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PLAN YOUR SUCCESS

CONSULTANCY AND IMPACT MONITORING IN FOOTBALL BUSINESS

WE STRENGTHEN YOUR MARKET POSITION

How can you deploy your **sponsorship budget** most effectively?

What characterises your **club**?

How can you optimise your **sponsorship platform**?

What is the **potential revenue** from your target group?



SUCCESS CAN BE PLANNED

Football is the most popular global sport and provides extensive communication and revenue potential as a business environment – for sponsors and for clubs. SPORT+MARKT provides you with consultancy in achieving your individual targets.

Alone in the five European key markets (UK, France, Spain, Italy and Germany), there are approx. 160 mill. people interested in football. The high numbers of enthusiasts, modern infrastructure in and around stadia as well as the high media coverage on TV, in the press and on the internet make the sport one of the most attractive communications platforms.

Almost 2/3 of the sport sponsorship volume in Europe is invested in football. Due to the host of sponsors hoping to benefit from the high attention and image scores, efficient planning and impact monitoring of engagements is vital.

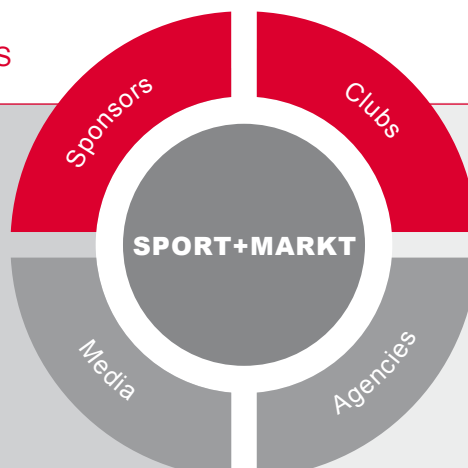
SPORT+MARKT provides consultancy for companies and agencies to define the correct sponsorship strategy and benefit from sales potential. In addition, we assess the impact of all communicative activities in the sporting environment. In particular, in the current economic climate, sales targets are in stronger focus regarding advertising engagements. Here, sponsorship plays a more significant role thanks to the proximity to consumers. With our long-standing market expertise, we support you in increasing efficiency, the monetary evaluation of your engagement and optimisation of your budget.

Clubs are also in competition with each other and have to position themselves as effectively as possible. We help to exhaust the maximum potential of your sponsorship platform, activate fan potential and optimise advertising tools.



CONSULTANCY FOR SPONSORS

- What sponsorship strategy is most efficient in football?
- To what extent do you improve your key brand parameters via your sponsorship engagement?
- How successful are your competitors?

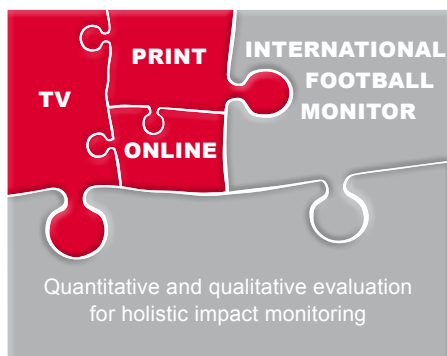


CONSULTANCY FOR CLUBS

- How can your club achieve the optimum positioning?
- How much are your marketing packages worth?
- Are you aware of your fans' requirements?

FOR A REALISTIC ADVERTISING VALUE, AN OBJECTIVE PERSPECTIVE IS REQUIRED

MEDIA EVALUATION MARKET RESEARCH



TV MEDIA EVALUATION

TV Media Evaluation provides both clubs and sponsors with detailed analysis of their media exposure and their advertising value.

The following could be investigated and analysed:

- All competitions involving the club or sponsor
- Coverage irrespective of competition
- All advertising tools

COMPANIES:

- How visible is your brand compared to your competitors?
- What equivalent media value do you generate via your engagement?

CLUBS:

- How high is your club's media exposure?
- How valuable are the advertising tools you offer?

