

# STATE OF THE INDUSTRY

A Data-Driven Annual Review of Global Sport Sponsorship Trends & Spend Across the Big Five 2022/23 Seasons.

*The latest sponsorship marketing research, benchmarks & insights you need to evolve your 2023 partnership strategy.*



# INTRODUCTION

## KORE Evolved

Looking back, 2022 symbolized a year of incredible growth for KORE. After three acquisitions that doubled the size of the business and industry expertise, alongside extensive product development, KORE today is more than just “software.” As a result of Hookit merging into KORE last year, this is the first piece of work we've released that includes our broader sponsorship perspective from social insights.

Prior to last year's acquisitions, KORE primarily provided sponsorship measurement, data warehousing, fan engagement, ticketing, and asset management services to many of the biggest sports teams in the world. By adding Hookit to our team, the leading AI-powered sponsorship analytics platform, we deepened our focus on the measurement of sponsorship, by including social. This was a strategic decision to meet the unique challenges of the sponsorship industry. With the platforms combined, brands and rights holders now can manage, measure and optimize every aspect of their partnership portfolio from one platform. This two-sided ecosystem helps brands and rights holders partner better together, and the insights in this report reflect both viewpoints.

As of 2023, KORE officially removed "software" from its name to better reflect its commitment to innovation, respect for its amplified team, as well as its diversified services and products. Today, our solutions are trusted by more than 1,000 of the most recognizable brands, teams, agencies, and leagues across the world.



# FORWARD

In 2022 we entered a year of transition. Fans returned to stadiums, attended events, and continued to share their experiences digitally.

Normalizing was the trend for the 2022-2023 sport seasons. In this report we'll focus on comparing not just year-over-year trends but a clear comparison to pre-pandemic data points and trends without the COVID-19 implications of 2020 and 2021.

With more than 200 industry experts at the helm of KORE's data and analytics, the creation of this in-depth, data-driven review derives from many subject matter experts within the industry. As we unveil the second edition of this report, we proudly highlight its evolution and improvement, made possible by the advancements in our tools and technologies.

While we maintained industry sectors spend patterns across the North American big five leagues (NFL, NBA, MLS, MLB and NHL) for their respective 2022-23 seasons, this year's State of the Industry report was updated with:

- Campaign and activation spotlights that drove significant brand value
- Pro tips on social activations that you can put into practice right away
- A social media "stars" list of the top 25 men, women, and teams (driving value for brands globally)
- The top 20 unexpected brand wins in 2022, and more

We hope you take these insights back to your organization to optimize your partnership portfolio measurement strategy and get more out of your investments. Please, reach out to our team for any specific questions or join us for one of our monthly market intel workshops for a deeper dive into a specific vertical's impact on partnerships. Contact us at [info@koresoftware.com](mailto:info@koresoftware.com).

Happy Optimizing,  
The KORE team

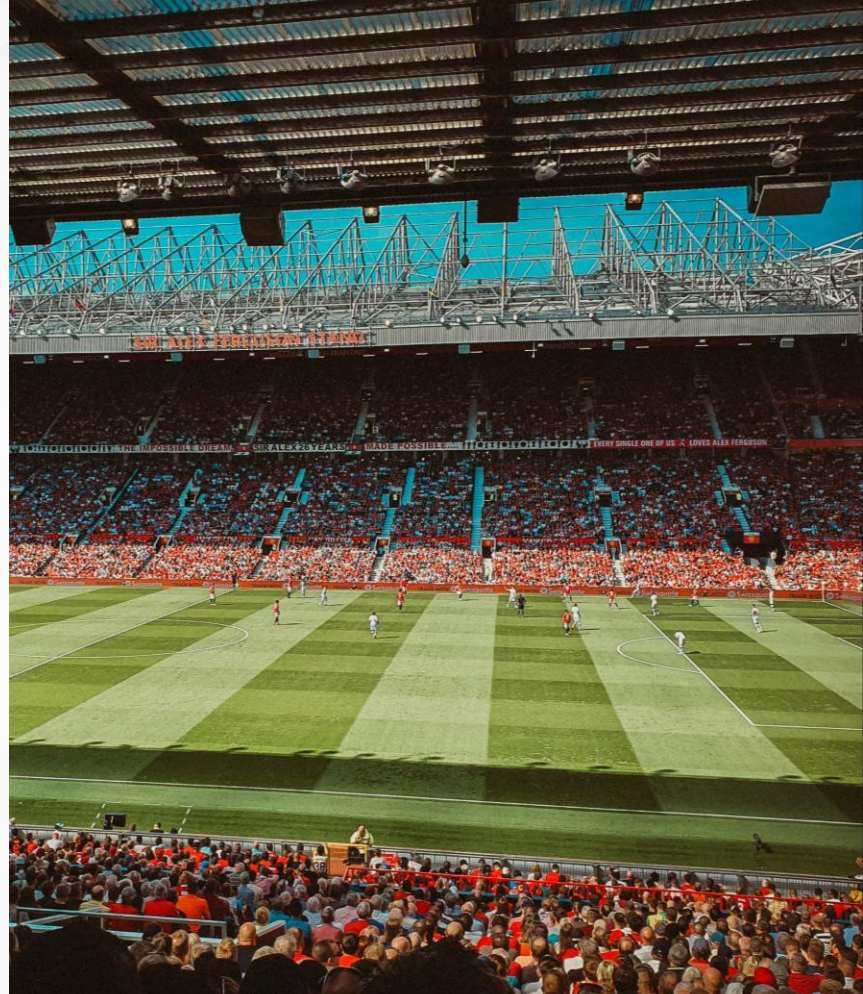


# LEARN FROM OUR DATA & EXPERTISE

## KORE's Global Footprint

As the global leader in marketing engagement solutions, KORE humanizes data and insights helping teams drive efficiencies, deepen collaboration and engagement while optimizing performance in effort to create elevated fan experiences.

By utilizing a combination of deep-learning analytics, and AI-driven cutting-edge technology, KORE enables sponsors to gain unprecedented insights into their target markets and develop highly customized strategies for reaching their audience. These strategies are based on near real-time fan engagement data, and asset tracking that help sponsors and rights holders alike to create highly successful campaigns that maximize their return on investments and objectives.



# LEARN FROM OUR DATA & EXPERTISE

## KORE's Global Footprint Continued

Our sponsorship management data perspective covers over 70% of major North American sport & entertainment properties and globally more than 52 billion dollars in sponsorship spend. We actively track over 500,000 entities across sport and entertainment on social, mapping more than 32 billion fan connections. KORE's data footprint is largest in the industry.

KORE's deep understanding of sport and entertainment properties uncovers valuable insights into the industry – giving our brand and rights holder clients a competitive edge. By combining innovative data points, we can confidently forecast sponsorship trends in today's market.



KORE's Sport Graph tracks & analyzes all sport & influencers across social networks.

**SPEND TRACKED**  
**\$52B+**

**FAN CONNECTIONS**  
**32B**

**SPORT GRAPH**  
**500k+ Entities**  
**3B Social Posts**



# What Was Analyzed

Data across 16 industry sectors'

- Sponsorship assets
- Revenue, spending
- Brand partnership campaign objectives

Aggregated insights from 1,000+ of the world's most recognizable teams, leagues, properties, brands and agencies.

## KORE's Sport Graph Data

Over 19M social posts across sport leagues, clubs, athletes and content that referenced (via @, # or keyword) them from Jan 1, - Dec 31, 2022. Analysis includes the entire year, and segmented dates for specific sport seasons. Attribution of dates can be seen on each page that reflect social data insight.

Social media data includes followers, posts, engagement, valuation & audience data.

Platforms include Facebook, Instagram, TikTok, Twitter, YouTube, Weibo and VK.



