

THE NEW ERA OF SPONSORSHIPS

Includes:
Step-By-Step
Process for
Maximizing
Sponsorship
Value!

• YOUR 5-MINUTE GUIDE TO EFFECTIVE PARTNERSHIPS THAT RENEW



WHAT TODAY'S TOP PARTNERSHIPS TEAMS NEED TO KNOW

Over the last year, the sports world has evolved more rapidly than ever before. There are new channels, changing consumption habits, and more data points to track. Today's sponsors are demanding actionable performance data from their partners to inform their decisions and validate their investments.

According to Forbes and the Marketing Accountability Standards Board (MASB), 60% of CMOs are under increased pressure to measure, communicate, and grow their long-term sponsorship portfolio investments. Meanwhile, brands are always evaluating which deals to continue investing in and which ones to leave behind.

As the focus on data and real-time insights increases, rights holders must not only provide an exceptional customer experience, but also deliver clear value to help partners justify their spending. Teams that only deliver end-of-season reports risk losing share of wallet to other marketing channels and other sports or entertainment properties. However, those that can help partners meet their objectives will win.

In this guide, we'll walk you through five steps that partnership teams should take to get ahead of the game.

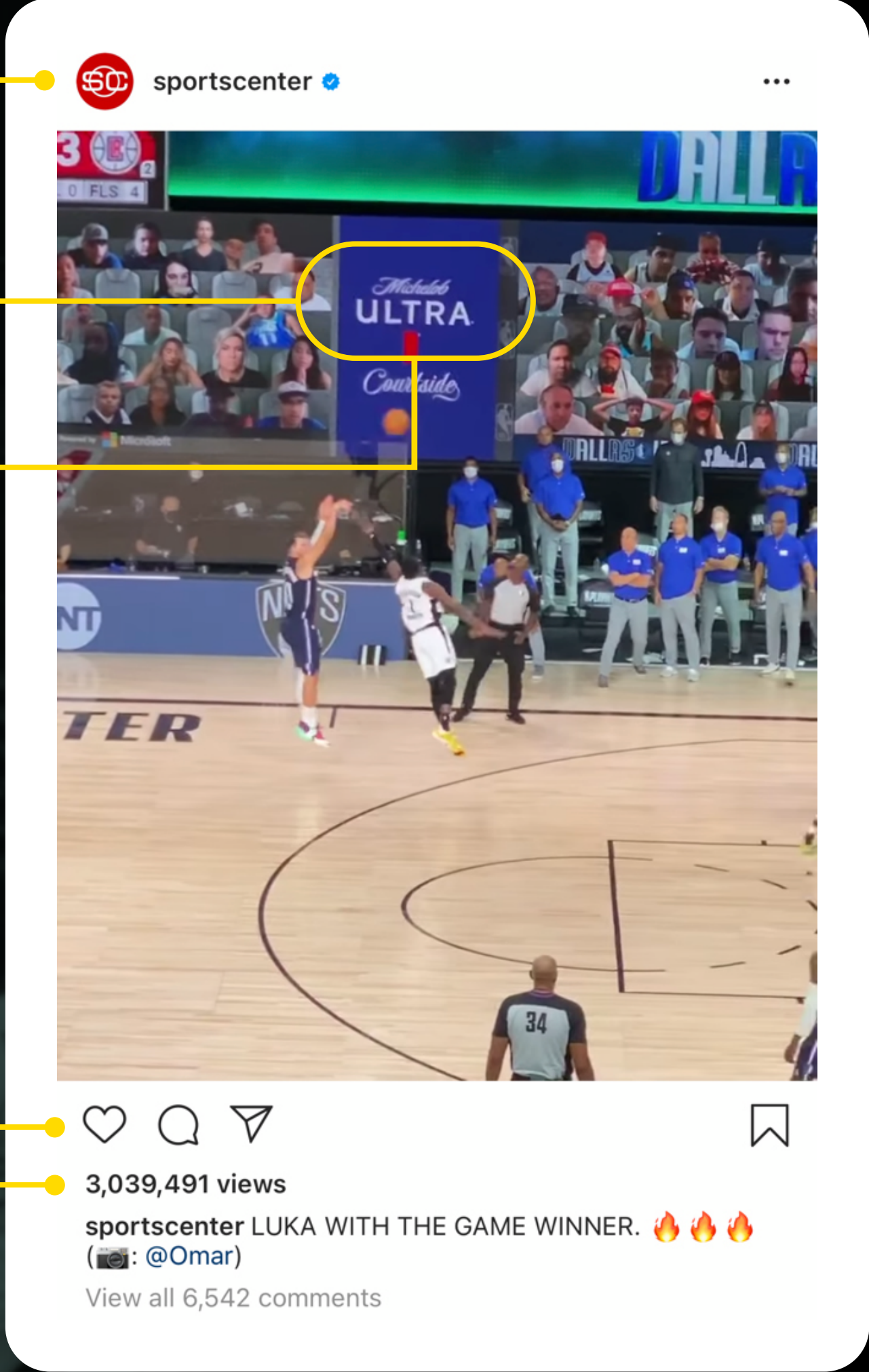
ACCOUNT NAME:
SPORTSCENTER

SPONSOR:
MICHELOB ULTRA

SPONSOR MEDIA VALUE: \$65K

ENGAGEMENTS: 620K

VIEWS: 3 MILLION



Just this one earned SportsCenter social media post generated \$65K in media value for NBA sponsor Michelob Ultra from Dallas Mavericks star, Luka Dončić's, game-winning buzzer-beater against the Los Angeles Clippers. The post generated over 3 million views and over 620K engagements for Michelob Ultra.

5 STEPS FOR EFFECTIVE PARTNERSHIPS THAT RENEW

1 Capture Sponsor Value Beyond Your Own Channels

The sports media landscape is vast - from traditional broadcasts to social media to streaming and OTT. With so many channels, it can be difficult for rights holders to truly understand the effectiveness and reach of their sponsorships.

Where many partnership teams fail is when they focus their reporting solely on exposure from owned media properties, rather than looking at the full picture across all channels.

It is critical for rights holders to show sponsors how much additional value comes from these earned sources. Think of media channels, athlete social media accounts and league accounts. Depending on the sport, non-owned channels can generate up to 75% of additional exposure for sponsors.

By casting the widest net, you can drive more value back to sponsors and give them more reason to renew their partnerships.



