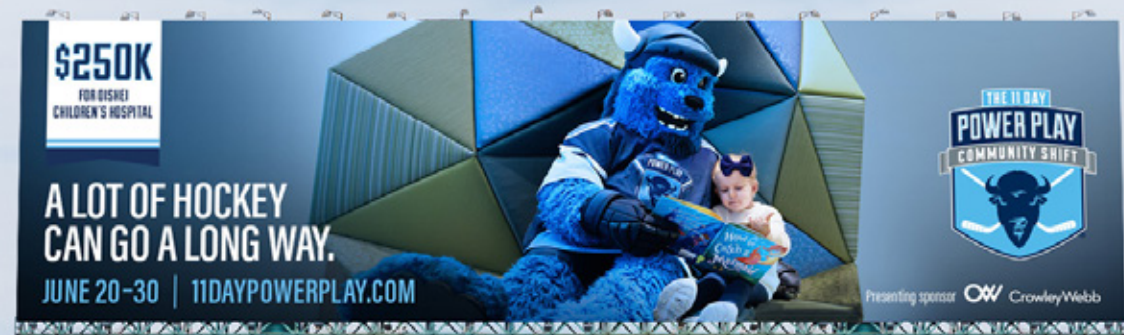


WELCOME

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

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

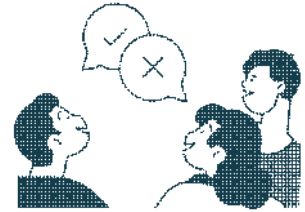




And we win
when our work
is grounded
in data.



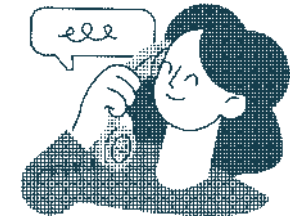
QUANTITATIVE
RESEARCH



FOCUS
GROUPS



IDIs



SOCIAL
LISTENING

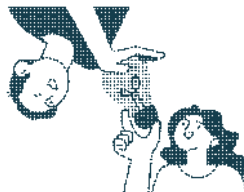


PROPRIETARY
CONSUMER PANEL

1.7K⁺

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

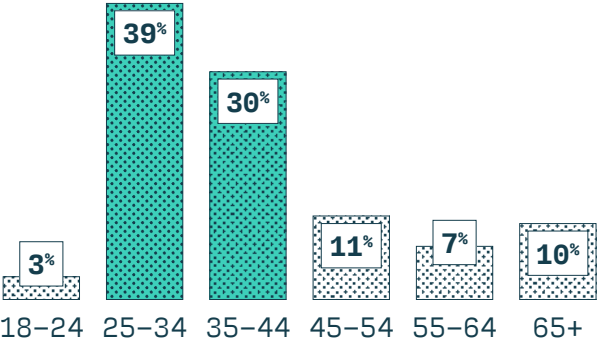
95%

CONFIDENCE
WITH $\pm 5.7\%$
ERROR RATE



30 STATES
(54% NYS)

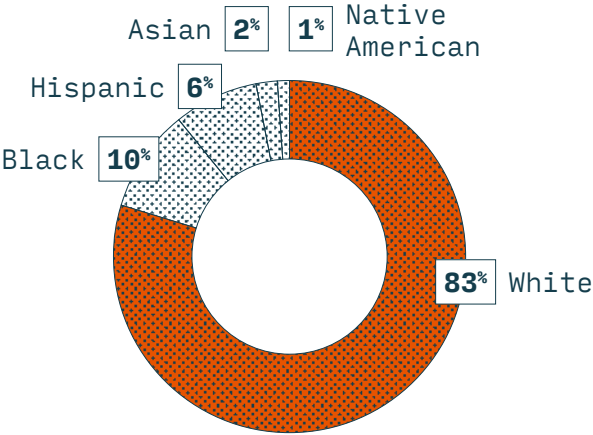
The fanbase.



