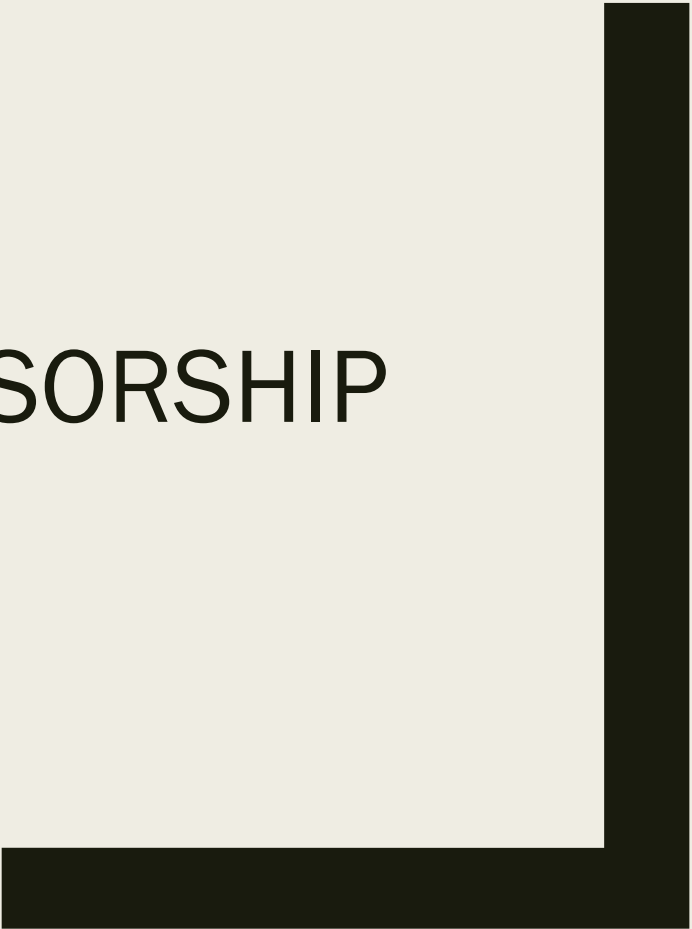
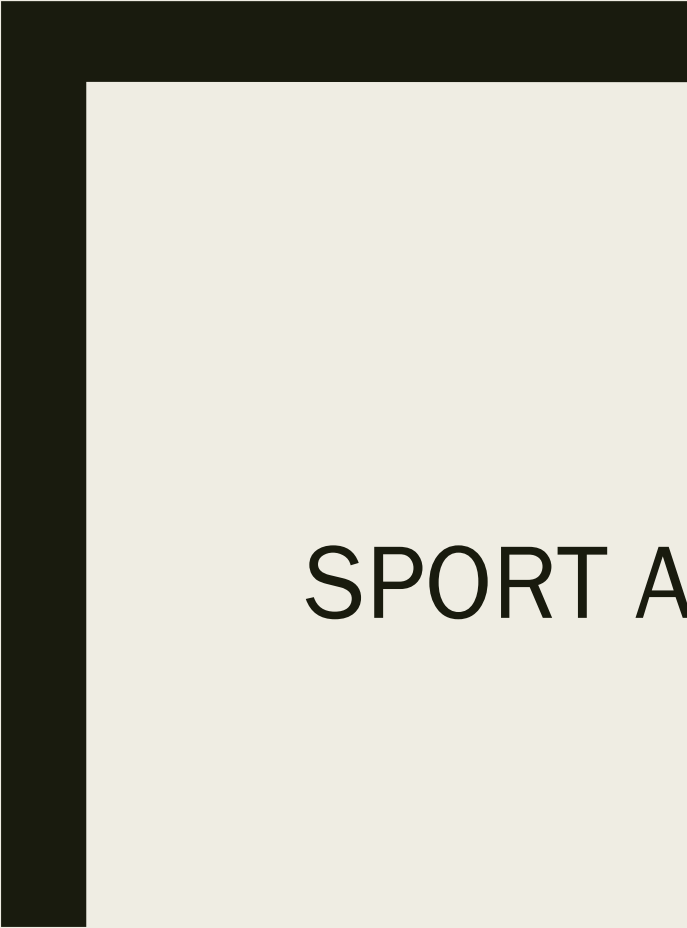




SPORT AND ATHLETE SPONSORSHIP

Last week

- An overview into college sport and the NCAA
- A basic understanding of the transition process between college sport and major leagues
- The financial implications of the NCAA
- A debate involving student athletes wages.



Today's lesson

- Sport sponsorship within USA and UK leagues.
- Sport sponsorship within Olympics
- Shirt sponsorship
- Athlete Sponsorship/endorsement
- Athletes case studies