MEDIA VALUE MONEYMAKER

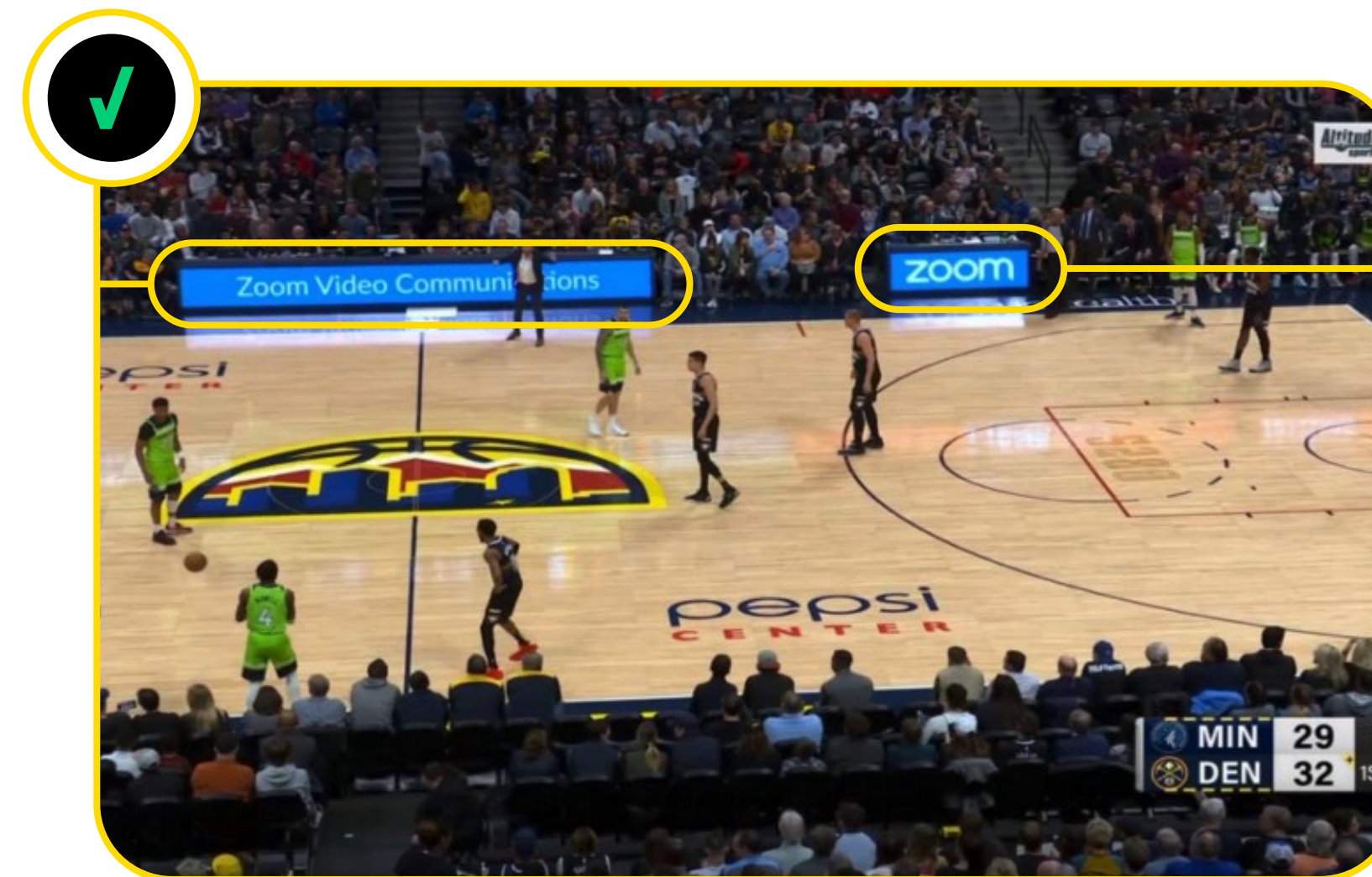
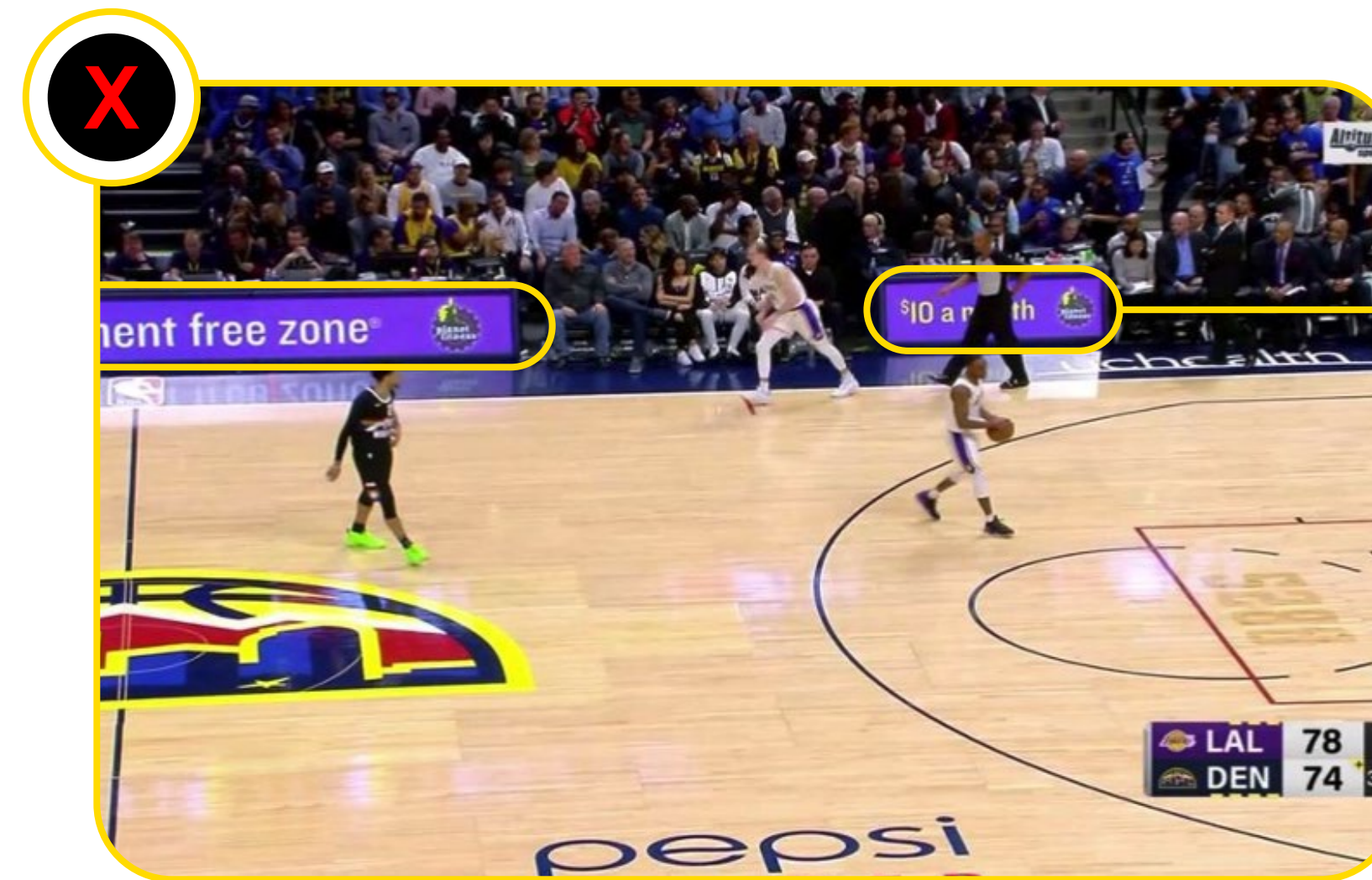
Prioritize multi-channel analysis. Make sure your sponsorship analytics platform can capture exposure on social media, broadcast and streaming—both owned and earned.