Age

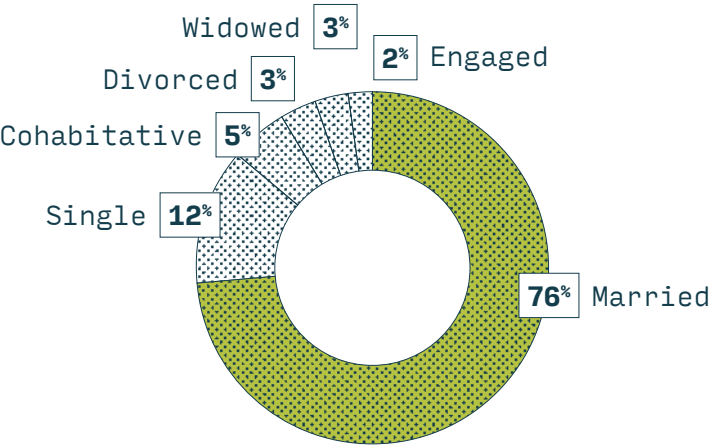


Gender

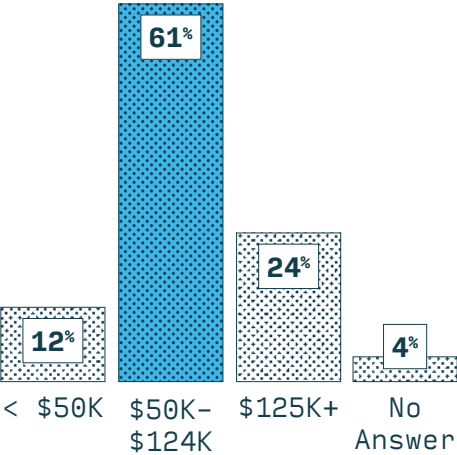


Race

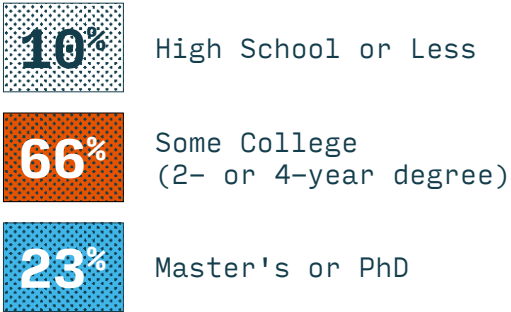
Marital Status



Household Income

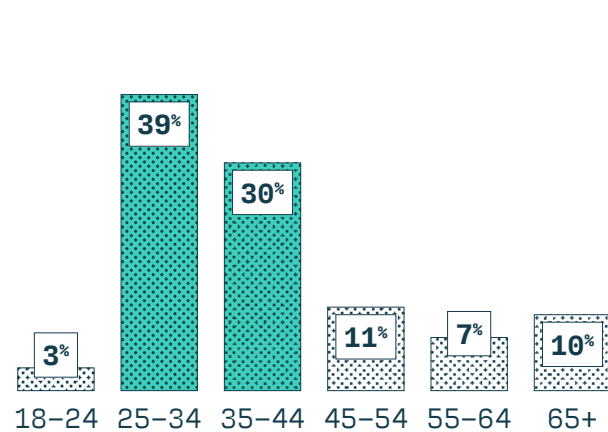


Education

