

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

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“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

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.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Overview

- What you need to know
- Key issues covered in this Report
- Definition
- COVID-19: Market context

Executive Summary

- Top takeaways
- Impact of COVID-19 on sponsorships and sports marketing
 - Figure 1: Short-, medium- and long-term impact of COVID-19 on sponsorships and sports marketing, September 2020
- Opportunities and Challenges
- New approaches to recoup lost revenue and ROI for leagues, teams and brands
- Brands look to opt-out of sponsorship deals
- Evolve the fan experience
- Bet on sports betting
- Show support for ethical and social causes

The Market – Key Takeaways

- Enthusiasm for sports runs deep for both fans and advertisers
- Future of sponsorships is greater integrations
- Fanless stadiums present new advertising opportunities
- Brands will be more cost-conscious with sponsorship deals

Impact of COVID-19 on Sponsorships and Sports Marketing

Figure 2: Short-, medium- and long-term impact of COVID-19 on sponsorships and sports marketing, September 2020

- Lockdown
- Re-emergence
- Recovery
- COVID-19: Market context

Market Factors

- Learnings from the last recession
- COVID-19 causes consumers to cut back on sports spending
- The “stick to sports” era is over
 - Figure 3: Osaka on social justice in sports
- Sports turn to technology to connect with fans during the pandemic
- Increased sports betting legalization opens the door for new sponsorship opportunities
- Amazon pioneers environmentally focused arena and sponsorship
 - Figure 4: Climate Pledge Arena

Market Opportunities

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Enthusiasm for sports runs deep for both fans and advertisers

Fanless stadiums present new advertising opportunities

Figure 5: New tarp and virtual advertising

Future of sponsorships is greater integrations

Figure 6: Bud Light digital MSG integration

Embrace the global approach of jersey sponsorships

Competitive Strategies

Bodyarmor goes all-in on athlete endorsements

AB takes a scaled-back, more selective approach

Hyperice spreads recovery across sports

The Consumer – Key Takeaways

Sports fandom is widespread and passionate

Social media is more important than ever for fans, teams and brands

Fans still notice commercials, but creativity is a necessity

Connecting with fans in the next normal

Social justice measures have risen across sports

Consumer Trends Impacting Sponsorships and Sports Marketing

Surroundings

Rights

Identity

Technology

Experiences

Exploring Sports Fans

Sports fandom is pervasive and passionate

Figure 7: Sports fandom and passion, July 2020

Figure 8: Sports fandom, by number of sports regularly followed, July 2020

Marketing to the female sports fan

Figure 9: Sports fandom, by gender, July 2020

Figure 10: Sports fandom, by gender, by number of sports regularly followed, July 2020

Figure 11: Showcasing women in sports marketing

Sports are for all ages and income levels, but some sports have more appeal than others

Figure 12: Sports fandom, by generation, July 2020

Figure 13: Sports fandom, by household income, July 2020

Figure 14: Goldman Sachs golf endorsement

Sports foster connections with personal heritage and identity

Figure 15: Sports fandom, by race and Hispanic origin, July 2020

Figure 16: Japanese-specific Washington Wizards Twitter account

The secret to growing sports fandom begins at the youth level

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Figure 17: Reasons for not following sports, July 2020

Figure 18: Youth-focused sports initiatives

Following the Action on the Field

Life stage impacts the technology of choice for sports fandom

Figure 19: Methods of following sports, by generation, July 2020

Sports remains the stalwart of TV viewership

Social media is more important than ever for fans, teams and brands

Figure 20: Sponsored posts on social media

Figure 21: Reasons for following sports on social media, July 2020

Marketing to Create a Lasting Impact

Breaking through to sports fans

Figure 22: Sports marketing, July 2020

Figure 23: State Farm natural commercial integration in The Last Dance

Figure 24: Rocket Mortgage Super Bowl Squares

Jersey sponsorship is memorable and on the rise

Fostering the Fan Connection in the Next Normal

Bringing the game experience home

Figure 25: New York Yankees, T-Mobile "Reppin' from Home" partnership

Figure 26: Michelob Ultra courtside virtual fans

Showcasing passion for team and city through merchandise

Figure 27: Chicago-inspired NBA All-Star uniforms

Supporting the greater good through sports

Figure 28: Nimble charitable initiatives from brands

Figure 29: Chicago Blackhawks assist the difficult 2020 school year

Taking a stance on social justice; the summer of 2020 inspired a new wave of social justice protests in sports

Figure 30: Baltimore Ravens actionable calls for social justice change

Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Abbreviations

Appendix – Consumer Data

Figure 31: TV and entertainment subscriptions, by household income, July 2020

Figure 32: TV and entertainment subscriptions, by generation, July 2020

Figure 33: Sports social media platform usage, July 2020

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