With analysis of footage accurate up to a tenth of a second, meticulous quality controlling, transparent procedure and the option of adaptability to custom client requirements, we have set new standards for quality on the market.

Our in-house developed, constantly evolving MAT software enables both analysis of total media exposure as well as the observation of qualitative factors such as on-screen share and competitor influence. This provides you with a realistic advertising value for your sponsorship exposure and a comparison with classical communications activities.

→ HOW HIGH IS YOUR ON-SCREEN SHARE?



→ HOW STRONG IS THE COMPETITOR INFLUENCE?



EXPOSURE IN PRINT, ONLINE AND ON MOBILE TV

Due to changes in media consumption, football coverage has spread well beyond the television in recent years. New media are becoming more and more important, and the potential and performance of a sponsorship platform are increased by exposure on the internet or mobile TV. Therefore, to holistically define the value of a sponsorship engagement, we include all communications tools in our evaluation.

We use state-of-the-art methods. For example, we record e.g. verbal mentions of naming rights in TV coverage or follow the path of vision using eye tracking for coverage of football on the internet. This enables new options for accurately analysing the impact of various advertising tools in different media.



ALL RESULTS AT A GLANCE: CLIENT-SPECIFIC DATABASES

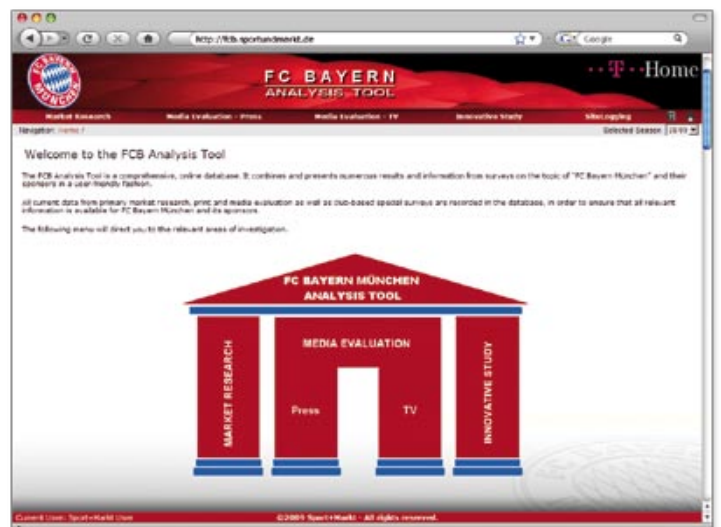
Whether you want to find out the media and market research performance of your engagement as a sponsor or optimise your service for sponsors as a club, league or federation, our client-specific databases provide you with access to all your up-to-date results anywhere in the world, at any time.

Examples of our client databases



"The database is outstanding for us and provides our sponsors with access to all the scores recorded throughout the entire season around the clock. It is a service for us and our partners which is only possible thanks to SPORT+MARKT."

Andreas Jung | Marketing Director | FC Bayern München

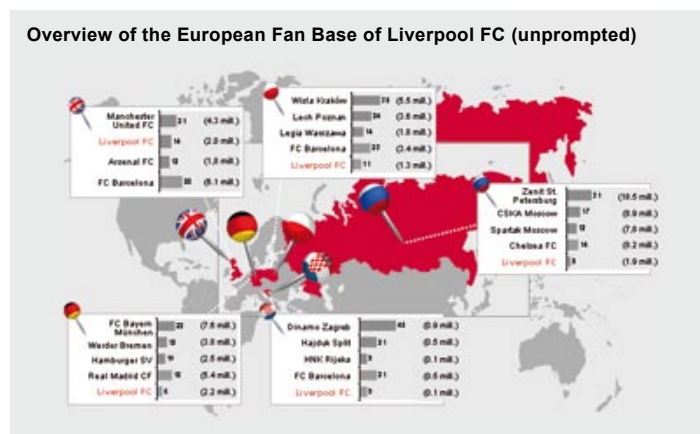


WHAT COUNTS IS ADVERTISING IMPACT AND POSITIONING

MEDIA EVALUATION MARKET RESEARCH



Example results from International Football Monitor



INTERNATIONAL FOOTBALL MONITOR

Analysis of the effectiveness of advertising as well as media exposure is vital in enabling holistic impact monitoring within the relevant target group.