2 Optimize Sponsorship Campaigns In Near Real-time

In the past, some rights holders would make a common sponsorship mistake with the “set it and forget it” mentality. As a result, brands would not have visibility into performance until they received a partnership recap at the end of the season. This prevented sponsors from working with partners to optimize and improve along the way.

Thankfully, today rights holders are able to analyze performance for each of their sponsors in real-time - down to the individual sponsor placement, branded social media post or moment on broadcast television.

By constantly analyzing performance, rights holders can spot assets with low exposure and then work to increase visibility through creative adjustments and production changes. This level of insight gives the partner flexibility and more chances to be successful. Additionally, being proactive increases the likelihood a brand will invest in a multi-year partnership.

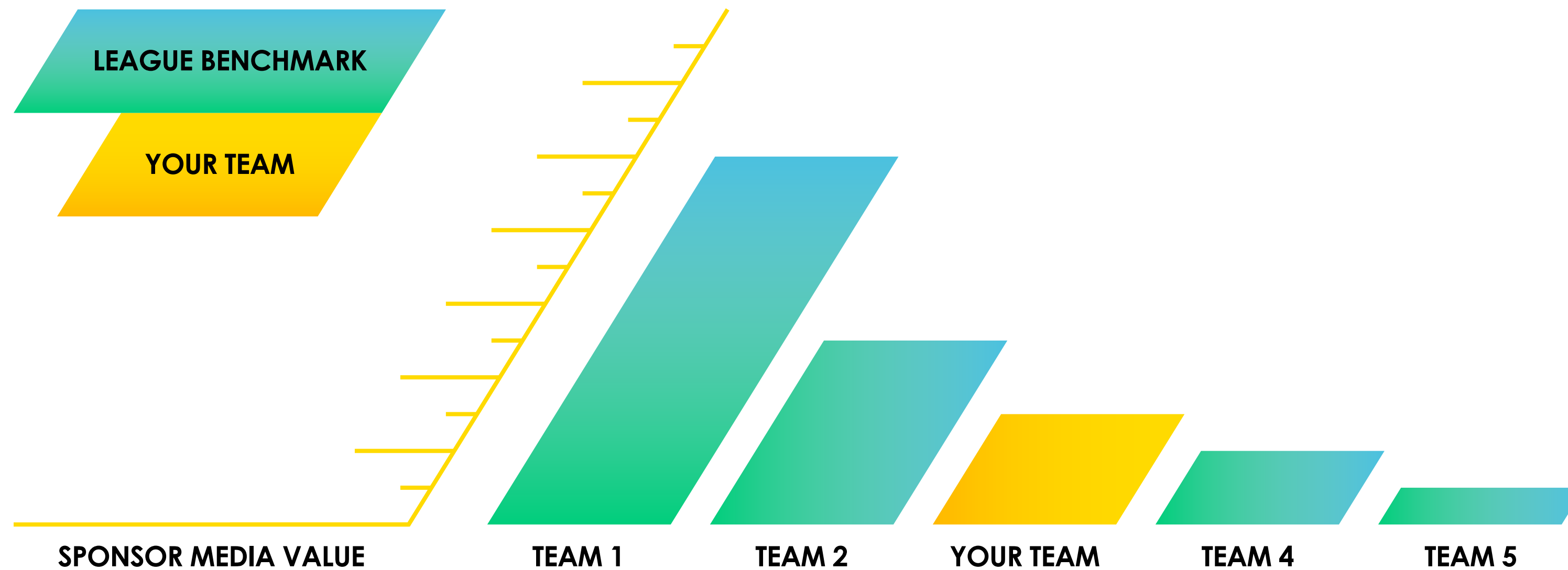


Sponsors have limited space to make an impact. Zoom Communications (bottom) has branding that is in full view. However, Planet Fitness (top) has messaging that is difficult to see. By taking a modern approach to sponsorship analysis, the rights holder could work with Planet Fitness to implement more clear creative before it's too late.



MEDIA VALUE MONEYMAKER

Analyze sponsor exposure after every game. Notice an underperforming asset? Be transparent and come to the table with a new solution, perhaps through a branded social media post or campaign that can improve the sponsor media value.



MEDIA VALUE MONEYMAKER

Broaden your perspective.
Conduct a benchmark analysis with your sponsorship analytics solution to see how your organization stacks up across the league. Then apply best practices from top performing teams to your own sponsorships. Are you a top performer? Share the results with sponsors so they know that you always deliver.

3 Apply Best Practices From Your League To Improve Performance

A benchmark analysis lets rights holders compare their sponsorships across leagues and regions. You can see where your sponsorships rank and what other teams are doing to drive value. Think of it like studying game tape to find a new move that will improve your own performance.

When working with a team on benchmarking data, we provide contextual analysis about how that teams' sponsors and assets rank compared to similar activations across their league for a variety of metrics. For example, if another team in their league excels at driving sponsorship value through social media, we can help our client dive deeper into the 'why' to see what they can learn.

By delivering deeper comparative insights to your sponsors that increase performance, you are more likely to land and expand renewals.

4

Regularly Explore New Opportunities To Drive Value

Whether you want to sell a new asset or provide a make-good to make up for an underperforming activation, rights holders that experiment with new strategies to create value will win at renewal time.

Driving Value With New Signage

Performing a white space analysis can help you understand the sponsorship value of new physical or digital assets. You are essentially tracking the potential of an unbranded location, which can really pay off when you are trying to make the case for an expansion.

Driving Value With Sponsored Content

Sponsored content campaigns on social media have become a huge arena for sponsors through game highlights, player of the day posts and milestones, but many rights holders don't have the analytics to maximize performance.

Not all activations will be perfect from the start. But with the right analytics platform, partnership teams can pinpoint underperforming sponsors, create a branded social media campaign or post as a makegood, and quickly create reports to show how that campaign successfully drove value for the sponsor.