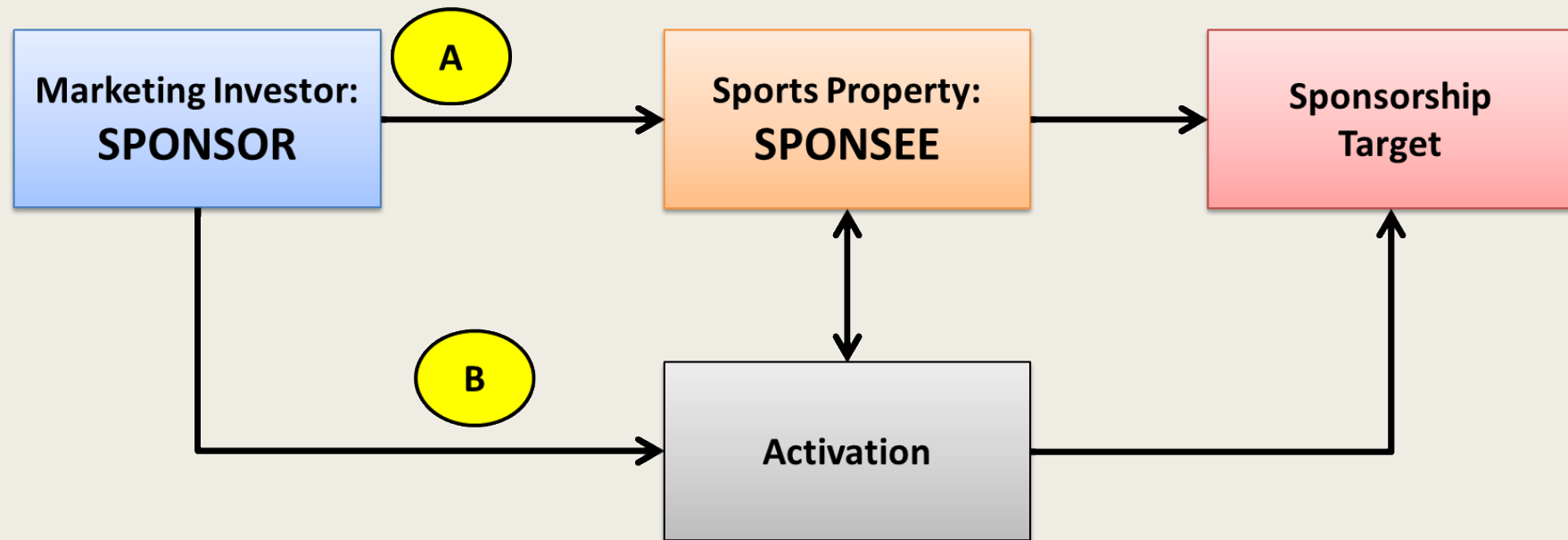


Sport Sponsorship

- Tripartite Relationship
 - Sponsor
 - Sponsee
 - Stakeholders
- Direct
- Indirect



DIRECT AND INDIRECT (ACTIVATION) INVESTMENTS IN SPORTS SPONSORSHIP



A: DIRECT SPONSORSHIP INVESTMENT

B: INDIRECT (ACTIVATION) SPONSORSHIP INVESTMENT

Activation Investment

- With the purpose of deepening the impact of sponsorship with the sponsorship target.
- Samsung and WRU
- Managed to provide 180 fans the opportunity to watch the game.
- Firstly incorporated in 2014 in Australia
- Used in London Sevens.

<https://www.youtube.com/watch?v=IFBaoDPY5Z8>



Olympic Sponsorship

OCOGs Revenue: The Past Six Quadrenniums

Source (in USD millions)	1993-1996	1997-2000	2001-2004	2005-2008	2009-2012	2013-2016
OCOG Domestic Sponsorship	534	655	796	1,555	1,838	2,037
OCOG Ticketing	451	625	411	274	1,238	527
OCOG Licensing	115	66	87	185	170	74
Total	1,100	1,346	1,294	2,014	3,246	2,638

Olympic Games: History of OCOG Sponsorship Programmes

Olympic Games	Number of Partners*	Revenue (in USD millions)
Atlanta 1996	111	426
Sydney 2000	93	492
Athens 2004	38	302
Beijing 2008	51	1,218
London 2012	42	1,150
Rio 2016	53	848

Olympic Winter Games: History of OCOG Sponsorship Programmes

Olympic Winter Games	Number of Partners*	Revenue (in USD millions)
Nagano 1998	26	163
Salt Lake City 2002	53	494
Turin 2006	57	348
Vancouver 2010	57	688
Sochi 2014	46	1,189

Olympic Sponsors



Coca-Cola



Ω
OMEGA



VISA

SAMSUNG

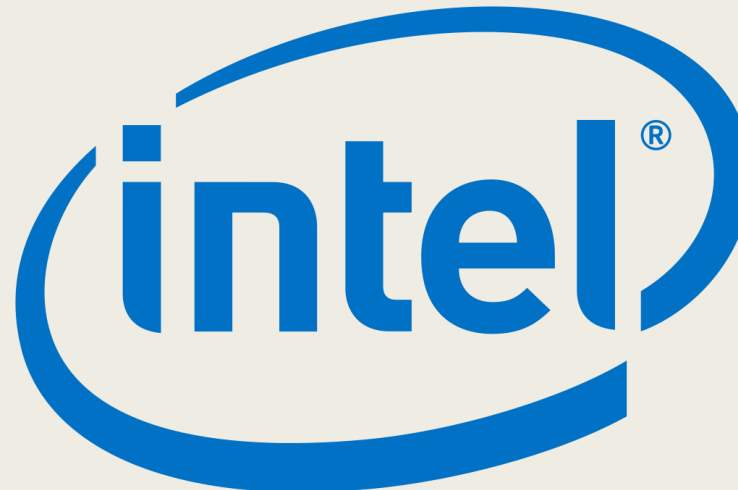
TOYOTA

Panasonic

McDonald's Olympic deal



- 2017 McDonald's stopped sponsorship Olympics after 41 years.
 - Reported \$100 million sponsorship for every Olympics.
 - McDonald's has been trying to hold down costs as it invests in improving food quality, restaurant service and online ordering to woo back U.S. diners.
-
- One week later IOC signed Intel as an official sponsor until 2024