# KORE PERSPECTIVE: GENERAL TRENDS

Spend is Growing

## Partnerships Are Powerful & Growing

**\$77B**

Global Sponsorship Spend<sup>1</sup>

**\$116B**

Forecasted Global Spend by 2027

**17%**

Fewer Partners per Brand (2019-2021) Despite Increased Spend

**The industry is spending more on fewer partnerships.**

Despite the increase in spend since 2019, there's a continued trend of consolidated partnerships. Brands are getting savvier with data and measurement tools and doubling down on top performers. The old days of selling as many sponsorships as possible have been replaced with more strategic, thoughtful partnerships with larger investments. Brands are in favor of strengthening the right partnerships. We're seeing brands become more selective with who they choose to work with. With economic uncertainties and the demand for transparency, brands have raised expectations for real-time performance metrics and asset recommendations. Organizations are scrutinizing prospective partnerships and assets. They want strategic, thoughtful partners who clearly align with their brand values versus just lucrative opportunities, that lack accountability.

# KORE PERSPECTIVE: GENERAL TRENDS

Sponsorship ROI is Growing

## Measuring Brand Impact Lags

78%

Report pressure to validate financial results<sup>1</sup>

60%

No standardized measurement process<sup>1</sup>

40%

Do not even try to measure impact<sup>1</sup>

78% of brands report the pressure to validate the financial results of sponsorship initiatives has increased, according to research by Forbes and the [Marketing Accountability Standards Board \(MASB\)](#). 60% of [CMOs are under increased pressure from the CEO](#) to communicate, measure, and grow the financial impact of their long-term sponsorship portfolio investments on shareholder value and financial performance. Organizations that establish systems to measure sponsorships can optimize their brand awareness, activations, increase customer loyalty and generate up to a **10x return on sponsorship investments**.



## KORE PERSPECTIVE: GENERAL TRENDS

### Measurement is a huge area of opportunity.

When brands put objective frameworks in place and implement the right systems to use, they can start to really understand and measure the true impact of their partnerships. Our research shows, that setting clear objectives and leveraging the right tech-stack results in more successful partnerships and a higher return on investment.

**PRO TIP:** When brands and rights holders are both aligned on the framework and systems to use to measure their objectives, the results are much easier to manage and scale.



# KORE PERSPECTIVE: 2022 YEAR IN REVIEW

**\$326K**

Avg Spend  
Per Deal

+3% vs YoY  
+16% vs 2019

**100B**

Total Social  
Engagements

+6% vs YoY  
+46% vs 2019

**\$12B**

Total Social  
Brand Value

-8% vs YoY  
+39% vs 2019


# KORE PERSPECTIVE: SPONSORSHIP DEALS

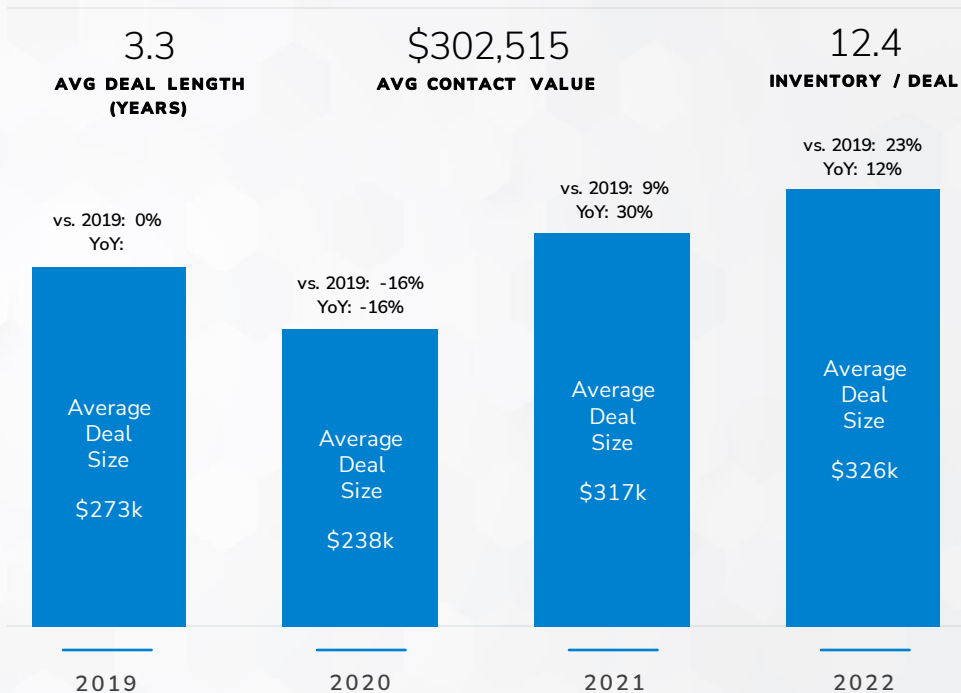
While normalizing was an underlining trend of 2022, we see moderate changes plus or minus year-over-year. When you compare data to 2019, sponsorship spend is up more than 23% and engagement and total brand value earned on social media is massively up by 46% and 39% respectively from 2019.

The average annual deal size in 2022 is \$326k vs \$273k in 2019 and \$317k in 2021.

Brands and rights holders have shifted focus to more long-term objective setting and planning, evidenced by the average deal length increasing to 3.3 years.

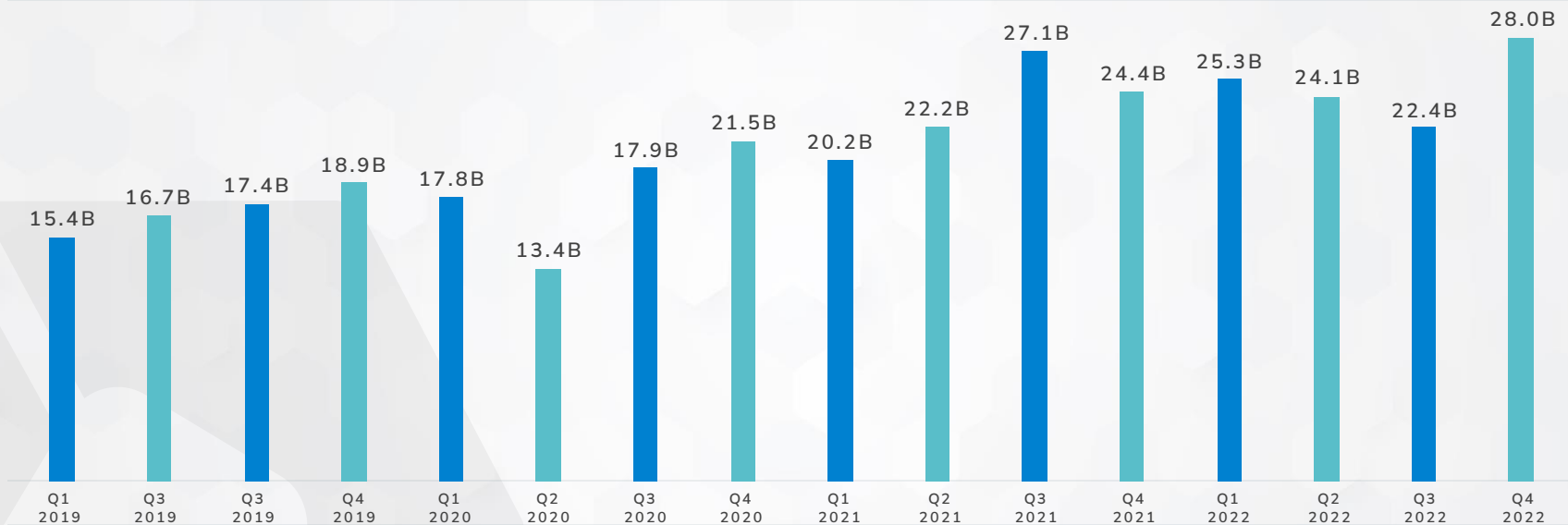
**TREND:** More spend and less deals means higher scrutiny of partnerships.