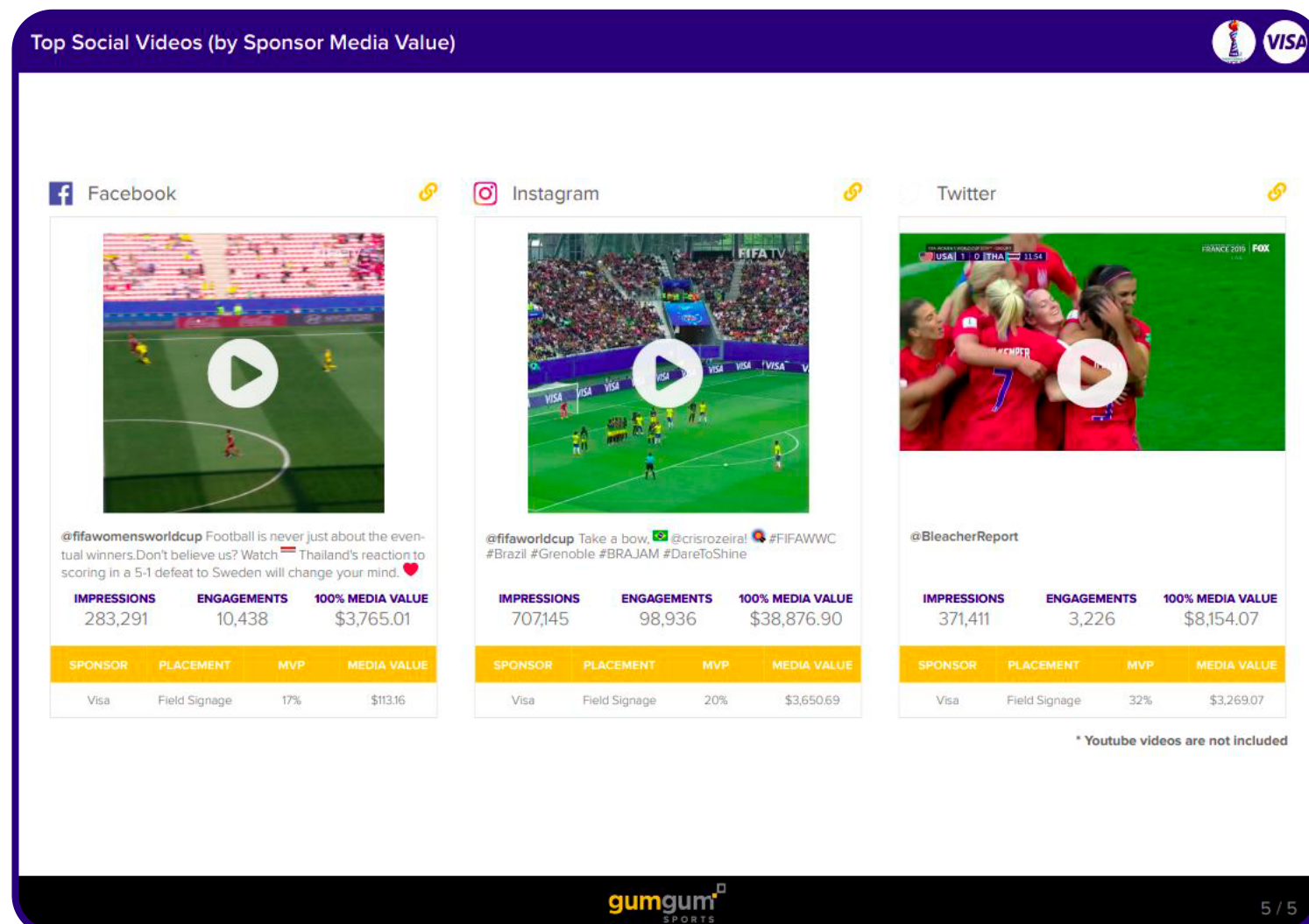