The International Football Monitor has been the most recognised market research study for analysis of the European football and sponsorship scene for seven years. It provides detailed information on the impact and success of communicative activities in the scope of professional football in Europe. The long-term implementation of the study means that trend graphs and benchmarks are possible demonstrating developments and competitor analysis.

Examples of content:

- Interest in selected domestic and international football competitions
- Most popular domestic and international club
- Unprompted awareness of sponsors
- Club-prompted awareness of kit suppliers and jersey sponsors
- Key brand parameters, target group profiles and media usage

The general section can be extended to include client-specific questions such as individual brand and club parameters.

SAMPLE: Representative sample, 15 to 69 years, football-interested persons

FIELDWORK: 2 waves per season
November and May

INTERVIEW TECHNIQUE: Telephone interviews (CATI)

COUNTRIES: Germany, France, U.K., Italy, Spain, Netherlands, Austria, Switzerland, Poland, Russia and Croatia. Further markets are available upon request

consusconcept

TOP PERFORMANCE IN SPONSORSHIP

Are your current investments in sponsorship worthwhile for your brand? How do you measure up to competitors? Where are your strengths – and where are your weaknesses? With its new consus concept for research and evaluation, SPORT+MARKT has now developed an innovative, holistic performance model for the assessment and control of your sponsorship engagements.

- New evaluation concept for sponsorship ROI analysis
- Definition based on few and significant KPIs
- Transparent benchmarking of your engagement with other top brands



HOLISTIC CONSULTANCY FOR THOSE WHO EXPECT MORE

Over 20 years of experience in the football business ensure that we are aware of the decisive factors in the planning and optimisation of your sponsorship engagements. In addition, we provide you with consultancy on all other relevant topics regarding football business.

How can optimum integration of sponsorship into your **CSR strategy** be insured?

How can your **sponsorship activities** be integrated and activated?

Are you aware of the **factors for success** in European merchandising?

Are you looking for **successful** and **compliance-friendly hospitality strategies**?



STADIA AND ARENAS

More and more companies want to use stadia and arenas as efficient communications platforms for addressing their target groups. Thanks to professional marketing, operators and clubs have access to brand new sources of income. SPORT+MARKT supports you in exhausting the entire marketing potential of stadia and arenas.

EUROPEAN MERCHANDISING REPORT

The first pan-European European Football Merchandising Report by SPORT+MARKT and PR Marketing provides you with up-to-date data, facts and estimations on the merchandising business in Europe's top leagues (Bundesliga, Premier League, Primera División, Serie A, Ligue 1 and the Eredivisie).



About us

As the leading research and consultancy company in international sport business, SPORT+MARKT has been analysing developments and factors for success on the sponsorship and advertising scene for over 20 years. In addition to know-how in market and media research as well as strategic consultancy, clients are provided with one of the most extensive global databases for sport, sponsorship and communications. Today, SPORT+MARKT employs over 500 employees at its Cologne headquarters and branches in the UK, Spain, Italy, France, the Netherlands and Singapore.

Our core areas of expertise

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

A selection of our clients in football

- | | | |
|-------------|---------------------|-------------|
| ■ Adidas | ■ AFC Ajax | ■ DFL |
| ■ Bwin | ■ AS Rom | ■ FIFA |
| ■ Carlsberg | ■ FC Barcelona | ■ Infront |
| ■ Coca-Cola | ■ FC Bayern München | ■ SPORTFIVE |
| ■ T-Home | ■ Liverpool FC | ■ UEFA |

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