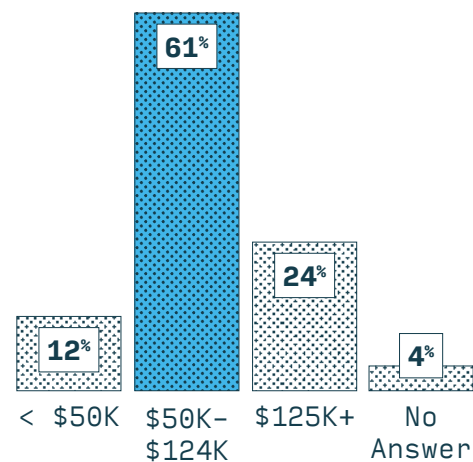


Watch the **rookies.**

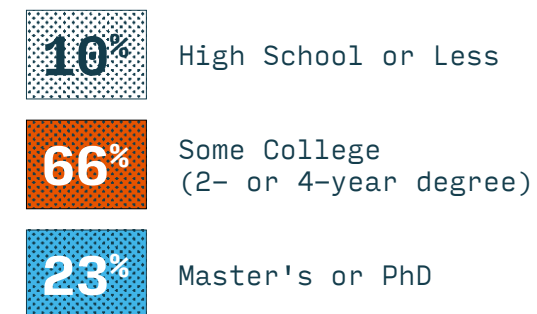
Age



Household Income



Education

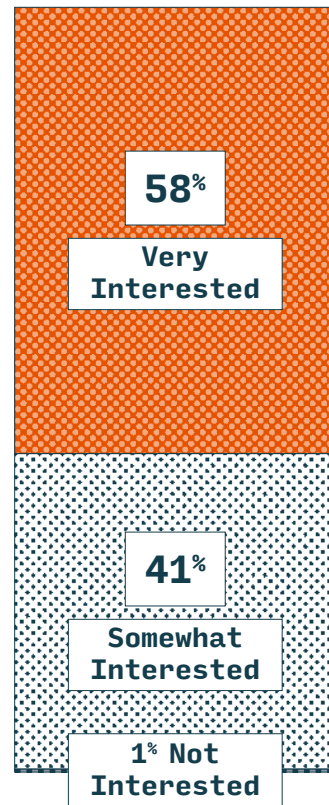




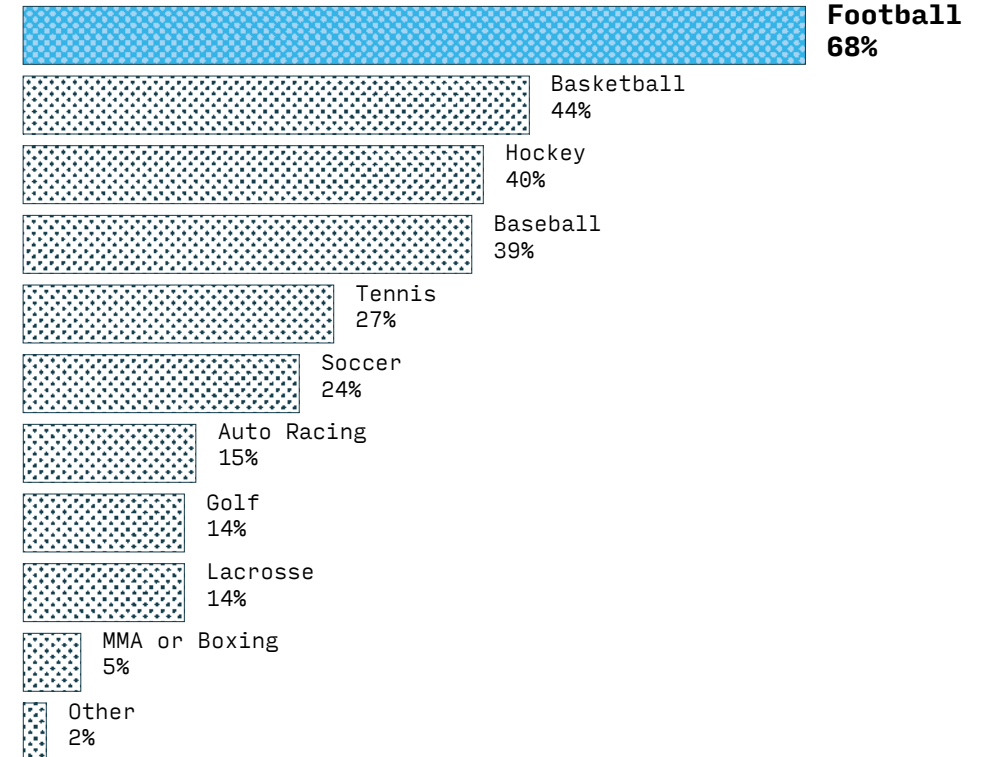
WHAT ARE PEOPLE MOST OBSESSIVE ABOUT?