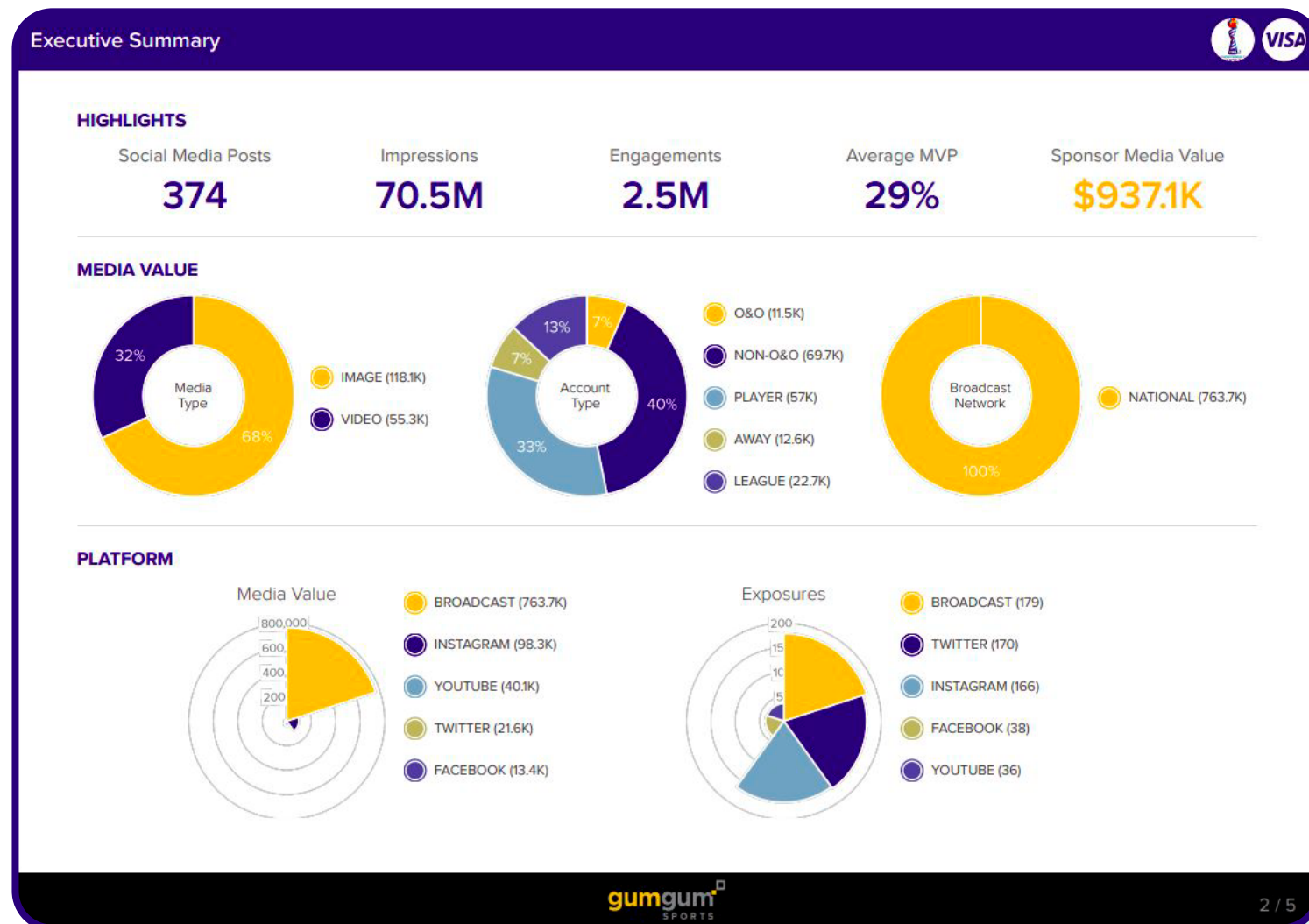
Mini Case Study: Courting New Business