 **PRO TIP:** Meet regularly with your partners to identify and or understand their objectives. Put a plan in place to ensure objectives are realistic, achievable and that they carry a specific time frame for completion, then track their progress and adjust as needed.



# SOCIAL ENGAGEMENT IS GROWING IN SPORT

100B Engagements in 2022



In spite of a dip and spike in social engagement in 2020 due to COVID-19 lockdowns, social engagement has increased 39% since 2019. In fact, this isn't a new trend, but rather aligns with long-term, predictions for digital interactions.

**TREND:** Less posts, more fans, and more engagement lends that quality, subject matter, and type or format of posts are driving engagement versus quantity.

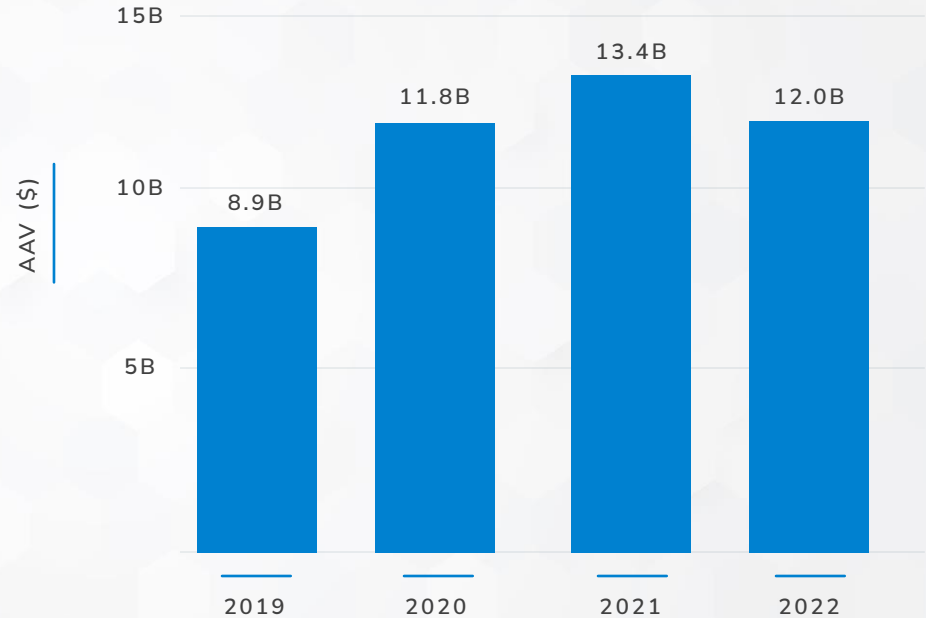
# SPONSORSHIP VALUE IN SOCIAL

## Adjusted Ad Value

Social media drives significant exposure and value for brands, creating more than \$12B in total adjusted ad value (AAV) across social platforms. In 2022 we saw an 8% dip in brand value from 2021 and fewer partnership deals created, but a 39% increase over pre-pandemic in 2019.

Branded posts, engagement and views were all up for brands YoY and versus 2019, which demonstrates understanding what types of content such as video or images to text mentions, hashtags or keywords and various topic analysis are key insights for successful partnerships.

**TREND:** Behind the scenes, in the moment, heartwarming, unique and unusual content attracts the most attention.



# KORE'S TOP 5 POST PICKS

Chosen from a selection of sports based on virality or value

## Basketball



3.5M Views  
A special JA 1 delivery from [Ja Morant](#)

Heartwarming Ja

Players are real people

## Motorsport

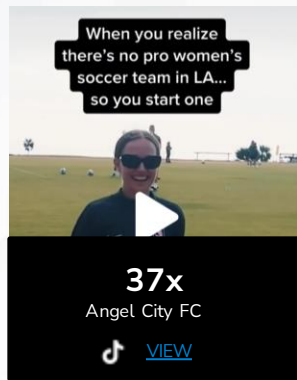


52.0M Views  
Lando pokes Carlos with umbrella

Original Funny

Behind the scenes

## Women's

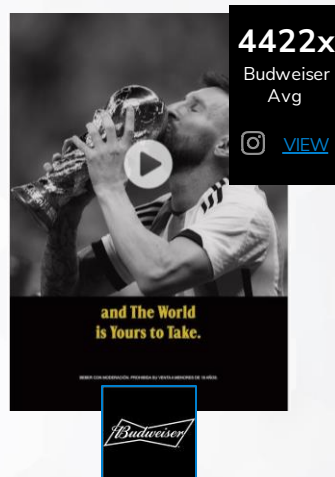


2.9M Views  
When you realize there's no pro women's soccer team in LA... so you start one

Inspirational Funny

Behind the scenes

## Global Football

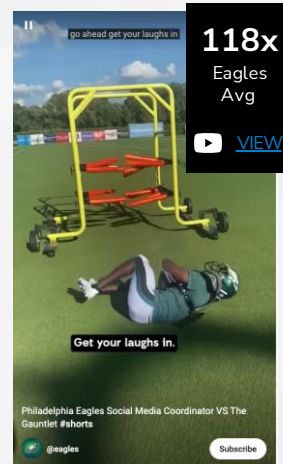


19.9M Views  
If you give your life to a dream... *paid partnership with Budweiser*

Inspirational

Making history

## NFL



9.0M Views  
Eagles Social manager goes through Gauntlet

Original Funny

Normal People vs Players

# ADJUSTED AD VALUE EXPLAINED

Quantifying Sponsorship Value

## Promotion Quality Factors



Position



Coverage



Clarity



Competition



Crowding



Viewership

Step 1: Identify Brand Promotion

Step 2: Max Ad Value (MAV) =  
Total engagements x CPEs

Step 3: Adjusted Ad Value =  
MAV x Promo Quality

[VIEW](#)

Spotify 45%

Pro Direct (••) 1

Revealed 🌟 The Barcelona 22/23 Third Shirt is coming soon to the Pro:Direct Soccer Fan Store 🍷

#ProDirect #NikeFootball #FCBarcelona

08/24/22

\$1.5K	95.4%	\$1.5K
MAV	PROMO QUALITY	AAV

0 10.2K 49 0 0





# BREAKING IT DOWN

What sectors are spending on what assets and who/where is the value delivered

We categorize global sponsorship spenders into 16 sectors. In this section we break down how those sectors are spending on what assets, who the biggest investors are and where and how the value is translated. In this viewpoint we will look at who is spending above or below the average deal size of \$326k, by a percentage basis, and over the past four years.

