



# NCAA Division-1 School drives 96% more value for sponsors by predicting the value of new TV-visible digital signage

An NCAA Pac-12 athletics program was looking to install digital signage at their basketball and football stadiums. They wanted to ensure that any new placements would deliver substantial value for partners. They commissioned GumGum Sports to evaluate the potential sponsor value of these assets so they could build a case internally to invest in the necessary resources.

## The university was looking to:

- **Sign new partners and drive additional value for existing partners** by introducing new wide-reaching signage assets
- **Quantify and justify the installation investment of new digital signage** for approval by the athletics department and their board using analytics and credible data
- **Increase sponsorship share of wallet during renewal time** by maximizing sponsor exposure in near real-time and reporting on value on a continuous basis

## The Solution

They partnered with GumGum Sports to bring new sponsor placements to life. We worked with them to identify and track 4 white space placements - 2 football and 2 basketball - and evaluate the exposure of those assets across broadcast by analyzing a sample size of previous games.

We then calculated the media value of those placements, allowing them to fully understand the potential sponsor value they would drive and to evaluate the cost benefit of implementing the new signage.

The process included valuing white space in-arena opportunities, creating proofs of concept and testing, which ultimately landed two new placements to roll out to partners. The following season, the school used GumGum's analytics platform to analyze their assets in real-time and report on a continuous basis to their partners.

The client was able to validate the results by bringing in signage for 1-2 test run games and analyzing the true media value of those assets using GumGum Sports' analytics platform.





## The Results:

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- **Introduced a new tunnel LED within their basketball arena**, which produces 96% more value than their courtside LED.
- **Retained their biggest partners** by offering new sponsorship opportunities, which they gave to these partners as added value. They plan to sell these as new assets next season.
- **Signed a new partner** who had included wide reaching assets as one of their top priorities. Offering these new digital placements was critical in closing the deal
- **Now have the ability to analyze, optimize and report on sponsorship performance in near real-time** using the GumGum Sports analytics platform.

## 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.