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

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

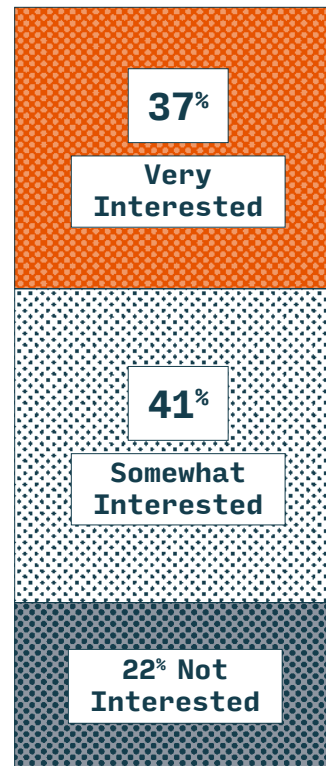


**Professional
Sports**
(n = 299)

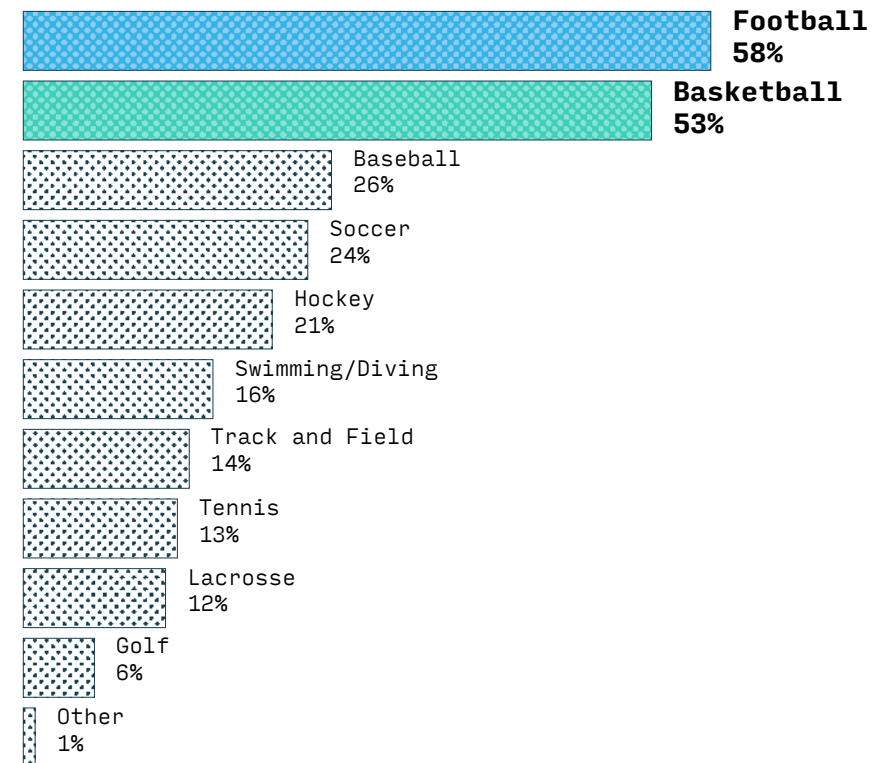


Collegiate sports is also big time, with **78%** reporting some level of interest.

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



**Collegiate
Sports**
(n = 234)



EXTRA



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



EXTRA



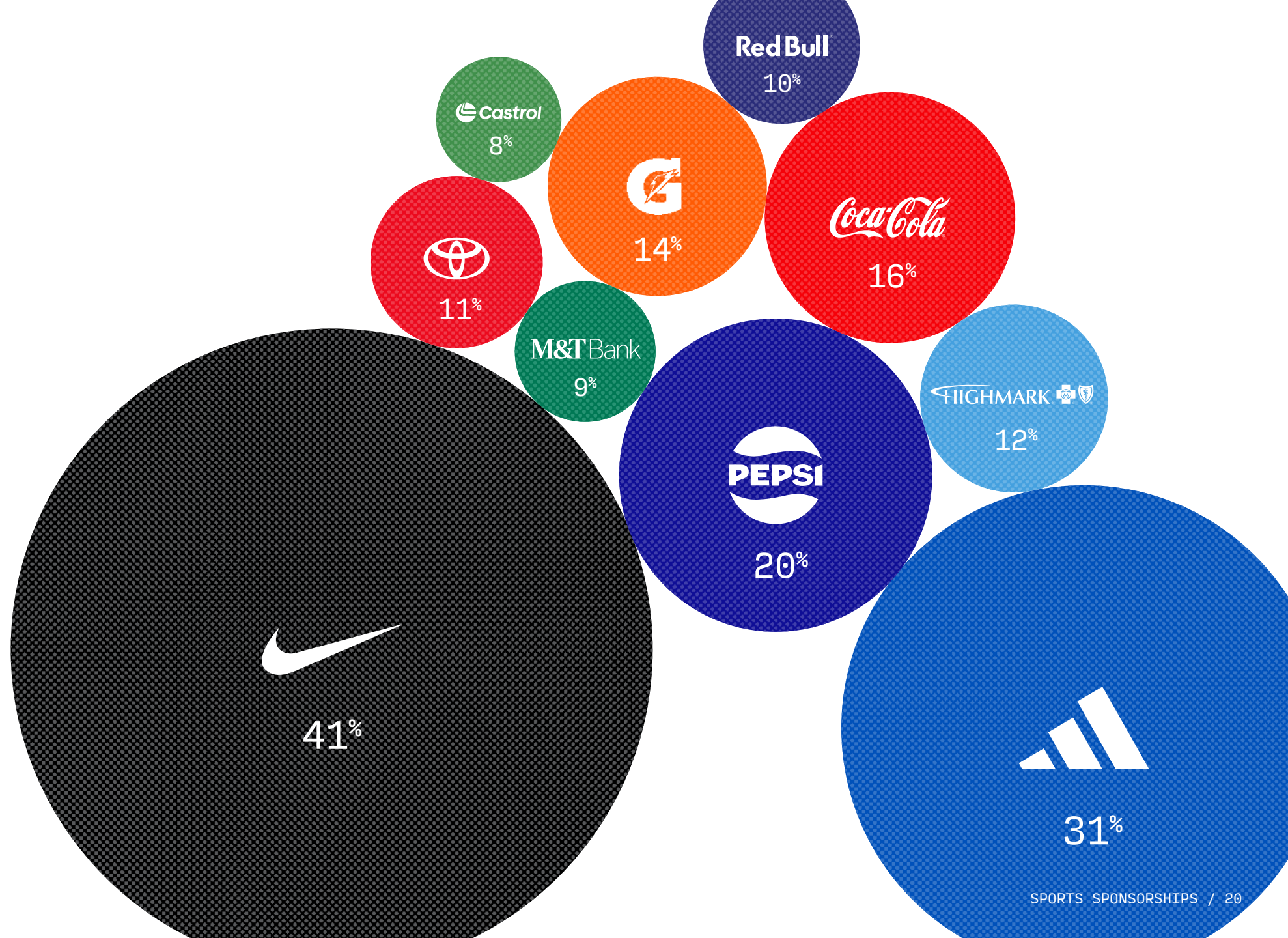
College athletes are a hot topic
right now thanks to the new NIL rules.