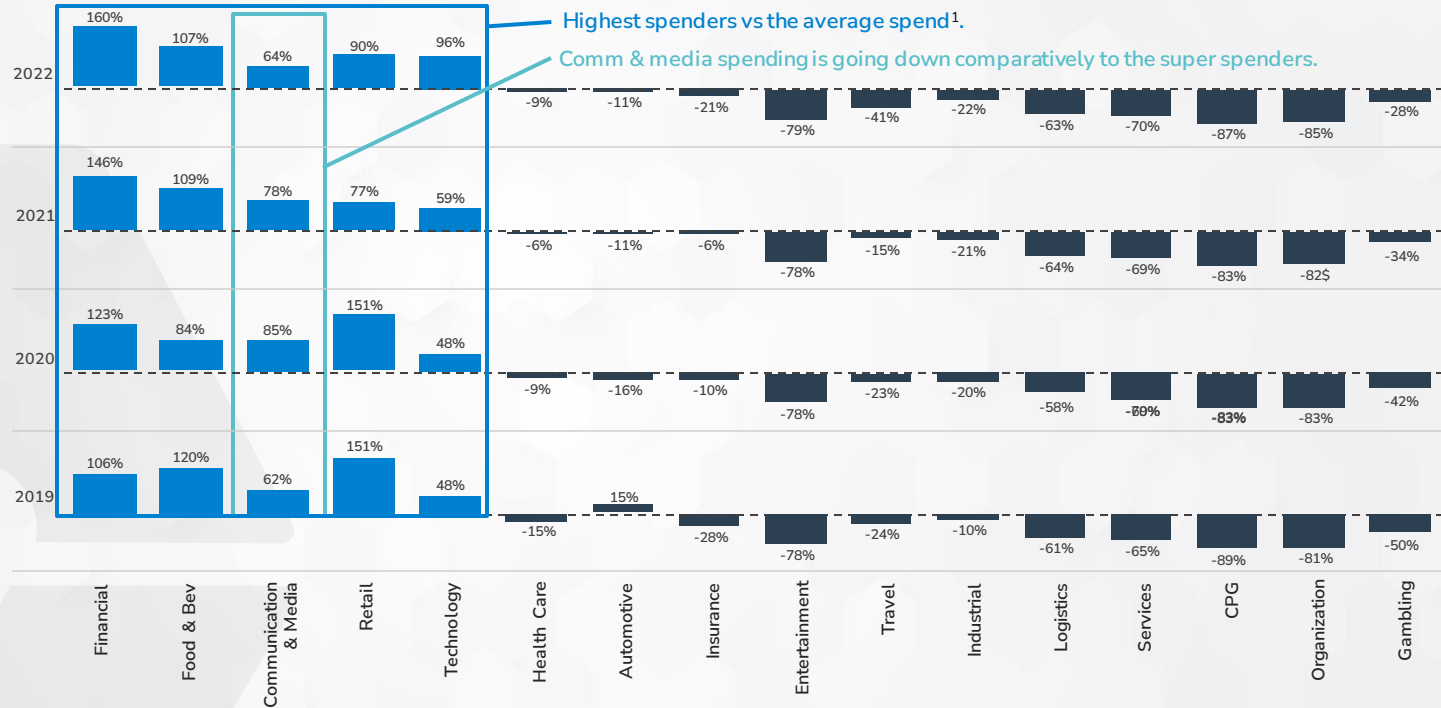


# THE TOP SPONSORSHIP SPENDERS

## Four Year Comparison: Industries Continue to Double Down

The Technology industry was 48% above average spend in 2019 and has increased to 96% above average spend in 2022. Comparatively, the Financial Industry spend has grown 54% above average since 2019 (106% over average industry spend in 2019 to over 160% average spend in 2022).

While strong sponsorship spenders, food & beverage and retail are the only two categories that spent less in 2022.

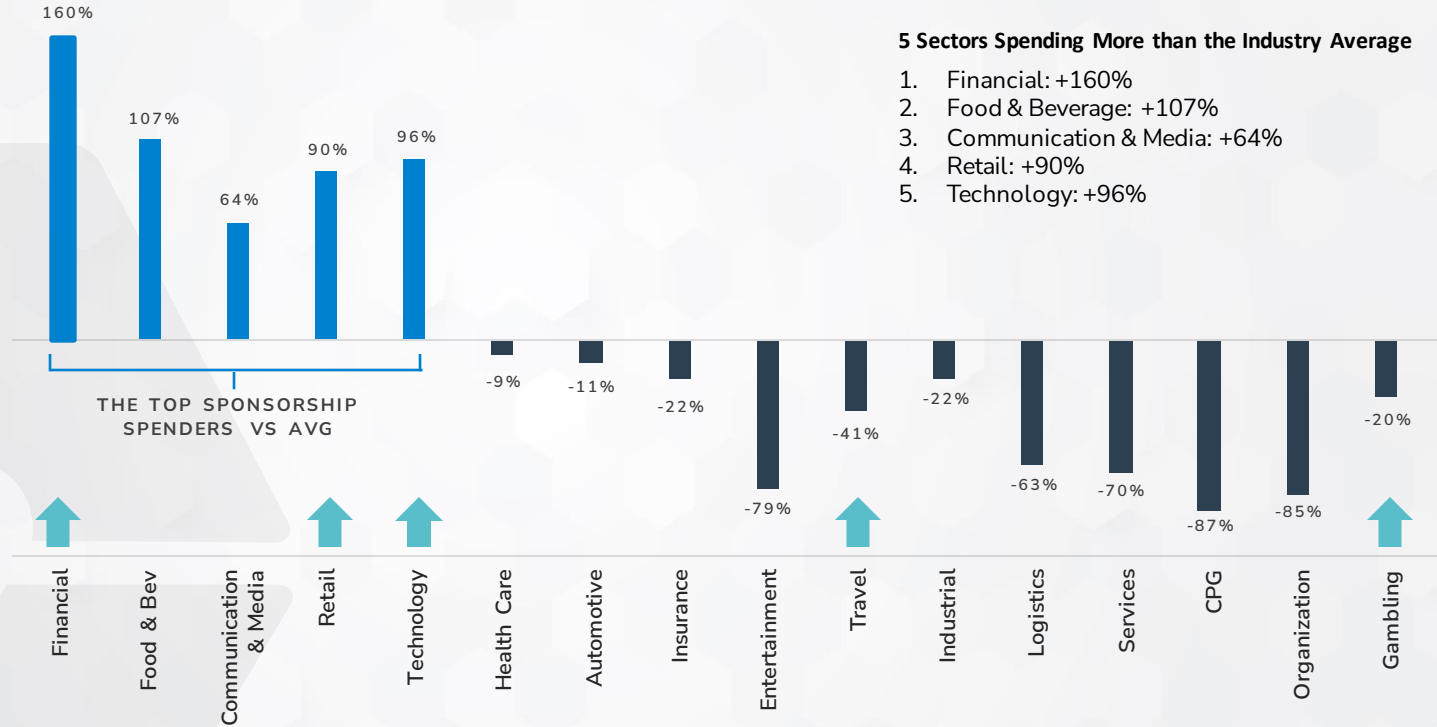


1. Average spend referenced on page 11. Sponsorship assets, revenue, and spending data reflective of 2022/23 NFL, MLB, NBA, MLS, & NHL sport seasons.

# 2022 AVERAGE SPEND BY INDUSTRY

## Above Average Spenders

Financial led spending for the fourth straight year. The top investors in 2022 have been leading spend since 2019. If you consider the data telling us that deals are getting longer, that supports the idea that shifts in top spenders would change over a long period of time and limits variability year-to-year.



# SPONSORSHIP SPENDING TRENDS

## Sectors on the Rise

When we look at this same viewpoint in more detail, we learn that financial, retail, technology, travel, and gambling have increased their spend. The teal arrows (page 18) point out each sector that increased spend by at least 35%. While Gambling partnerships on average were lower, deals in this sector have been on the rise, especially in the NFL.

In 2022, the Arizona Cardinals formed a partnership with BetMGM to establish the inaugural sportsbook on-site at Super Bowl, which the team then hosted in February 2023. The NHL got in on the sportsbook action with the Washington Capitals first multi-year jersey patch deal featuring Caesars Sportsbook logo on the upper right chest.

Travel partnerships like Qatar Airways jersey deal with Paris Saint-Germain (PSG) FC, and Delta Airlines multiyear partnership with the National Women's Soccer League (NWSL) also stood out for the travel sector.

🔍 Other sectors we're watching are Healthcare and Insurance which have increased their spend by 6% and 7% respectively against the industry averages since 2019 as seen on page 18.








