



OPTIMISE YOUR RETURN ON INVESTMENT IN MOTORSPORT

Premium evaluation and consultancy



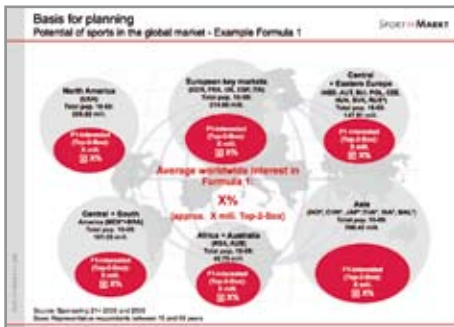
PREMIUM SERVICES AND SOLUTIONS

Market Research



State-of-the-art research infrastructure

- Full-service market research department with innovative methods and over 20 years experience in international research on communications and sponsorship
- Modern infrastructure with CAWI, CATI, CAPI, on-site facilities, focus groups etc.
- Global network of quality-controlled fieldwork partners
- Continuous domestic and international fundamental research, member of ESOMAR, AEDEMO, BVM, ESA



Global Study Sponsoring 21+

- World's largest multi-client sponsorship study with more than 20,000 interviews in over 20 countries monitoring target groups and impact since 2003
- Which sport/event is appropriate for your brand in terms of image positioning?
- What characterises your sponsorship target group?
- What is the impact of your sponsorship compared to your competitors?



Brand & Media Tracking

- Regular international online study to analyse visual and multi-media forms of brand communication
- Possibility to integrate audio / video features and website assessments
- Assessment of brand elements such as logos, mascots and trophies
- What recognition does your brand achieve on an international level?



Hospitality & On-site studies

- Impact monitoring of your sponsorship performance amongst event spectators
- How is your sponsorship perceived by motorsport fans on-site?
- What sponsorship tools generate the highest impact?
- How satisfied are your hospitality guests?
- Where is potential for optimisation?

OPERATIONAL EXCELLENCE FOR YOUR SUCCESS

Media Evaluation

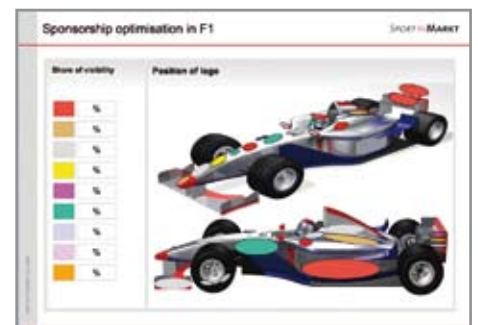
Analysis and Evaluation of your Media Sponsorship Exposure

- International Media Centre with over 100 employees
- Monitoring and evaluation of all media platforms (TV, press, internet, mobile)
- International network of recording partners in over 100 countries
- Global recording of 5,500 TV channels with more than 800,000 hours annually – accurate frame-by-frame analysis



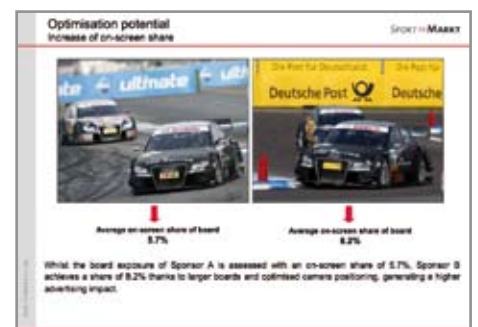
Monitoring & Exposure Analysis

- Analysis of coverage, audience and sponsorship contacts
- Automatic image and logo recognition software
- What media exposure do your sponsorship tools achieve?
- How do you perform in comparison to other sponsors?
- Are you aware of infringements of your sponsorship rights?



Evaluation

- What is the advertising value equivalent of your sponsorship exposure?
- Which media platforms, channels, programmes, countries and tools contribute the most to your sponsorship engagement?
- Qualitative weighting via analysis of on-screen share and competitor influence



Consultancy

Holistic Consultancy for your Success in Motorsport

- Optimisation of your return on sponsorship investment
- Best practice and benchmarking for an effective sponsorship integration strategy
- Innovative and unique models for monetary rights evaluation based on media and market research



SPORT+MARKT

As the leading research and consultancy company in international sport business, we provide you with an objective basis for planning your strategic decisions. We monitor, evaluate and optimise your engagements from an independent, neutral perspective:

- ☒ Strategic and operative sponsorship consultancy
- ☒ Sponsorship and advertising impact monitoring
- ☒ Evaluation and protection of media, brand and marketing rights

Your benefits

As an innovative branch pioneer and insider, we know the factors for success in optimum use of your funds. For over two decades, we have been analysing developments and trends on the international market. As a result, our clients have access to one of the largest global databases for sport, sponsorship, communications, brands and events.

Contact us

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“We regard comprehensive efficiency monitoring of our global sport marketing engagements by SPORT+MARKT as a target-orientated investment for efficient control of our marketing tools rather than a cost factor.”

Ralf Hussmann, Head of Sport Marketing / BMW AG

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