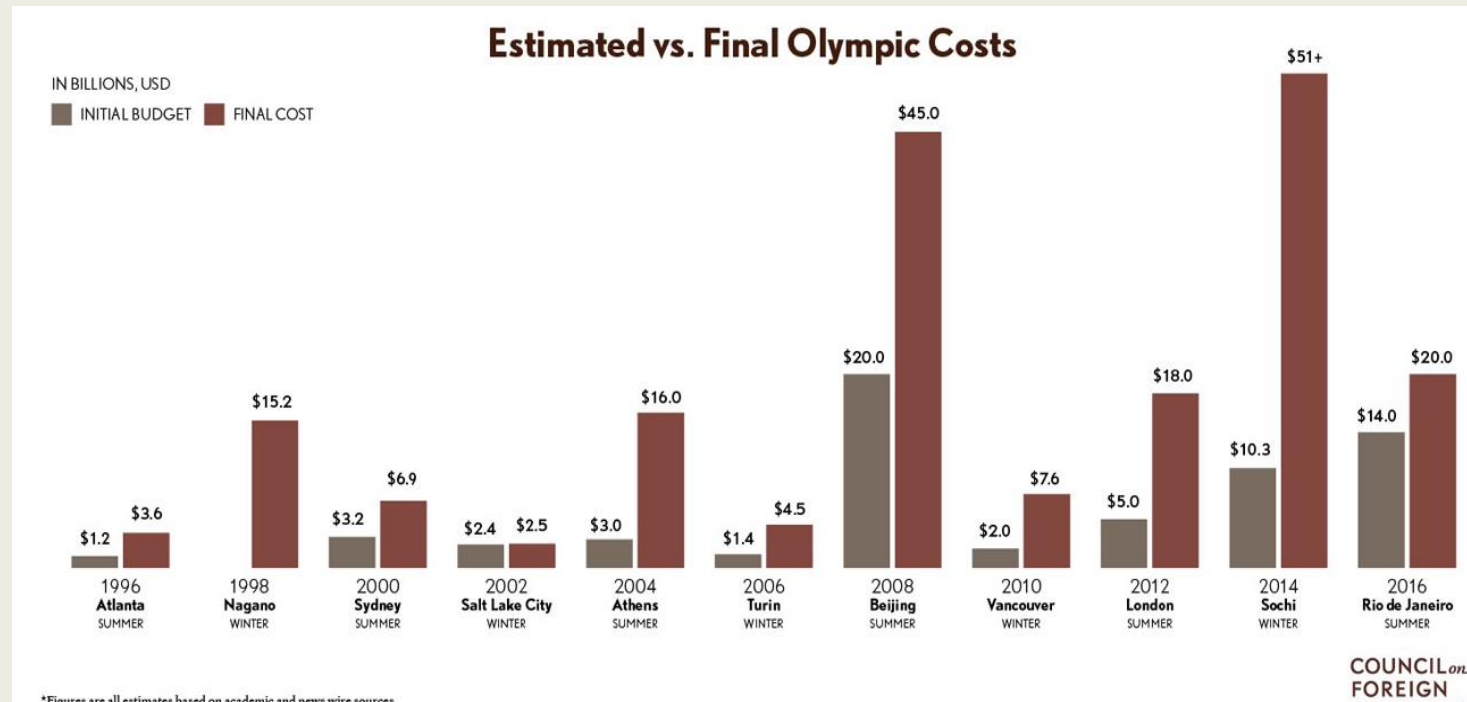


Tokyo 2020 Olympics



- Tokyo sponsorship deals near \$3 billion (47 sponsors)
- Bid budget (2013) = **¥829 billion (US\$7.3 billion)**
- Current budget (2019) = **¥1.35 trillion (£9.4 billion/\$12 billion/€10.6 billion)**

- Lewis (2018) argues that the budget does not reflect the true cost of the event and puts the spend at around \$25 billion.
- 80% of the \$25 billion is taxpayer money.
- The rest (\$5.3 billion) is divided:
 - \$1.7 billion from the IOC
 - Rest from **sponsors**, merchandising and ticket sales.