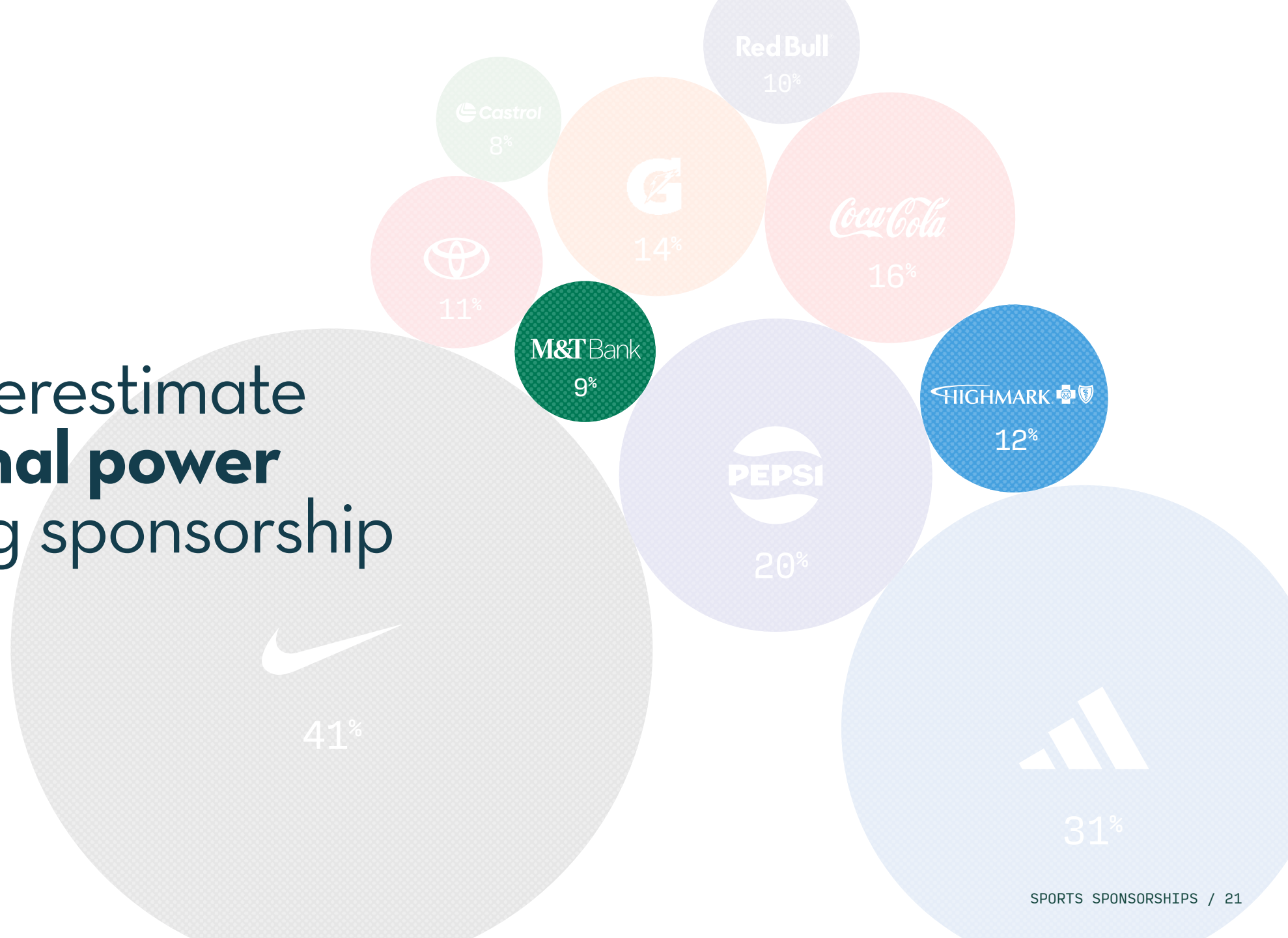
POINT!

