

# Sports Sponsorship - UK - July 2009

Report Price: £1500 / \$3000 / €2250

## What is this report about?

Since the economic downturn began in 2007, marketing budgets have been squeezed across the board. But despite the negativity surrounding the marketing communications industry, sports sponsorship market has appeared fairly resilient so far, demonstrating growth of 2.1% to £486 million in 2008, while above-the-line adspend declined. While to a certain extent this growth may have been as a result of pre-arranged, long-term deals, this reflects the degree of insulation that the nature of such deals has given the market. The industry remains optimistic that an increased understanding of these benefits will mean that sponsorships will still be seen by many as a cost-effective means of achieving their marketing goals going forward.

## Key issues covered in the analysis

- The sports sponsorship market grew by 2.1% in 2008, compared with a 4.1% fall in advertising revenues elsewhere.
- The embattled financial services sector accounted for more deals than any other industry (90 of the total 574), with more companies involved (67 out of 417) at December 2008.
- Over two thirds of the UK's sports audience watch at least four sports, with four in ten watching seven or more, indicating that interest in sport tends to be quite varied for most fans.
- Sponsorships of three of the 'top four' English football clubs achieve recognition levels of around four in ten sports fans or higher. Nearly half of all sports fans recognise AIG as Manchester United's sponsor, compared with just 18% for the highest non-football property on the survey – the RBS Six Nations.
- While over-45s watch as many sports as their younger counterparts, they appear to be generally less sponsorship-aware, with around four in ten 45-54-year-olds not able to match any sponsorships correctly, rising to nearly half of over-55s (compared with 27% of 20-24-year-olds).
- It is the youngest consumers (under-25s) who are most likely to say that the brand that sponsors their favourite teams/players matters to them.

## Scope of the report

This report examines the market for sports sponsorship, focusing mainly on the sponsorship of sports properties themselves, as opposed to sponsorships that only cover the



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broadcast of sports events, which will be examined elsewhere in Mintel's report Broadcast Sponsorship – UK, October 2009. These may, however, be discussed for the purposes of context, while many sponsorship deals will now include sponsorship of properties and broadcast coverage as part of the same deal.