

Sponsorships and Sports Marketing: Incl Impact of COVID-19 - US - September 2020

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the sports sponsorships market
- How fans interact with and consume sports and sports marketing
- The future of sports sponsorships
- The growing intersection between sports and social causes

Sports attract consumers across demographics and are a prime avenue for brands and retailers across categories to connect with large audiences. COVID-19's abrupt pause on sports caused a major disruption across leagues, resulting in lost revenue and unfulfilled sponsorship deals. However, as sports have now resumed, leagues and brands will look to recoup lost revenue and capitalize on the increased excitement from fans. Moving forward, across all levels of sports, sponsorships and marketing efforts will be more prominent than ever before.



"While COVID-19 may have abruptly paused sports, it has resumed with full enthusiasm from both fans and brands alike, bringing along with it new ways for teams and brands to connect with fans. Without fans in attendance (or only a very limited amount), sports sponsorships and marketing have become increasingly more important in reaching the massive, passionate sports audience." – Colin O'Brien,

Sports Analyst
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