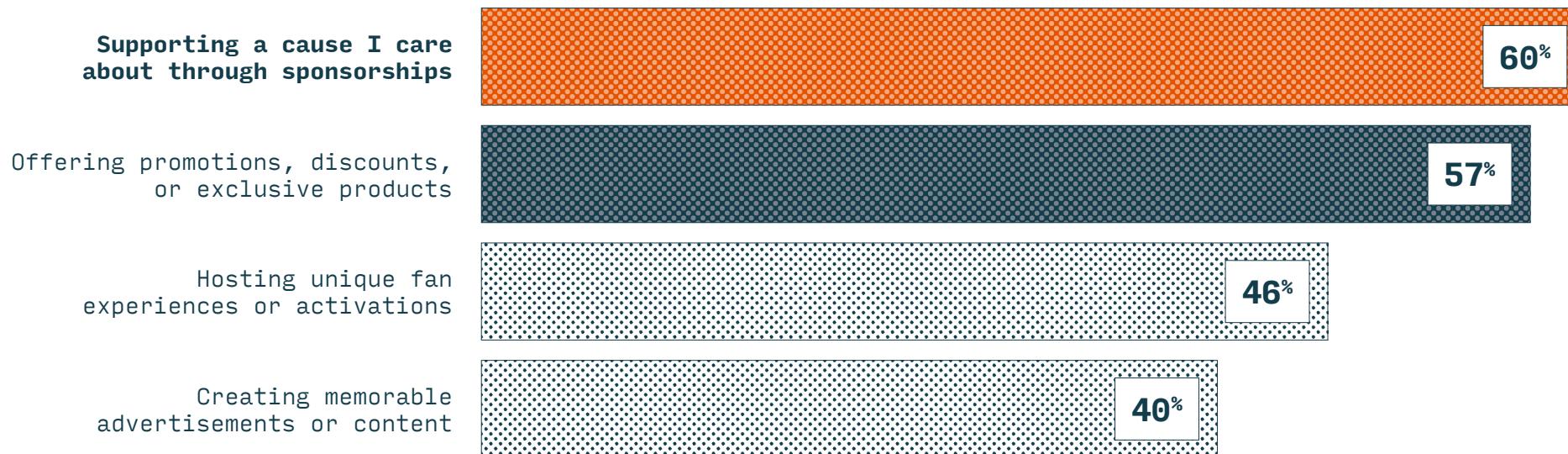
vs.

RECALL

Fans say ads are key drivers for memorability.



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

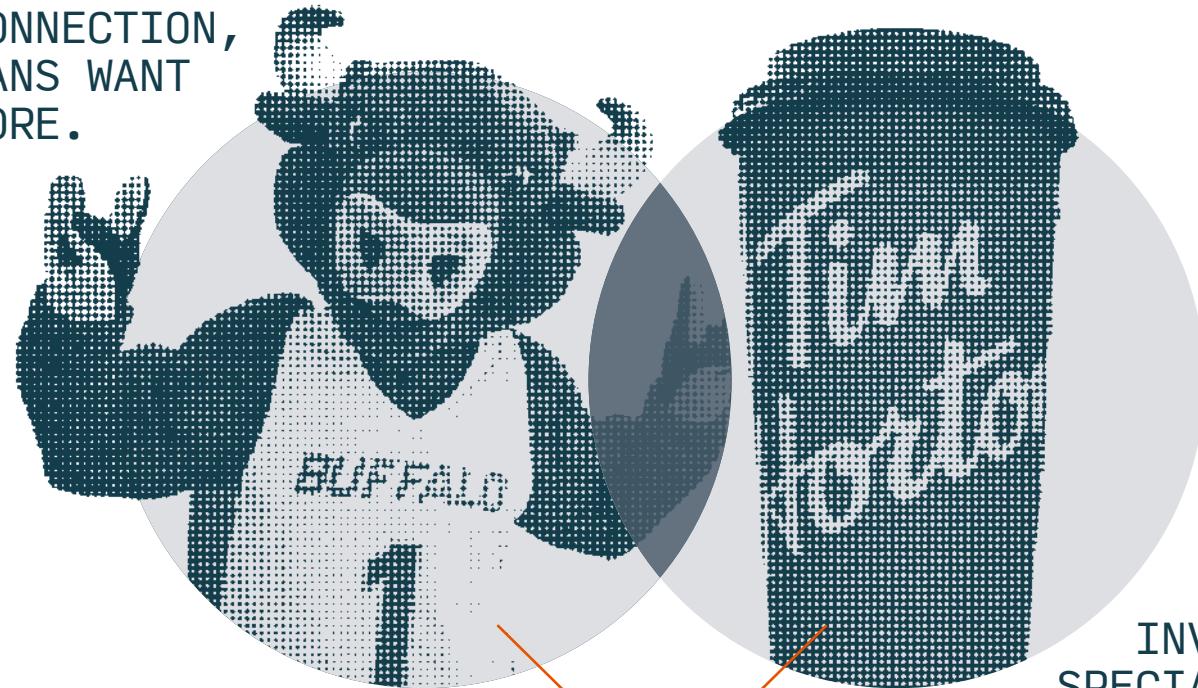


The ideal play?



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!



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