

# Sports Sponsorship - UK - March 2019

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## This report looks at the following areas:

- eSports: the golden egg
- Mounting scrutiny around gambling companies

The sports sponsorship market is thriving, with clubs and governing bodies across a range of sports reporting record figures. This has been led by Premier League football clubs.

UK sports viewership and attendance remains strong, ensured by embedded loyalty and support across the sector. This has been boosted in recent years by growing global viewership, much of which is the result of a series of broadcasting deals across the industry.

However, the way sport, and as a result sponsorship, is consumed is changing. Technological advances and the rise of social media have seen sports consumption increasingly migrate online. Sponsors have had to take a multi-channel approach to the industry, which has seen boosted exposure in mobile apps, streaming services and social media.

The market is forecast to remain buoyant in the coming years, driven by the huge popularity of British sports both domestically and globally. Sports sponsorship will circumvent much of the detriment posed by Brexit headwinds, while the final realisation of eSports' potential could provide a significant new avenue for growth in the coming years.



"The sports arena continues to serve one of the main channels of sponsorship domestically and worldwide. Sports sponsorship thrived in 2018, underpinned largely by the booming profile of football's Premier League, drawing huge interest as one of the world's largest sports markets. This is set to remain the story going forward."

– **Marco Amasanti, B2B Analyst**

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- Motorsport UK
- The Rugby Football League
- Rugby Football Union
- Union of European Football Associations
- Trade magazines
- Sport Business
- SportsPro Media

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