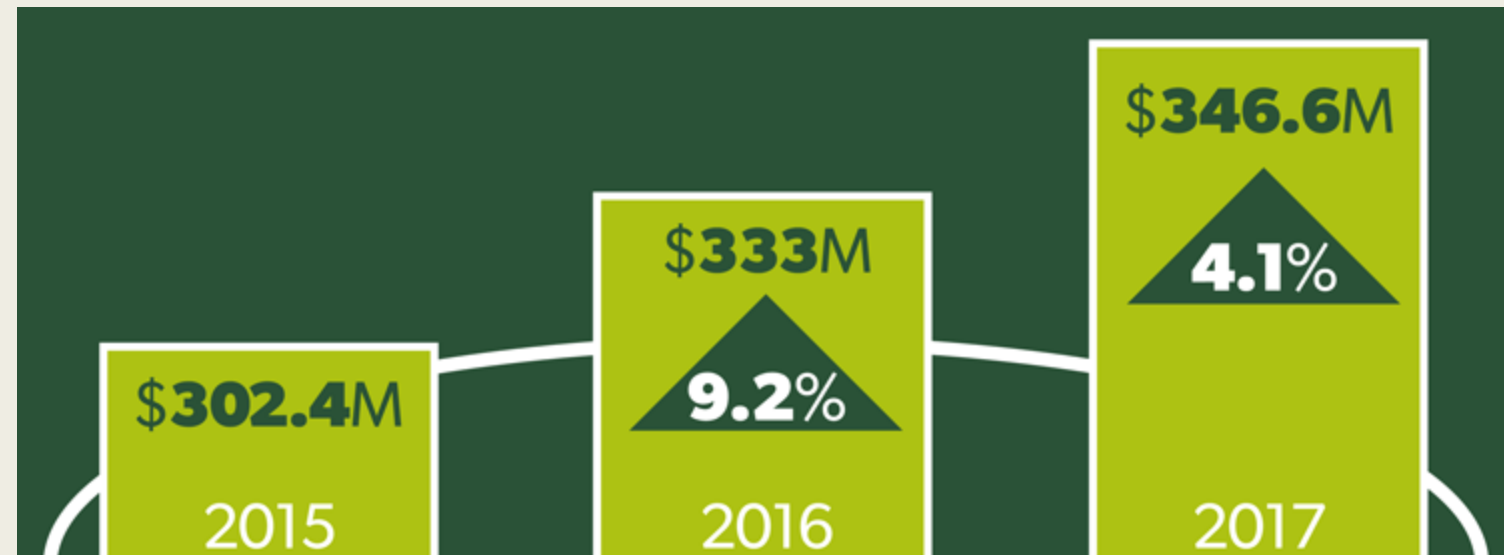
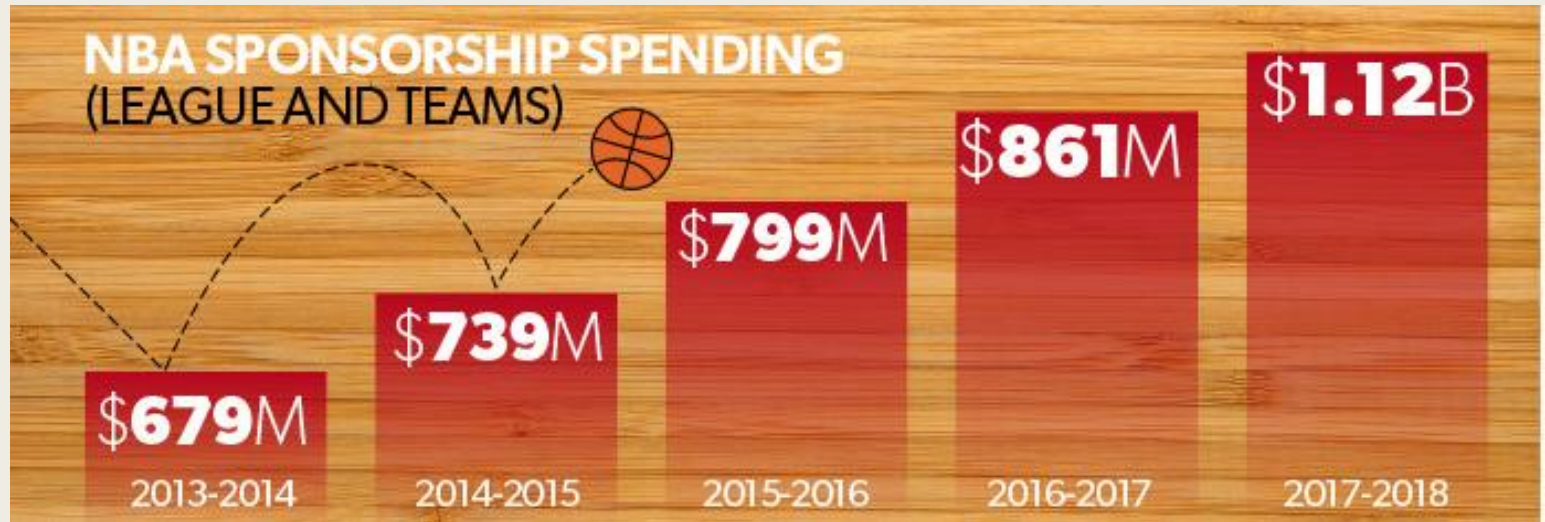
USA Sponsorship

	2016 SPENDING	2017 SPENDING	INCREASE FROM 2016	2018 SPENDING <i>Projected</i>	INCREASE FROM 2017 <i>Projected</i>
SPORTS	\$15.7 BILLION	\$16.26 BILLION	3.6%	\$17.05 BILLION	4.9%
ENTERTAINMENT	\$2.22 BILLION	\$2.29 BILLION	3.2%	\$2.4 BILLION	4.8%
CAUSES	\$1.99 BILLION	\$2.05 BILLION	3.0%	\$2.14 BILLION	4.4%
ARTS	\$962 MILLION	\$993 MILLION	3.2%	\$1.03 BILLION	3.7%
FESTIVALS, FAIRS AND ANNUAL EVENTS	\$878 MILLION	\$903 MILLION	2.8%	\$936 MILLION	3.7%
ASSOCIATIONS AND MEMBERSHIP ORGANIZATIONS	\$604 MILLION	\$616 MILLION	2.0%	\$635 MILLION	3.1%

USA leagues Sponsorship



USA leagues Sponsorship



UK Premier League

Lead Partner



Official Bank



Official Snack



Official Beer



Official Ball



Official Timekeeper



UK Premier League



Shirt Sponsorship



- Who sponsors the shirts of these NFL teams?



