


IFM Sports Marketing Surveys
quality research for management action

IF FORUM 2009 – BREAKOUT SESSION 11

GO FIGURE! What your (potential) sponsor really wants to hear about your sport/event

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**67% of brands now have to think twice
about being involved in sponsorship**

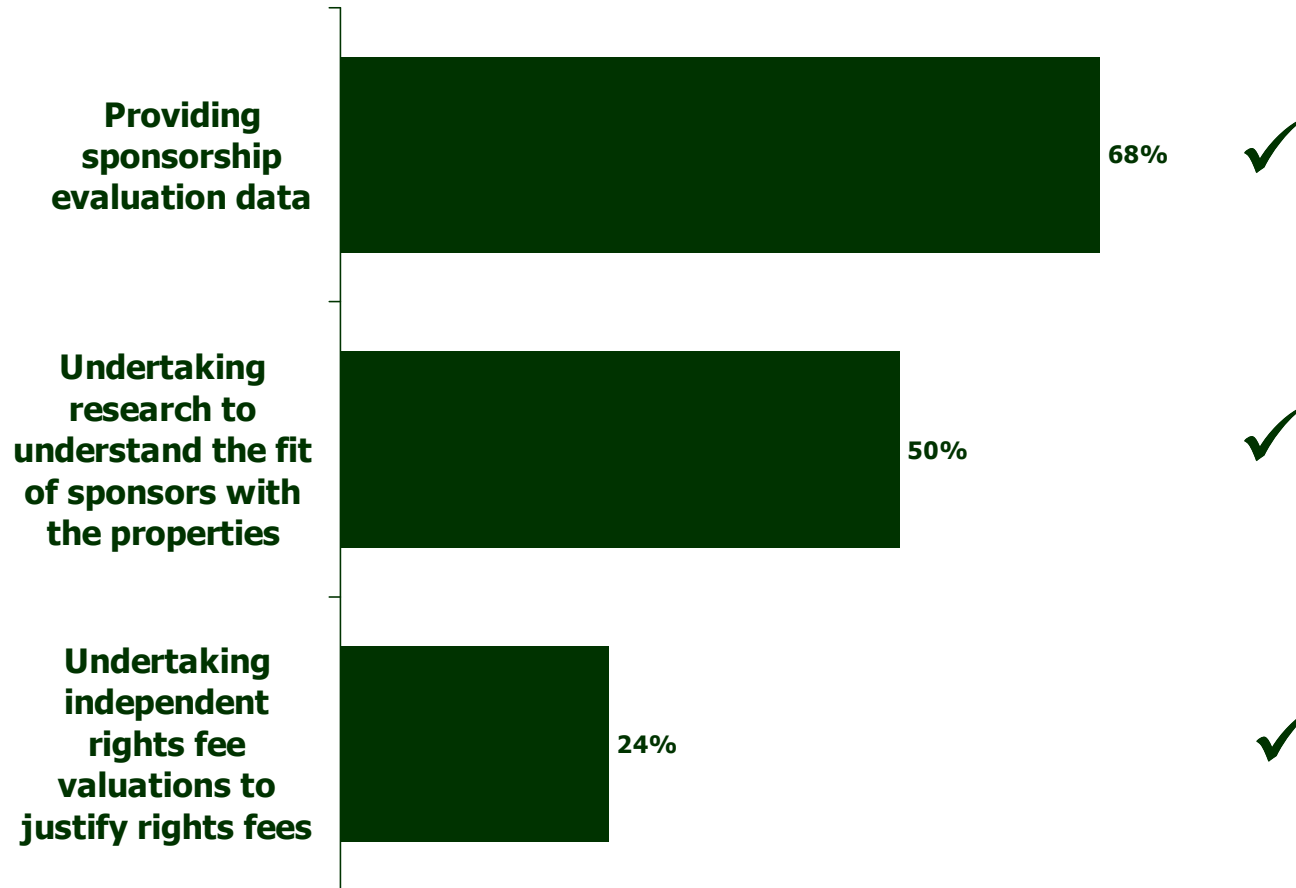
**67% of brands understand that
sponsorship can offer a much wider reach
and impact on a brand than advertising**

**80% of brands understand they need a
pre valuation of sponsorships to justify
involvement**

65% of brands say rights holders need to provide more information and data to potential sponsors in a competitive market place

So what are rights holders doing to attract more investment?





Evaluation & Research Data – Your sport and events

Media data

TV, Print, Internet, Mobile.....

- ❖ Audiences – numbers, profiles, countries
- ❖ Programme and channels
- ❖ Exposure opportunities and seconds
- ❖ Media or sponsorship Value

Evaluation & Research Data – Your sport and events

Fan Information

- ❖ Websites – numbers and quick polls
- ❖ Attendee and participation numbers & profiles
- ❖ Visitor surveys
- ❖ Fan surveys

Rights Fees

Tangible
(Monetary equivalent assets)

+

Intangible
(Association equivalent assets)

Rights Valuation



Tangible Value:

- ▶ Event data already available
- ▶ Sailing event database held by IFM Sports Marketing Surveys

Intangible Value:

- ▶ Event websites and ISAF database
- ▶ Sailing fan panel held by IFM Sports Marketing Surveys

ISAF now have:

- ▶ Audited ALL potential revenue sources.
- ▶ Independent rights valuation
- ▶ Able to prove with validated data that potential value to a sponsor
- ▶ **Intangibles equivalent to 40% of rights fee.**

Contact Details

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