

 SportBusiness

GLOBAL SPONSORSHIP REPORT 2024





F1 and Fifa the 'hottest properties' in sponsorship industry survey

Formula 1 and the Fifa Men's World Cup rank as the 'hottest' sponsorship properties in sport according to a global survey of industry subscribers conducted by *SportBusiness Sponsorship*.

The survey forms part of our first ever Global Sponsorship Report, a comprehensive analysis of the sponsorship industry and the commercial portfolios of eight of the biggest sports leagues in the world. The report is designed as a companion to sister title *SportBusiness Media's* respected Global Media Report.

19 per cent of those surveyed in the report said Liberty Media-owned F1 and Fifa's flagship national team event currently offer the most sought-after sponsorship rights in the sector, ranking the two properties first. The National Football League (NFL) ranked third, with 13 per cent.

The survey responses appear to validate the significant gains made by the motorsport under the ownership of Liberty Media, which reported that it increased sponsorship income by 35 per cent to \$579m (€535.5m/£457.7m) last year. As outlined in the report, the increase is largely thought to have been driven by the addition of the Las Vegas Grand Prix to the motorsport's calendar and lucrative renewals with existing sponsors. The sponsorship rights to the inaugural race were sold on

a standalone basis but are included in F1 sponsorship revenues.

175 subscribers representing blue-chip brands and marketing agencies, as well as rights-holders, governing bodies and federations, completed all of the questions in the survey, which was sent out over two weeks in July. The questionnaire sought to gauge sentiment in the sector and gather predictions about its future direction of travel.

NORTH AMERICA

The rankings changed when the responses were filtered for the North America region. For instance, 35 per cent of North America-based respondents ranked the NFL as sports' hottest property, while 7 per cent of respondents from the region put Formula 1 as their first choice. The motorsport's elevated position in the survey can therefore be attributed to positive sentiment among respondents from Europe, with 27 per cent of those questioned ranking it first.

The Fifa Men's World Cup, however, proved its appeal across both regions, perhaps explained by the fact the US, together with Mexico and Canada, will host the 2026 edition of the event. 21 per cent of North American respondents and 15 per cent of European respondents ranked the competition first. Fifa is predicted to capitalise on the regional appetite for its sponsorship rights

2023 F1 SPONSORSHIP REVENUES*

40%

Proportion of SportBusiness readers based in Europe who ranked F1 as the best B2B platform for brands