REDSKINS

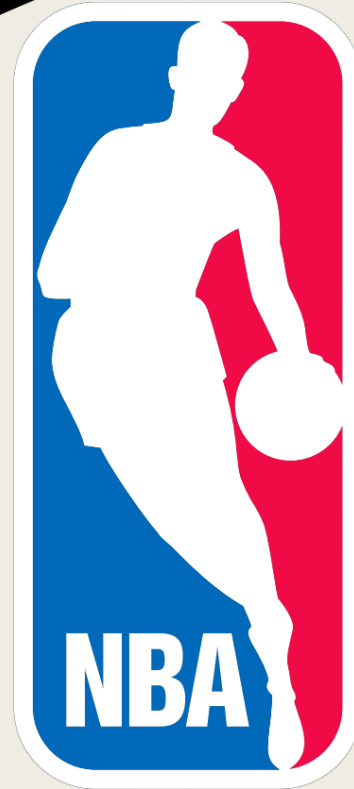
NFL and Nike sign 8-year contract for uniforms

- The new deal will start once the current one finishes in 2020 and will run until 2028.
- Sponsors all 32 teams with game day uniforms.
- Financial details of the NFL deal have not been released but the deal with the NBA (8 years) was worth \$1billion.



NBA jersey sponsoring

- Eight year contract signed in 2015 for \$1 billion, more than triple of what Adidas paid.
- Nike's logo will appear in the game jerseys for the first time in NBA history.
- However, there are 14 teams in the NBA that for the first time ever have signed jersey sponsors.



Team	Sponsor	How Much (per year)
Atlanta Hawks	Sharecare	\$2.5m-\$10m
Boston Celtics	General Electric	\$7m
Brooklyn Nets	Infor	\$8m
Cleveland Cavaliers	Goodyear	Over \$10m
Denver Nuggets	Western Union Bank	\$5m - \$10m
Detroit Pistons	Flagstar Bank	\$5m- \$10m
Golden State Warriors	Rakuten	\$20m
Milwaukee Bucks	Harley – Davidson	\$2.5m
Minnesota Timberwolves	Fitbit	\$3m - \$8m
Orland Magic	Disney	\$5m - \$10m
Philadelphia 76ERS	Stubhub	\$5m
Sacramento Kings	Blue Diamond Almonds	\$5m
Toronto Raptors	Sun Life	Ove \$5m
Utah Jazz	Qualtrics	\$4m

Premier League Shirt Sponsorship



- Premier League Clubs will rake in a collective £313.6 million in shirt sponsorship deals.
- 9 teams advertising betting and gambling companies
- More clubs are jumping at the opportunity to sign a sleeve sponsor.



PUT YOUR SHIRT ON IT: Premier League sponsorship deals for 2013-14



Club	2012-13 sponsor	Value / Yr	2013-14 sponsor	Value / Yr	Change
Arsenal	Fly Emirates	£5.5m	Fly Emirates	£30m	+ £24.5m
Man Utd	Aon	£20m	Aon	£20m	-
Liverpool	Standard Chartered	£20m	Standard Chartered	£20m	-
Man City	Etihad	£20m	Etihad	£20m	-
Tottenham	Aurasma	£10m	HP / AIA £13m/£6m	£19m	+ £9m
Chelsea	Samsung	£13.8m	Samsung	£18m	+ £4.2m
Newcastle	Virgin Money	£10m	Wonga	£6m	- £4m
Aston Villa	Genting	£8m	Dafabet.com	£5m	- £3m
Fulham	FxPro	£4.2m	Marathonbet	£5m	+ £800k
Sunderland	Invest in Africa	up to £20m	Bidvest	£5m	- £15m
Everton	Chang Beer	£4m	Chang Beer	£4m	-
Stoke	Bet365	£1.3m	Bet365	£3m	+ £1.7m
West Ham	SBObet	£1.7m	alpari	£3m	+ £1.7m
Swansea	32Red	£1.1m	GWFX	£2m	+ £900k
West Brom	Zoopla	£1.5m	Zoopla	£1.5m	-
Norwich	Aviva	£1m	Aviva	£1m	-
Southampton	aap3	£1m	aap3	£1m	-
QPR*	AirAsia	£2.5m	Not applicable for this exercise		
Wigan*	12Bet	£1m	Not applicable for this exercise		
Reading*	Waitrose	£500k	Not applicable for this exercise		
Total		£147.1m			