DO BRAND SPONSORSHIPS REGISTER WITH FANS?

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



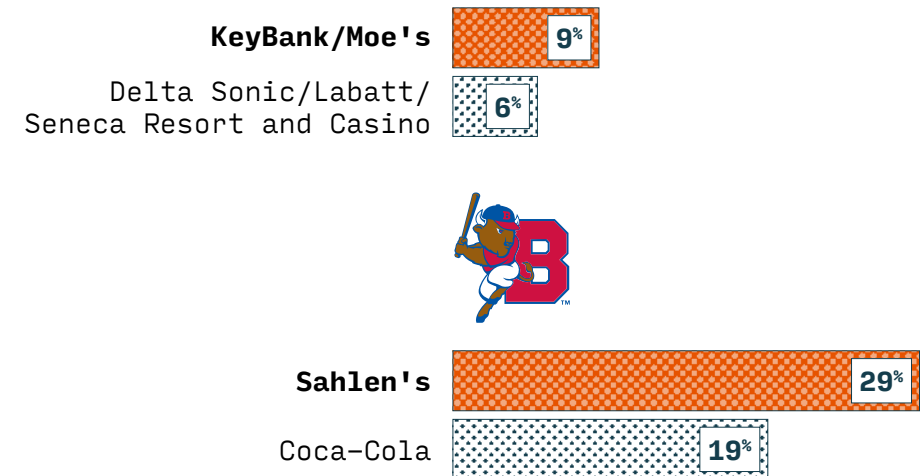
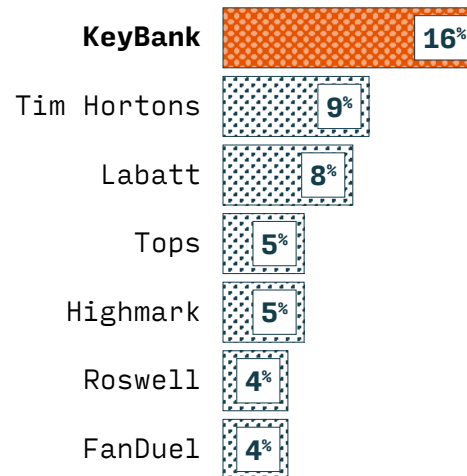
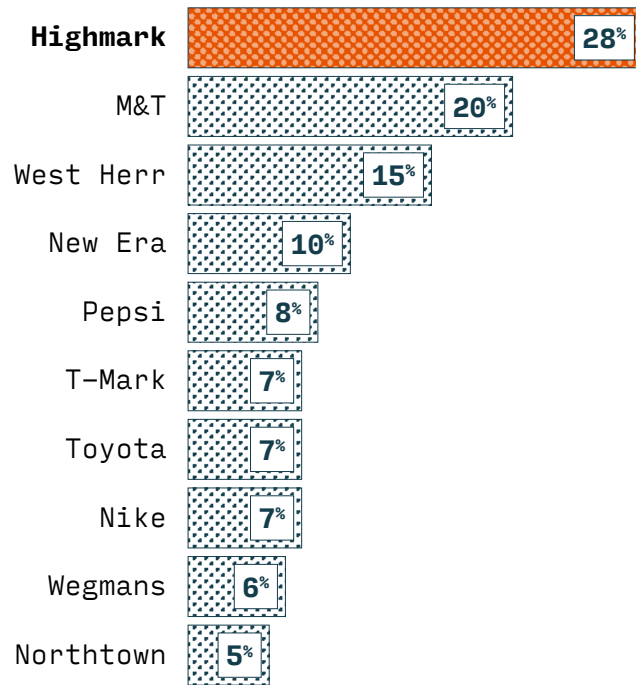
Don't underestimate
the **regional power**
of a strong sponsorship
strategy.