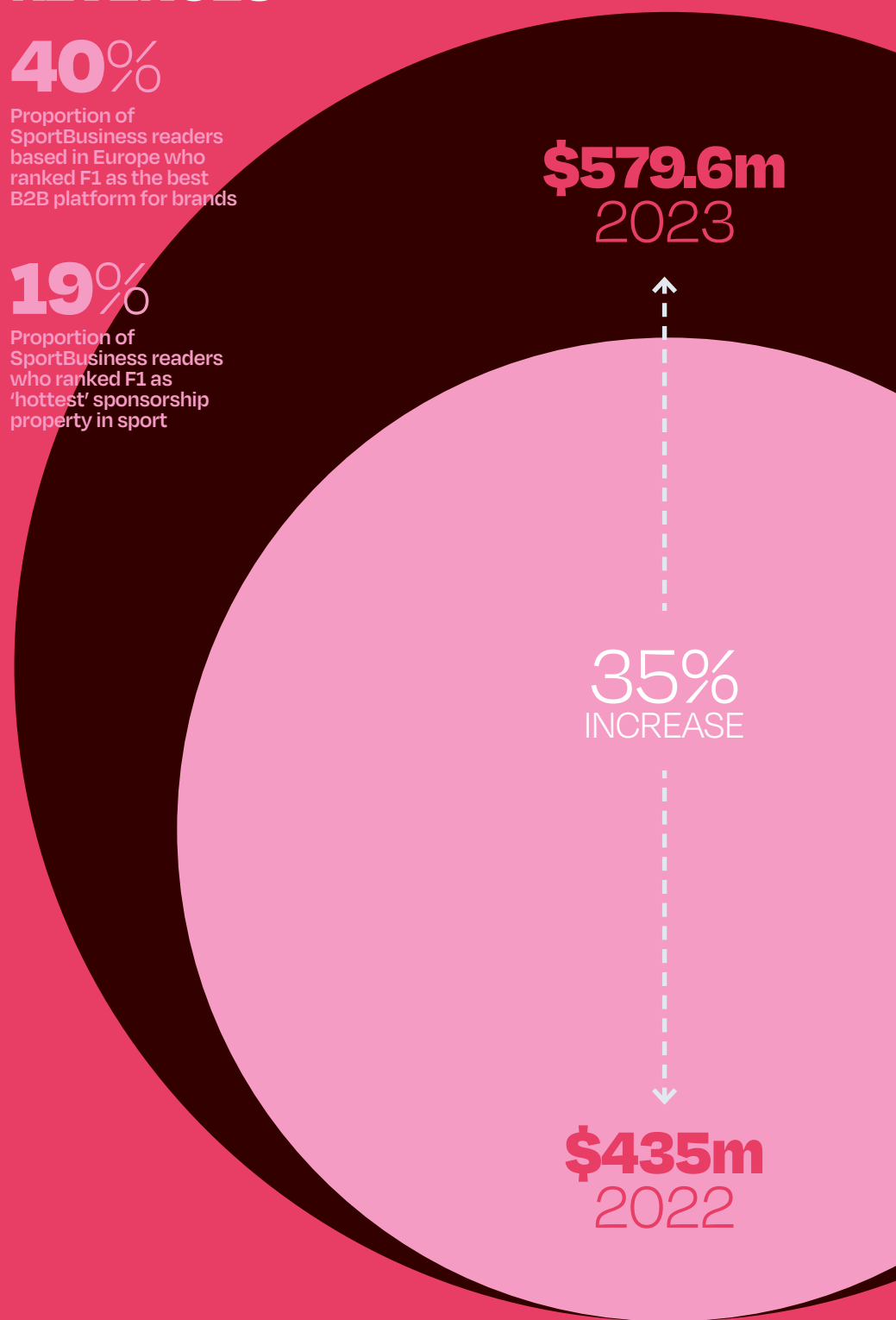
19%

Proportion of SportBusiness readers who ranked F1 as 'hottest' sponsorship property in sport

\$579.6m
2023

35%
INCREASE

\$435m
2022



in the coming months, with several US-based brands expected to announce deals with the federation.

SPORTS UNDER CONSIDERATION

The wider survey also asked respondents to identify sponsorship sectors that are likely to grow and decline over the next 12 months, as well as rank the sports that they would or would not consider sponsoring.

Those surveyed also delivered verdicts on the future direction of betting and cryptocurrency sponsorship and the decline of fossil-fuel related sponsorship sectors.

The responses appeared to indicate that the outreach efforts of popular European sports are beginning to bear fruit in the US. Months after the International Cricket Council (ICC) hosted several T20 men's World Cup matches in the country, 50 per cent of those surveyed in North America indicated they 'would consider' sponsoring the sport.

Respondents were also invited to score their confidence in the sector and rank threats to the industry, as well as vote on the sports properties that provide the best B2B and B2C platforms for brands.

RIGHTS-HOLDER ANALYSIS

In pure financial terms, the NFL remains the most valuable sports league in the world, generating an estimated \$1.8bn to \$2bn in league sponsorship and licensing income last year, according to our research.

The Global Sponsorship Report ranks the league's commercial

performance, and the sponsorship revenues generated by its teams, against US peers like the NBA and MLB, as well European rivals like the Premier League, F1 and the Uefa Champions League. It also examines fast-emerging properties like the Indian Premier League.

The NBA ranks second in pure sponsorship income, although the MLB is the NFL's nearest competitor when accounting for combined sponsorship and licensing income.

BRAND PROFILES

The report also provides detailed profiles on the sponsorship activities of some of the most active brands in the sector, including hardy

perennials like PepsiCo and AB InBev and aggressive new entrants like BYD, Betano and Castore.

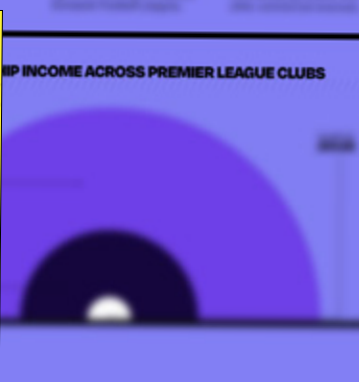
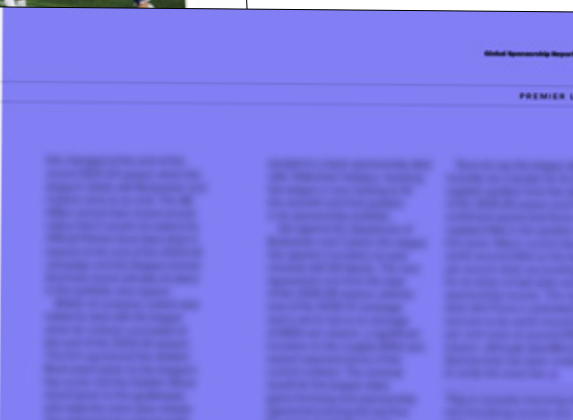
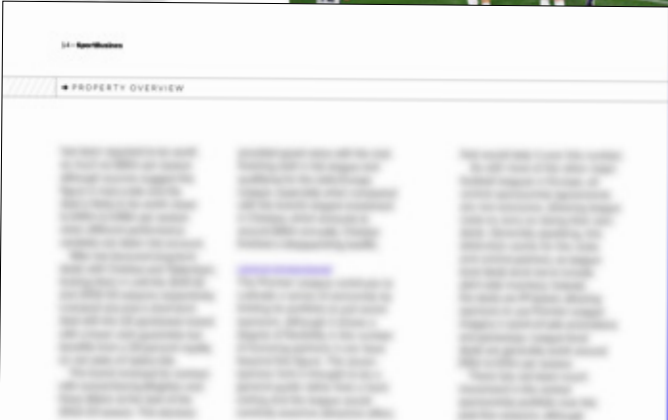
WOMEN'S SPORT

It also includes a detailed section on the burgeoning women's sport sector and examines the size of the new sponsorship opportunities in the US college sports market.

77 per cent of respondents indicated they agreed or strongly agreed with a statement that said women's sport is "beginning to deliver audiences that are meaningful to brands" while a further 78 per cent of those surveyed said sponsorship fees for women's sport are "trending upwards".

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