PUT YOUR SHIRT ON IT: Premier League sponsorship deals for 2018-19



Club	Sponsor (nationality)	Value 2018-19	Industry	+/- from 2017-18
Man Utd	Chevrolet (US)	£47m	Cars	-
Man City	Etihad (UAE)	£45m	Airline	+£10m
Arsenal	Fly Emirates (UAE)	£40m	Airline	+£10m
Chelsea	Yokohama (Japan)	£40m	Tyres	-
Liverpool	Standard Chartered (UK)	£40m	Banking	+£10m
Tottenham	AIA (Hong Kong / China)	£35m	Insurance	-
West Ham	Betway (Malta)	£10m	Gambling	-
Everton	SportPesa (Kenya)	£9.6m	Gambling	-
C Palace	ManBetX (Malta)	£6.5m	Gambling	-
Newcastle	Fun88 (China / IoM)	£6.5m	Gambling	+£0.5m
Southampton	Virgin Media (UK)	£6m	Telecoms	-
Wolves	W88 (Thailand)	£5m	Gambling	n/a
Bournemouth	M88 (Gibraltar)	£4m	Gambling	+£0.5m
Leicester	King Power (Thailand)	£4m	Duty Free	-
Burnley	Laba360 (Malta)	£3m	Gambling	+£0.5m
Cardiff	Visit Malaysia (Malaysia)	£3m	Tourism	n/a
Fulham	Dafabet (Philippines)	£3m	Gambling	n/a
Watford	FxPro (UK)	£3m	Forex finance	-
Brighton	American Express (US)	£1.5m	Finance	-
Huddersfield	Ope Sports (Malta)	£1.5m	Gambling	-
TOTAL		£313.6m	<i>(Up from £281.8m)</i>	



Presentations

- Look at Sports sponsorship and Athlete sponsorship
- Investigate an athlete and discover how much sponsorship money they receive.
- Pick from the list below or just choose any athlete at random.
- Create 2 PowerPoint slides to present at the end of next session.
 - *Michael Jordan*
 - *Cristiano Ronaldo*
 - *Messi*
 - *Serena Williams*
 - *Leigh Halfpenny*





Athlete Sponsorship

- Sponsorship is a marketing tool used by business where they pay for some or all the costs involved in a project in return of recognition.
- Endorsement is when an athlete publicly state that they 'recommend' or 'suggest' you try a particular product because they think it's good.



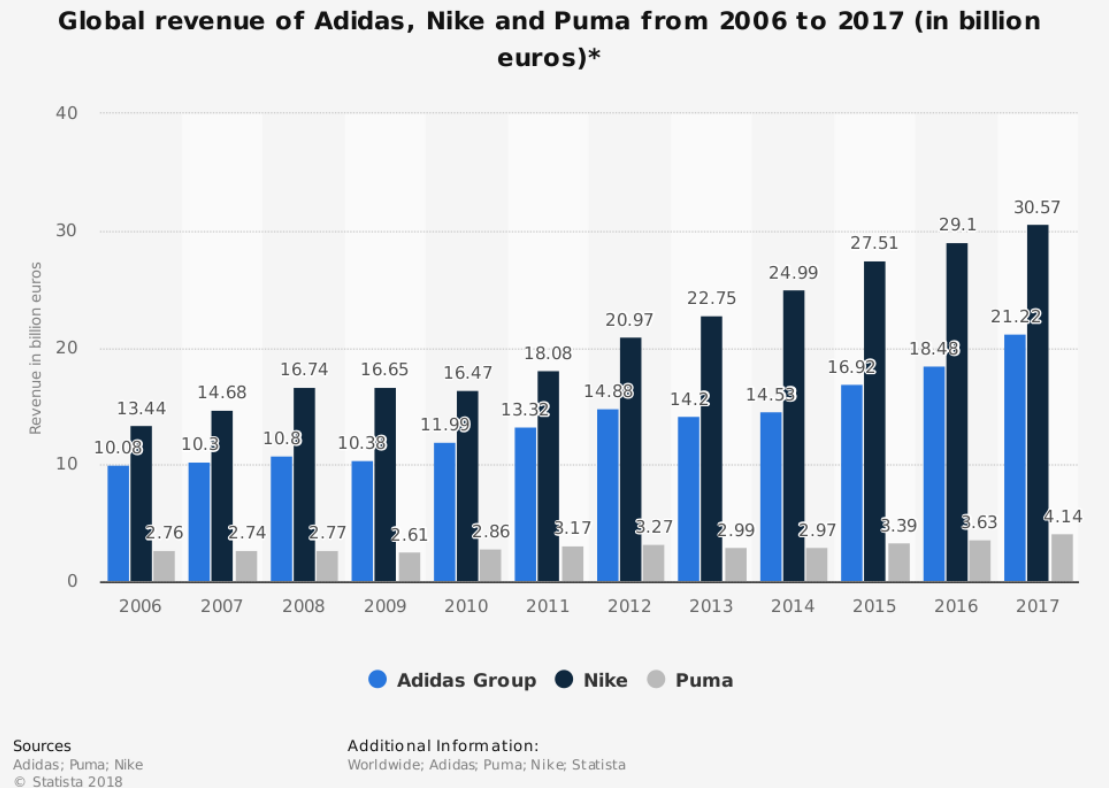
Top 10 Athletes by Endorsement Income for 2018



Athlete	Endorsement
Roger Federer	\$65 Million
Lebron James	\$52 Million
Cristiano Ronaldo	\$47 Million
Stephen Curry	\$42 Million
Tiger Woods	\$42 Million
Phil Mickelson	\$37 Million
Rory McIlroy	\$34 Million
Kei Nishikori	\$33 Million
Kevin Durant	\$32 Million
Usain Bolt	\$30 Million



Nike Case Study



Nike and performance statistics.