**[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.

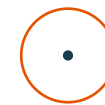
Sports are
almost always
a sure thing.

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



TIME OUT



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.”

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.”

“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.**”

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.”

“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.**”

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.”

"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.**"

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!



"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.**"

"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.**"

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

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.**"

"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.**"

"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?**

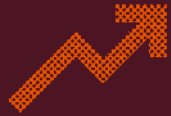
verizon^v



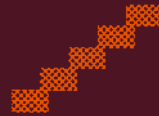
OFFICIAL 5G NETWORK
OF THE TENNESSEE TITANS

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?**

A close-up photograph of a man with dark hair and a beard, wearing a blue jacket. He has a wide, enthusiastic smile, showing his teeth, and his eyes are wide open, looking upwards. The background is a solid light blue.

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.**"



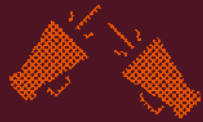
4

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

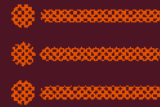
The activation power play.



Build
that buzz!



Authentic,
not just
branded



Capture
leads



Extend the
experience



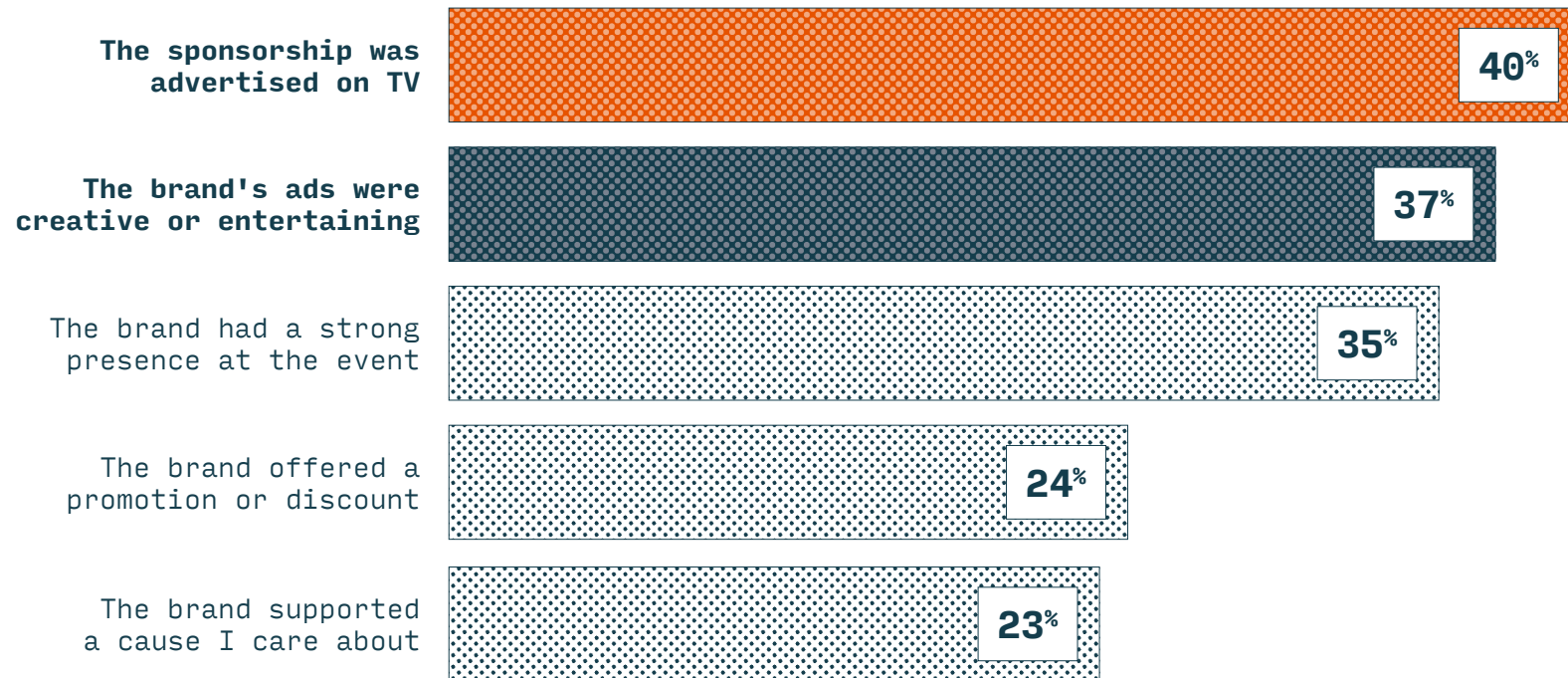
That
backup plan

POINT!