# SPEND & VALUE MOVEMENT BY INDUSTRY

Which industries got the most "bang for their buck"

To identify who is getting the best value from social media, we ranked sectors based on spend data and media exposure value. Retail leads in value gained in 2022, despite spending less in 2022 versus 2019. Retail's spend was the fourth largest in the industry, yet they gained the most social exposure.

Travel received tremendous value with third place in social value, while spending less than 69% of the other sectors. There is also a strong return on investment in the entertainment sector. The financial and technology sector have the most opportunity to earn more media value across social based on their spend.

 **PRO TIP:** Brands in financial or technology sectors could work with their partners to develop ways for their logo and name to be positioned better within social media activations to earn more branded value.

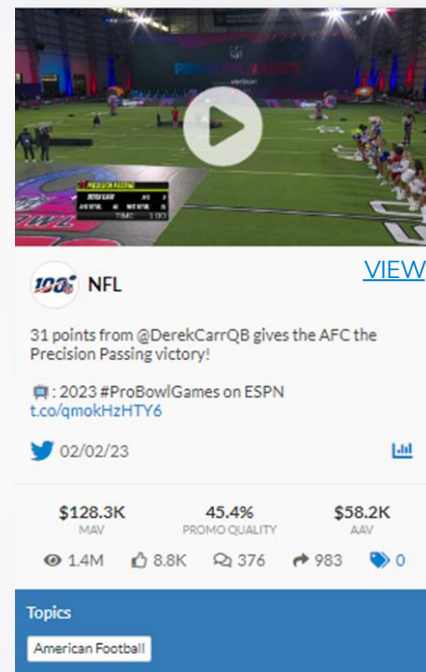
Industry	Social Value Rank	2022 Spend Rank
Retail 	1	4
Food & Beverage	2	2
Travel 	3	11
Automotive & Powersports	4	7
Technology	5	3
Financial 	6	1
Insurance	7	8
Entertainment 	8	14
Industrial	9	9
Logistics	10	12

# RANKING OF INDUSTRY SPEND

## 16 Sectors Ranked, by Spend vs. Average

The communication & media sector continues to be one of the top spenders YoY in sponsorship, with opportunity to grow their social value. The spend pays out well for brands like Verizon who have invested in unique activations that sidebar some of sport's biggest moments.

Industry Sectors	
1. Financial	9. Industrial
2. Food & Beverage	10. Gambling
3. Technology	11. Travel
4. Retail	12. Logistics
5. Communications & Media *	13. Services
6. Health Care	14. Entertainment
7. Automotive	15. Organization
8. Insurance.	16. CPG



**Activation Example:** Verizon's title sponsorship of the 2023 Pro Bowl Games was an excellent example of brand logo exposure on social media. Every clip from ESPN's live broadcast of the Pro Bowl extravaganza featured Verizon's name and logo on the backdrop.

# SPONSORSHIP ASSET TRENDS

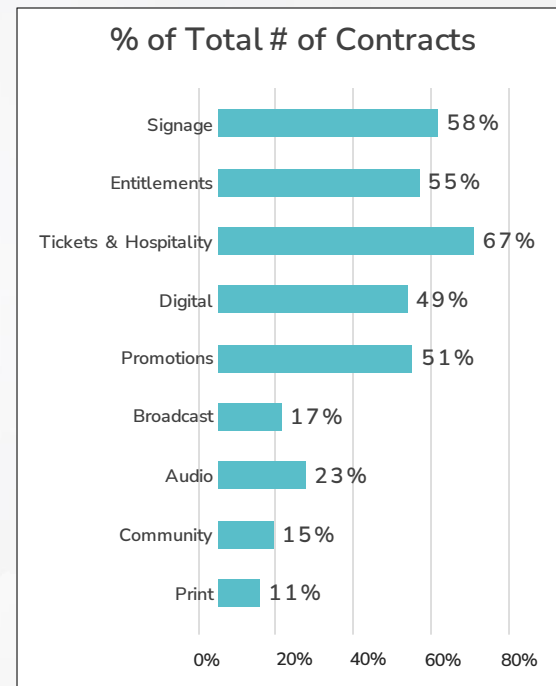
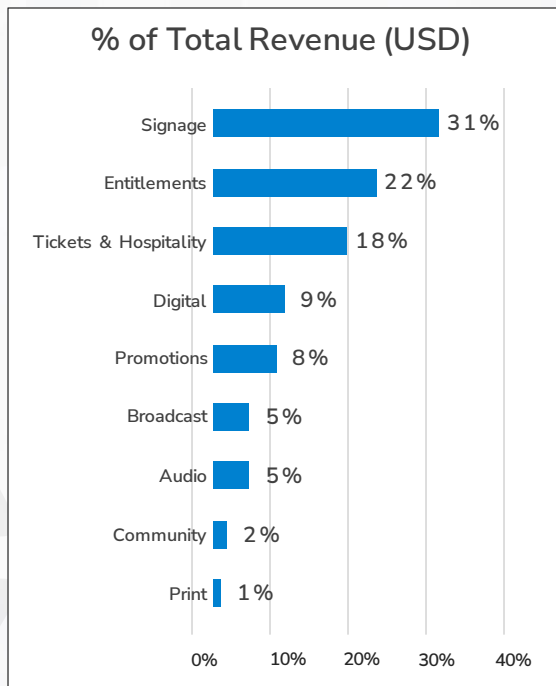
## Top Sponsorship Assets for Teams & Leagues

Assets are the components of a partnership deal, such as signage, entitlements, tickets and hospitality, social, and digital. In the left graph, you can see the percentage of sponsorship revenue associated with those assets and benefits. The right graph shows which assets are consistently written into contracts.

The top three assets; signage, entitlements, and tickets & hospitality, account for more than 70% of the revenue associated with the sponsorship deals. Social and digital only account for 9% of total revenue but are in 50% of the contracts.

**PRO TIP:** Brands that work with their partners to visually work in their signage or logo into social/digital media activations can highly benefit from widespread media exposure.

Rights holders that can measure the value of campaign activations with their partner's signage can negotiate more favorable contract terms for similar campaigns.



# NORTH AMERICAN BIG 5

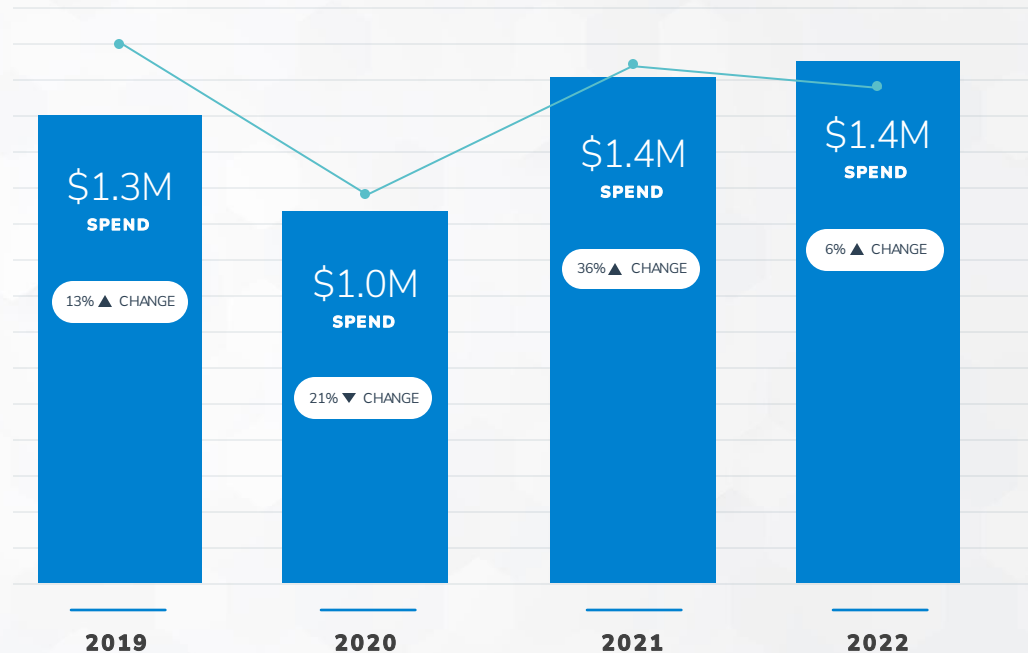
Total spend and spend per deal is up, but number of deals are down

The North American big 5 leagues are also experiencing similar trends in terms of less sponsorship deals while globally spend has increased.