USA OLYMPIC MEDALS BY SNEAKER BRANDS

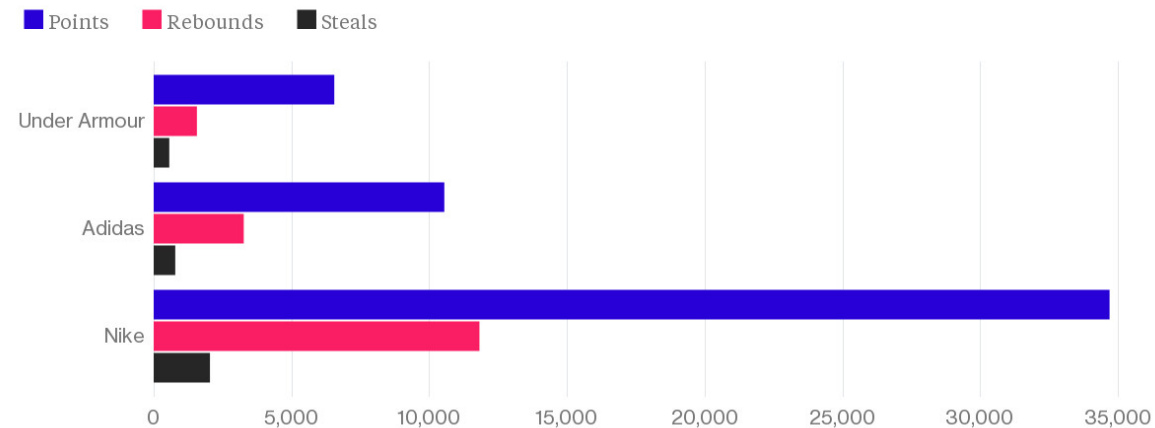


COMPANY	G	S	B	TOTAL
 NIKE	44	11	24	79
 UNDER ARMOUR	9	5	3	17
 NEW BALANCE	8	1	3	12
 ADIDAS	4	1	4	9
 ASICS	2	1	6	9
 MIZUNO	1	2	5	8
 REEBOK	2	2	0	4
 JORDAN BRAND	2	0	1	3
 SKECHERS	0	0	1	1
 SPERRY	0	0	1	1
 ANTA	1	0	0	1



Just Doing It

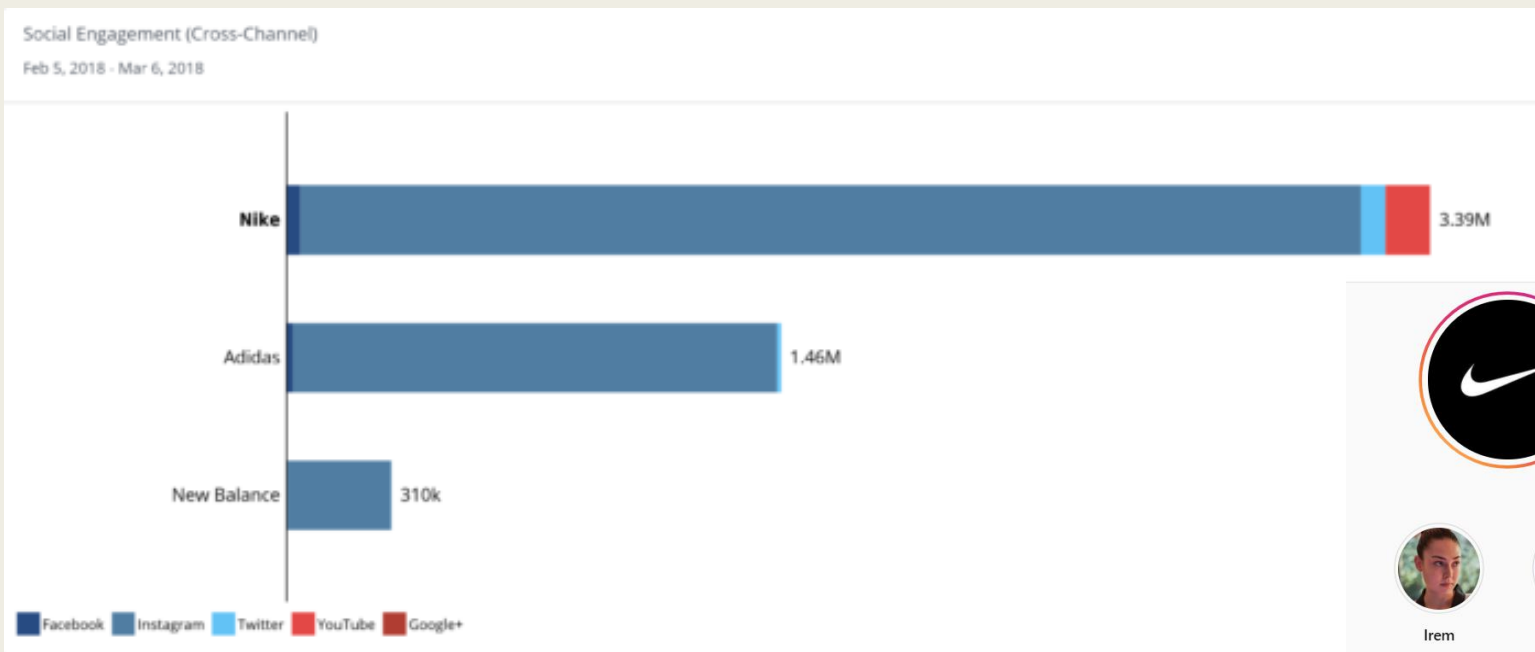
Nike's NBA players put up far more numbers than those wearing other sneakers.