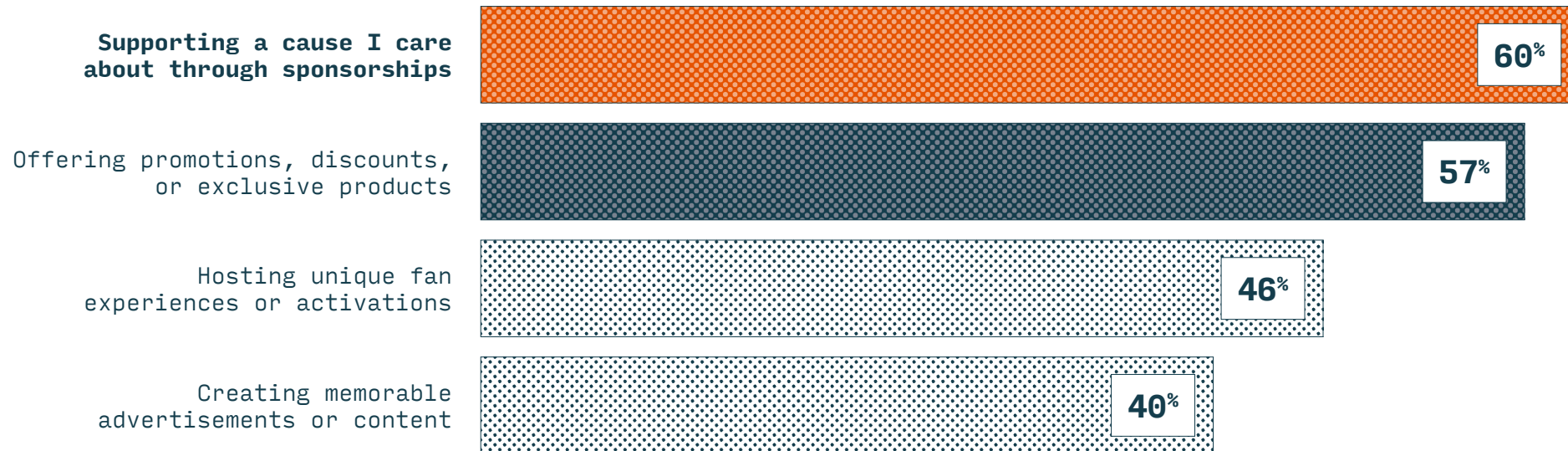


RECALL VS ENGAGEMENT

Fans say ads are key drivers for memorability.



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

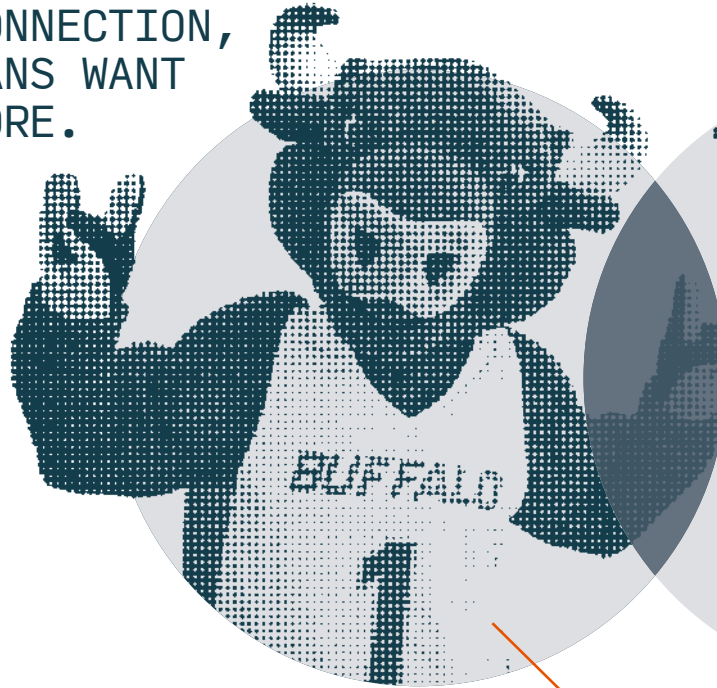


The ideal play?

TO BUILD
CONNECTION,
FANS WANT
MORE.



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



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

SAMPLE CONSUMER PANEL
ANDREA.BERKI@CROWLEYWEBB.COM