- Deals are down 4% YoY, but spend is up 6%
- Compared to 2019, spend is up 14% despite the number of deals being down by 5%

Continuing the trend we're seeing across the sponsorship world; brands have become more focused on the quality of each partnership instead of quantity.

REVENUE ESTIMATE



# TOP ASSETS BY DEAL INCLUSION

Which assets are most often included in deals?



1	Signage	67%
2	Promotions	63%
3	Tickets & Hospitality	60%
4	Entitlements	52%
5	Social & Digital	27%



Tickets & Hospitality	74%
Social & Digital	67%
Entitlements	65%
Signage	63%
Promotions	61%



Tickets & Hospitality	64%
Signage	56%
Promotions	51%
Entitlements	47%
Social & Digital	46%



Tickets & Hospitality	73%
Entitlements	63%
Social & Digital	61%
Signage	52%
Promotions	50%



Signage	64%
Tickets & Hospitality	63%
Entitlements	49%
Promotions	43%
Social & Digital	41%

**Snapshot:** The top assets used in deals align with global data. We see signage and tickets & hospitality in the number one or two spot across every North American big league, but you can see that social & digital assets have moved into the number two spot for the MLS, the youngest league in the big 5.



# SOCIAL DEEP DIVE

## Optimizing the medium to drive activation & measurement

KORE's Evaluate Social tool, powered by Hookit, measures the impact of every part of a social post. This formula feeds the KORE analysis. Understanding the **methodology and terminology** used in this section of the report will help you follow along.

**Entity:** A tracked individual or organization within the sports sponsorship space. This could be an athlete, influencer, entertainer, content producer, team, league, event, venue, media outlet, or brand.

**Promoter:** Any entity that promotes or mentions another entity.

**Adjusted Ad Value (AAV):** The AAV model determines a US dollar value for social posts based on how prominently logos and or brand mentions are seen in images and texts, and how much engagement the post creates.

Text-only social listening tools miss all visual attribution, while the Evaluate Social tool captures a brand's social value through clear, quality logo visibility, audience data, watch-through rates, and built-in authentication, as visualized on slide 16.

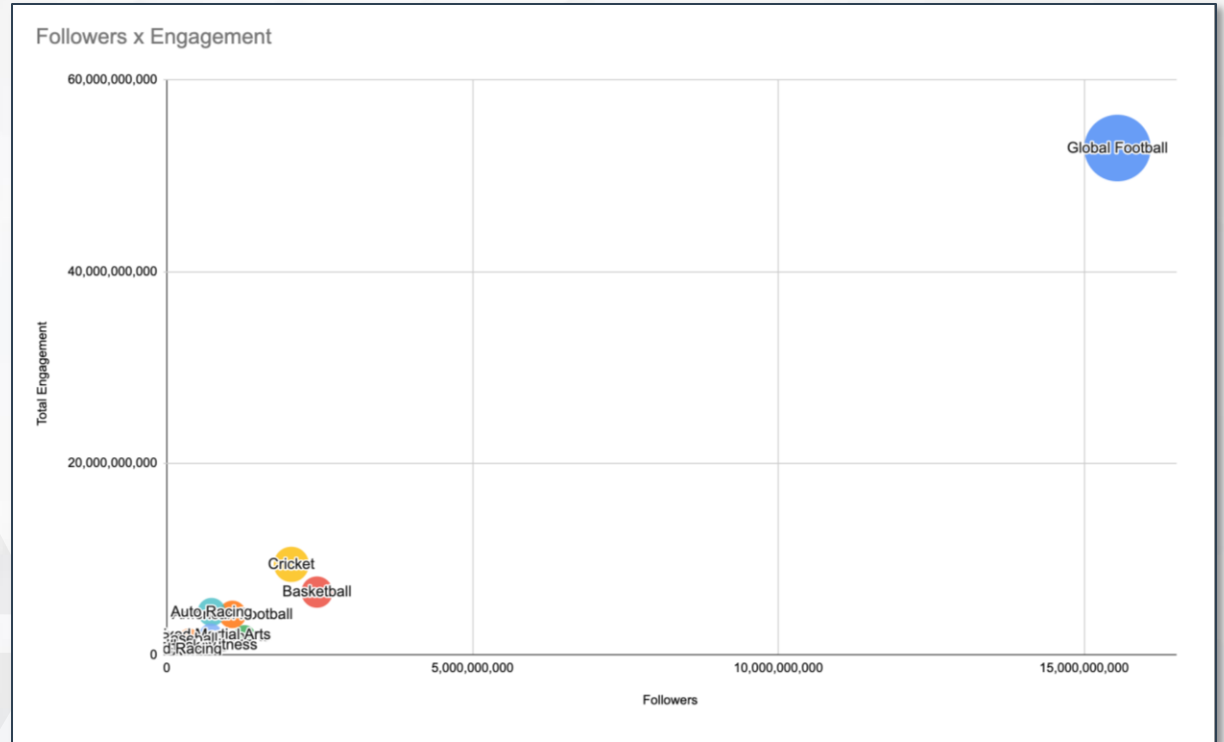
These features create a robust data story. We can track the AAV of any content created on social media that displays clear logos, deliberate tags, and keyword mentions.



# SOCIAL FOOTPRINT OF SPORT

Taking a step back and looking at the social footprint among sports, we can see Global football is in a world of its own with more total followers and engagement than all other sports combined.

Global football has 54% of followers, 53% of engagement and 42% of brand value of all sports, across social.



# SOCIAL FOOTPRINT OF SPORT (Continued)

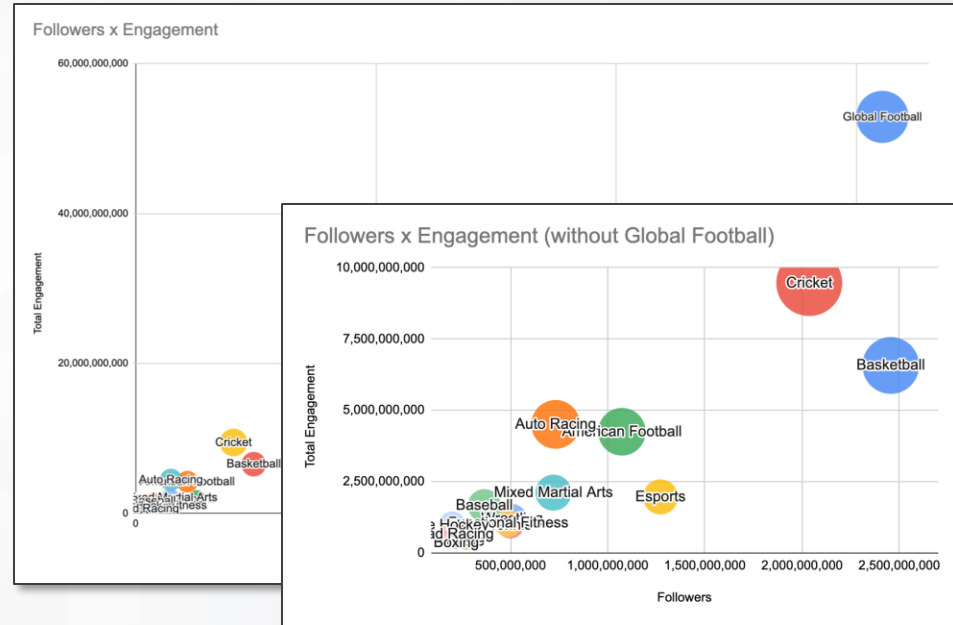
When we focus on the rest of global sports, we see cricket and basketball emerge as leaders in different viewpoints.