* 2014-2015 season



How does Nike just do it?





nike

Follow

720 posts

84.8m followers

55 following

nike

If you have a body, you are an athlete. #justdoit

nike.com

Irem

Yasemin

Zeina

Ramla

Sarah

Maynor

 | Instagram

Log In

Sign Up



adidas

Follow

731 posts

23.2m followers

147 following

adidas

Running: it's not what you think it is.

#ULTRABOOST 19

a.did.as/_Running__

POSTS

TAGGED









kingjames • Follow

kingjames B•B•Z•S is the clique!! #JamesGang

👉 P.S. I'm not even gone mention that colorway XVI. 🧑🏿♂️👉🏿👉🏿👉🏿👉🏿

Load more comments

walaebakr P.s my name is Sadiq

younggod_rockafella 🔥🔥🔥🔥

younggod_rockafella 🔄🔄🔄🔄🔄🔄



cristiano • Follow

Paid partnership with nikesportswear

cristiano Challenge the rules by making your own. #nikesportswear #nikesportpack

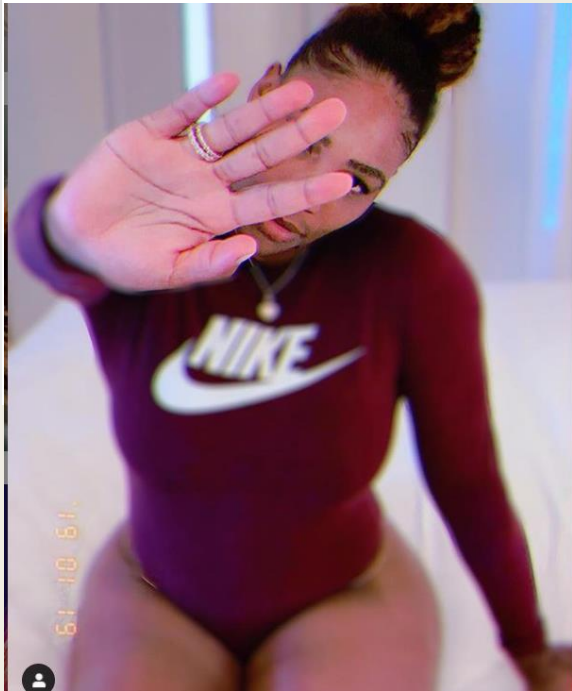
Load more comments

nikitas72 🍌🍌🍌

maks_kisko Кпыт 🙌👍

jack_senggollan 🙌🙌

aminaabubakar944 I like you forever



serenawilliams • Follow

Load more comments

money_gaad 🍌🍌🍌🍌🍌🍌

dcb_1966 Looking good 🍌🙌

ruffhouse_tiqi 🌸❤

i3arned.it THICC



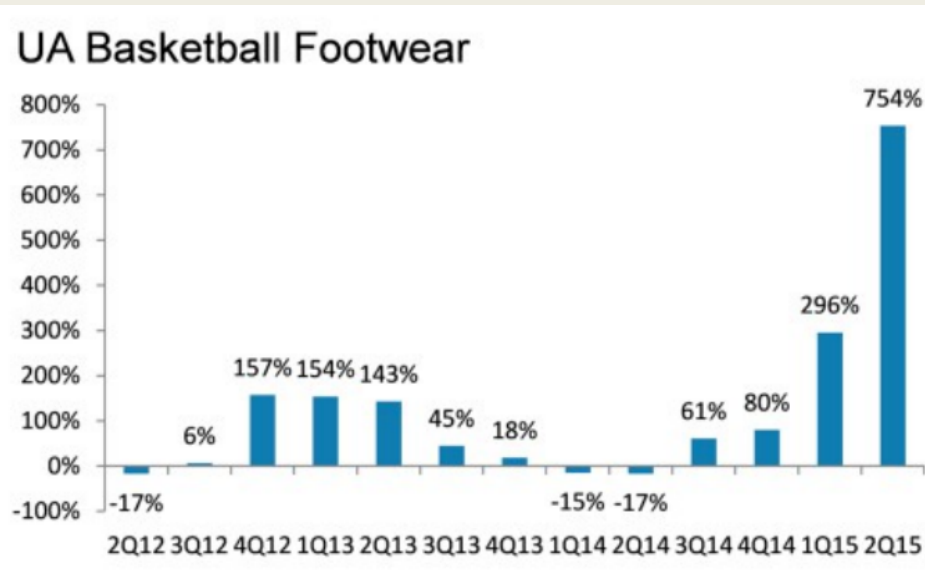
611,610 likes

JANUARY 19

Log in to like or comment.

Case Study – Stephen Curry

- Golden State Warriors – sponsored by Rakuten and Nike
- Stephen Curry just signed a sponsorship with Rakuten and Stephen Curry is endorsed and sponsored by Under Armour
- Under Armour signed Curry for \$4 million per year back in 2013.
- Curry has a contract until 2024.



ANY QUESTIONS?

