

2023

Sponsorship Research Study

AT-A-GLANCE

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SMA

2023 Sponsorship Study

TOP 3 Most Important Sponsor Objectives

Creating awareness and visibility

Increasing brand loyalty

Community & public relations



Sponsors said
**VALUATION
OF BENEFITS**

was the **most helpful**
metric for determining a
program's value

OVER HALF

of sponsors reported that
COVID has placed a

HIGHER EMPHASIS ON SOCIAL & DIGITAL MEDIA

community relations, and
social marketing programs.



55%

of rights holders said
STAFFING RESOURCES
were their biggest **barrier to success**

**What
sponsorship
trends do
you hope
will slow
down or end
in 2023?**

**“Emphasis on
athletics only”**

“Crypto sponsorships”

**“Hybrid event.
Pick one or the
other.”**

**“Annual YOY
escalators”**

Sponsor Voices

“GOOD sponsorship, when done properly can, align the brands' values with the audience's values in an authentic way.”

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The majority of sponsors and rights holders said that in the next few years their sponsorship departments will have an

INCREASINGLY IMPORTANT ROLE

69%

of sponsors

54%

of rights holders

Sponsor Voices

“Sponsorship marketing creates compelling connections with fans that lead to higher brand recall and engagement.”

**Are there
any trends
you would
like to see
change?**

“More teams creating social impact programs that tie seamlessly into partnerships.”

“More localized activations from national brands”

“Shady sales-people who play different sponsors against each other.”

“We need to continue to chase affordable, clear measurement beyond impression data... I'm interested in finding better data to support sponsorships.”

Sponsor Voices

“Sponsorship can help businesses connect with their audience and elevate their brand. Sponsorship makes an impact deeper than traditional advertising.”

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77%

of sponsors said their **biggest barrier** was **INSUFFICIENT BUDGET** to activate programs



SPONSORS' FAVORITE RESOURCES

Emerging Trends and Best Practices

Activation Ideas

Industry Research

Pricing and Valuation Models

Networking Opportunities



Sponsors want SALES REPS to

- ✓ Do their homework and understand their needs
- ✓ Customize sponsorship programs
- ✓ Present creative ideas
- ✓ Ask relevant questions to understand their needs

SERVICES sponsors value THE MOST

Relationship management

Creative ideas

Assistance measuring ROI

And the one they value THE LEAST

Conducting contests/sweepstakes

**Anything
else you'd
like to share
or would like
to see?**

“Thank you for creating an association specifically for the sponsorship industry! Very exciting.”

“I'd like help with cost-efficient resources.”

“I would like some materials more tailored to non-profit organizations.”