Cricket generated the second most total engagement with 9.5B interactions, primarily in the India and Pakistan regions, yet led all sports with 23.5M engagements per entity vs. global football which comes in at 4.4M engagements per entity. Of that engagement, 30% of it came from Cricket's Twenty20 World Cup fans who watched 2.83B videos of the sport during the tournament. The Twenty20 World Cup video viewership compares most closely with the 2021 Olympics in Tokyo, in which 2.5B videos were watched across social media.

Basketball had the second most followers and video views throughout 2022 with 2.5B and 40B respectively despite having far fewer leagues, teams, and players than global football. As a league, the NBA stands out ahead of the curve, driving a significant amount of the video viewership in basketball.

**PRO TIPS:** Brands looking for new investment opportunities could explore working with cricket entities with a focus on digital activations that include videos to leverage the amount of engagement cricket entities create with their fanbase.

Cricket rights holders that can measure the value of their campaign activations for their partners could negotiate more favorable contract terms for their highest value driving campaigns.

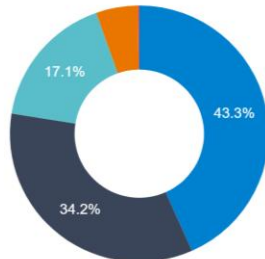


# SOCIAL PLATFORM ANALYSIS

Where the audience engages

Between the most active social platforms, TikTok, YouTube, Instagram (IG), Facebook, and Twitter, Instagram videos were the most engaging form of content in 2022. It continues to be the most engaging platform across the giants for four years straight. In 2022 the platform's behavior made a shift to short form reels versus their longer video format. This led to increased exposure for both brands and rights holders, by attracting massive viewership, increased engagement and more competition for TikTok's previous dominance in the short video format.

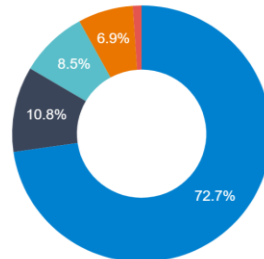
## By Entity



● Team ● Athlete ● League ● Event ● Venue

**43% Team**

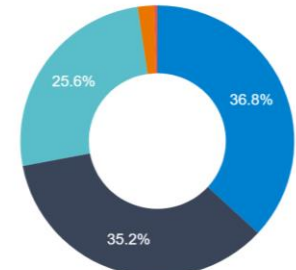
## By Platform



● Instagram ● Facebook ● TikTok ● Twitter ● YouTube

**73% Instagram**

## By Content Type



● Video ● Image ● Album ● Text ● Link

**37% Video**

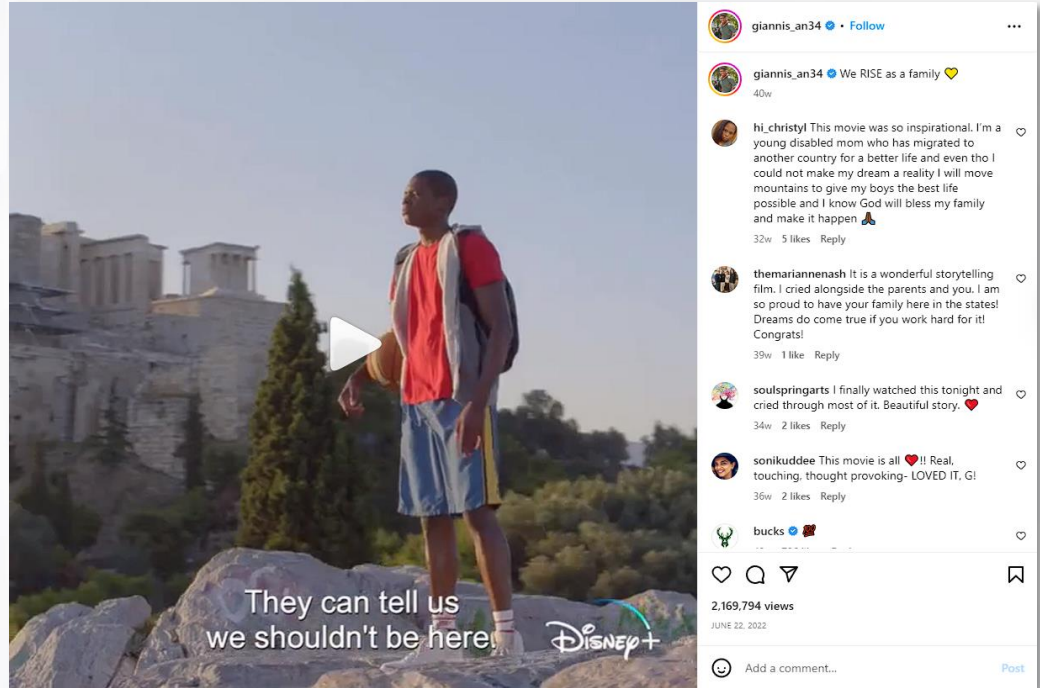
# SOCIAL PLATFORM ANALYSIS (Continued)

Where the audience engages

As of March 2023, Giannis Antetokounmpo is the NBA's second biggest athlete value driver (following LeBron James) in the 2022-23 season. Compared to LeBron James, he has three times more branded posts but a lower promo quality score.

**PRO TIPS:** Brands and rights holders can work together to ensure text, @ mentions, keywords and approved hashtags are used in all digital campaigns to increase brand exposure and value.


**Activation Example:** A video posted on Instagram in June 2022 by NBA star Giannis, for his movie release, *Rise*, with Disney created nearly 200k in AAV for the media giant. While most of Disney's value across social platforms came from posts by World Wrestling Entertainment (WWE), Disney's partnership was the second most valuable for the all-star athlete. 50% of Giannis's post included a text promotion.



# TOP 20 BRANDS BY SPONSORSHIP VALUE

The Brands That Benefited Most From Partnerships in Social Media in 2022


Rank	Brand	Industry	AAV	AAV % Dif 2019	AVG Promo Quality	Promoters
1	Nike	Retail	\$869M	25%	9%	29,549
2	Adidas	Retail	\$513M	64%	9%	21,39
3	Emirates	Travel	\$354M	63%	26%	4,250
4	Puma	Retail	\$217M	121%	12%	12,281
5	Red Bull	Food & Beverage	\$188M	37%	23%	8,224
6	Santander	Financial	\$167M	5%	31%	2,123
7	Tik Tok	Technology	\$151M	1905%	19%	5,927
8	Heineken	Food & Beverage	\$122M	6%	19%	2,995
9	PlayStation	Technology	\$108M	10%	14%	3,488
10	Byjus	Technology	\$107M	140891%	23%	648

 **Noteworthy:** Although many top brands' values are driven by high-profile deals with the UEFA Champions League, it's intriguing that they also have significant partnerships with F1, demonstrating their diverse and extensive reach. Heineken and Emirates are both global partners of the series, while Santander is a principal sponsor of Ferrari. Puma supplies apparel to top teams including Mercedes and Red Bull Racing. Additionally, having more promoters doesn't always correlate to higher value. Working with partners on promotional quality is important to creating a high-valued post.