Leading up to the 2019-2020 season, an NBA team planned to sell new sideline and baseline railing sponsor assets. They worked with GumGum Sports to predict the sponsor exposure and value of those new assets. The partnership sales team used that data as a key selling point when selling to partners.



MEDIA VALUE MONEYMAKER

Have an underperforming partner? Offer up a branded post or campaign as a makegood. Most importantly, make sure you can quickly tell the sponsor how their campaign generated exposure and sponsor media value. Coming up for renewal with a big partner and need new ideas? Conduct a white space analysis to offer a new signage asset at a justified price.



5 Deliver Frequent Reporting and Updates To Sponsors

As a rights holder, you should strive to over-deliver for your sponsors in every way possible. Part of this means upgrading from only running mid- and end-of-season reports. Sharing performance reports on a more frequent basis will help you form relationships that grow year after year.

When the 2020 NBA season commenced in the Orlando Bubble, sponsors craved performance data immediately to understand the new environment's impact. Without modern analytics that could provide real-time reporting, sponsors would have had to wait weeks, if not longer, to see results.

In GumGum Sports' analytics platform, partnership teams can immediately create automated reports to share with sponsors without waiting on their internal teams. We've witnessed so many franchises and leagues benefit when they gain access to automated reporting and begin updating sponsors more frequently.



MEDIA VALUE MONEYMAKER

The more proactive and transparent you are with your partners, the better you will be at retaining them. Start by making sure your analytics platform can provide quick, actionable data. The time you will save can go toward making sure your partners are happy.

A dark, moody photograph of a baseball game. A batter in a dark jersey with the number 22 is in mid-swing, hitting a baseball. A catcher in a light-colored uniform is crouched behind him. The background is a blurred stadium with advertisements. The image is overlaid with a dark teal filter and yellow geometric lines and dots.

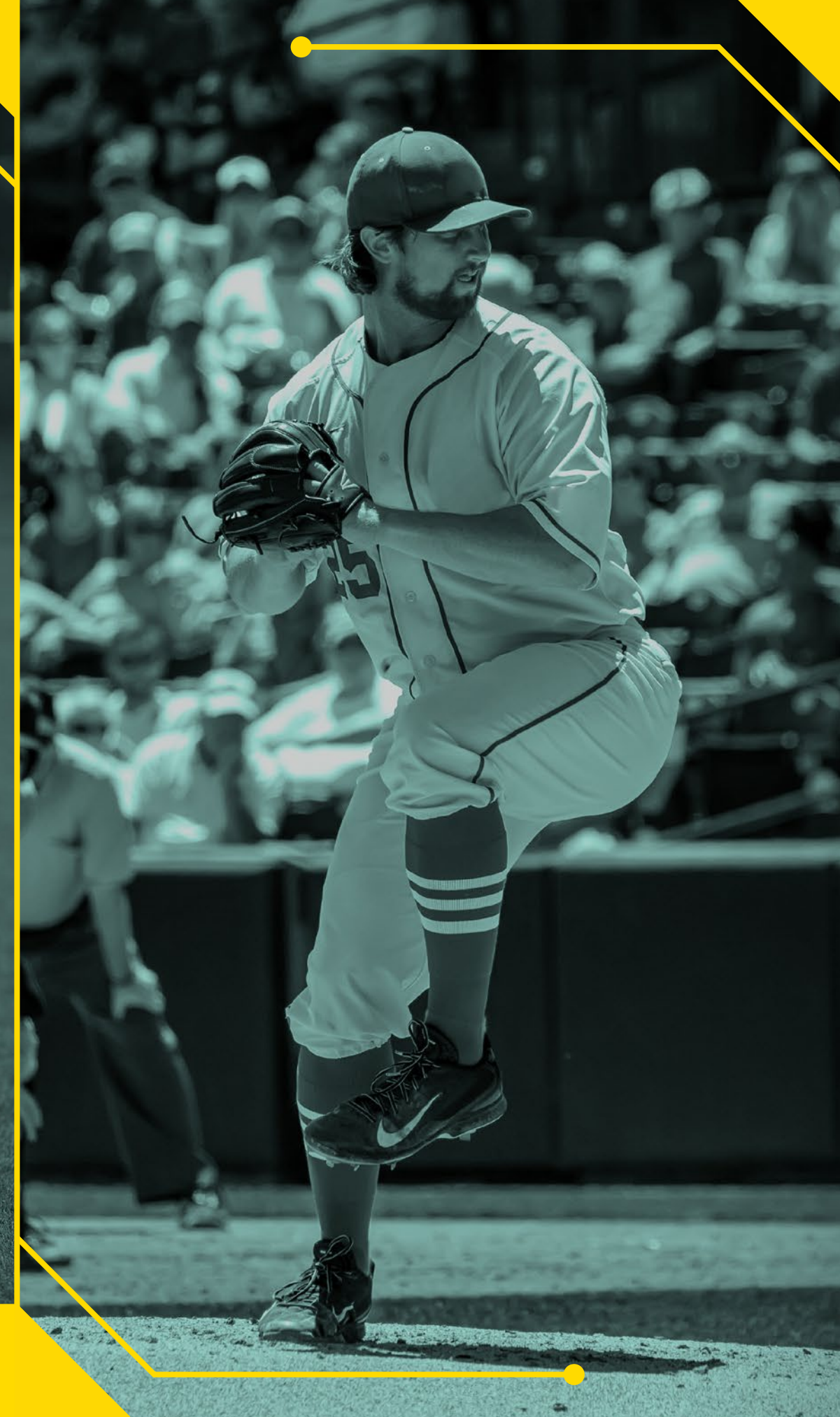
A WHOLE NEW BALLGAME

Running effective partnerships is no easy task. So many factors contribute to a successful partnership. As the sports industry constantly evolves, brands are demanding more from their sponsorship partners.

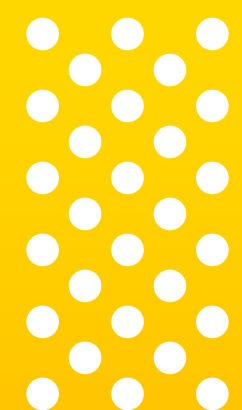
In order to be successful, rights holders must adopt a growth mindset to meet these demands head on and maximize sponsorship value across channels. These new strategies may sound challenging at first, but they will ultimately enable you to be a better partner, meaning you'll have sponsors eager to renew.

The GumGum Sports sponsorship analytics platform is here to help you be the best partner. Get reliable, real-time insights to maximize sponsorship performance so your partnerships team can sell better, sell more and increase renewal rates.

REQUEST A DEMO



ABOUT GUMGUM SPORTS



GumGum Sports is an AI-powered sponsorship analytics solution that delivers timely data and insights to help brands, agencies, properties and media companies contextualize the value of their sponsorships. A division of computer vision pioneer GumGum, the company captures the full media value of sports sponsorships across live broadcasts, social media, and digital streaming, enabling rights holders to retain and grow partner revenue and giving sponsors the ability to track and optimize media value across a portfolio of sponsorships.