## TOP 20 BRANDS BY SPONSORSHIP VALUE (Continued)

The Brands That Benefited Most From Partnerships in Social Media in 2022

Rank	Brand	Industry	AAV	AAV % Dif 2019	AVG Promo Quality	Promoters
11	Monster Energy	Food & Beverage	\$105M	-28%	19%	6,911
12	Qatar Airways	Travel	\$101M	173%	19%	2,403
13	Mastercard	Financial	\$94M	-19%	14%	3,621
14	State Farm	Insurance	\$91M	-47%	14%	2,328
15	Pepsi	Food & Beverage	\$88M	5%	15%	5,284
16	Ferrari	Automotive & Powersports	\$86M	165%	25%	2,876
17	Gatorade	Food & Beverage	\$74M	-6%	9%	7,402
18	Mercedes-Benz	Automotive & Powersports	\$69M	12%	17%	6,115
19	Standard Chartered	Financial	\$68M	-38%	24%	931
20	EA	Entertainment	\$66M	-4%	34%	3,049


 **Noteworthy:** Qatar Airways had a huge climb in value, mostly attributed to sponsoring Fox Sports' coverage of FIFA World Cup Qatar 2022. They are well-positioned for high value in 2023 with more high-profile global football deals and a multi-year partnership with F1.

# TOP 30 BEST PROMOTED BRANDS

Deliberate promotion versus adjusted ad value (AAV) ranking

The term **deliberate promotion** refers to an intentional text mention, tag, hashtag, or other keywords included within social posts crafted by a league, team, athlete, or influencer. When we look at total AAV ranking, that includes promotion which is captured by our AI-driven logo detection, then determines quality based on a scoring formula.

Quantifying deliberate promotion is the most effective means of determining which brands are being talked about the most. This top ranking focuses exclusively on which brands are intentionally being promoted across social through all sports entities.


 **Noteworthy:** Tata Group surged up the rankings after becoming the title sponsors of Indian Premier League (IPL) cricket in early 2022. Interestingly, its predecessor, Dream11, dropped out of the top AAV rankings altogether, after having ranked 9th in 2021.

Rank	Brand	Deliberate AAV	Deliberate AAV % Dif YoY	Deliberate Posts	Deliberate Promoters	Deliberate AAV Ratio
1	Red Bull	\$115,953,720	-18%	64,182	3,138	62%
2	Santander	\$110,477,813	-16%	69,181	306	66%
3	Adidas	\$92,175,147	23%	35,622	2,925	18%
4	Ferrari	\$76,012,858	70%	23,249	1,104	89%
5	Tata Group	\$65,171,711	32895%	30,678	126	92%
6	Fortnite	\$63,885,177	50%	13,745	580	100%
7	EA	\$59,926,596	-24%	31,852	2,088	91%
8	Emirates	\$58,214,942	-4%	28,291	842	16%
9	Nike	\$51,466,478	-18%	27,754	3,840	6%
10	Mercedes-Benz	\$38,044,106	-36%	20,007	1,122	55%
11	Sony	\$36,615,321	3258%	10,954	581	65%
12	PayTM	\$35,683,064	-41%	3,819	19	88%
13	Puma	\$27,900,127	-27%	15,026	1,297	13%
14	Pepsi	\$27,467,468	-45%	3,857	564	31%
15	Call of Duty	\$26,644,985	44%	10,909	546	94%




# TOP 30 BEST PROMOTED BRANDS (Continued)

Deliberate promotion versus adjusted ad value (AAV) ranking

 **PRO TIPS:** A lower deliberate AAV ratio (the percentage of value generated by deliberate posts) indicates an opportunity to improve posting strategy. Athletes, teams, leagues and event promoters can work on creating more value for their brand partners by posting with more deliberate mentions within the text.

Out of the top 30 brands ranked, adidas Emirates, and Nike (all in the top 10) and Monster Energy, Puma, and PlayStation (which too have dropped in rank YoY) have the most opportunity to improve keyword strategy with their partners.

 **Noteworthy:** By leveraging exposure from the Netflix show, *Drive to Survive*, HAAS FI has climbed up the ranks of top promoted brands in 2022, growing at the third-highest rate. Their partnership with MoneyGram was announced in early 2023, a brand hyper-focused on innovation and speed of technology.

Rank	Brand	Deliberate AAV	Deliberate AAV % Dif YoY	Deliberate Posts	Deliberate Promoters	Deliberate AAV Ratio
16	McLaren	\$24,919,510	-45%	11,864	592	77%
17	Haas Automation	\$24,205,976	169.0%	7,549	412	86%
18	PlayStation	\$21,807,434	-37%	6,161	1,186	20%
19	Amazon	\$21,078,004	-15%	16,684	1,938	50%
20	Petronas	\$20,836,414	14%	4,591	90	39%
21	Budweiser	\$19,663,647	71%	5,411	267	54%
22	Monster Energy	\$18,371,949	-34%	34,466	1,101	17%
23	GoPro	\$18,217,233	-26%	26,542	1,967	94%
24	KIA Motors Worldwide	\$15,763,987	44%	5,459	464	31%
25	Anheuser-Busch InBev	\$15,658,494	121%	7,203	444	31%
26	Gatorade	\$15,409,169	8%	8,636	658	21%
27	AlphaTauri	\$15,175,792	-18%	2,076	175	63%
28	BBVA	\$14,595,281	-18%	26,400	134	62%
29	Audi	\$14,356,156	-15%	20,677	1,069	37%
30	CR7	\$13,792,333	-20%	801	227	100%

# SOCIAL MEDIA ALL STARS

## Top Male Athletes by Adjusted Ad Value

Here we look at the top five male athletes by AAV where Cristiano Ronaldo and Lionel Messi are in a league of their own. With just at 800 million followers now, we predict that Ronaldo may be the first person in history to hit one billion.

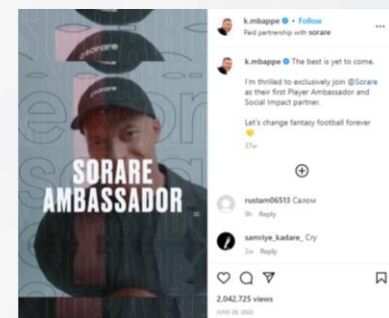
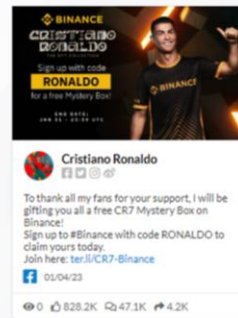
Messi is the only other person to have garnered 400 million followers on Instagram and both global football players are driving nearly three and four times more brand value than any other athlete.



Name	Cristiano Ronaldo	Lionel Messi	Neymar da Silva	Virat Kohli	Kylian Mbappe
Sport	Football	Football	Football	Cricket	Football
Followers	799.8M	535.1M	352.8M	333.2M	120.9M
Engagement	1.9B	1.3B	893.3M	650.4M	414.4M
AAV	\$123.9M	\$93.6M	\$35.2M	\$29.9M	\$20.8M
Deliberate AAV	\$60.2M	\$63.0M	\$8.3M	\$11.6M	\$4.5M


**Activation Example: Cristiano Ronaldo**, the renowned global football icon, signed a multi-year deal with Binance, the world's largest cryptocurrency exchange by daily trading volume, in 2022. As part of the agreement, Ronaldo became the first athlete to launch an NFT on Binance, utilizing his massive social media following to reach out to his fans.

**Activation Example: Kylian Mbappe** drove 13.24% of AAV for the blockchain built, fantasy gaming platform SoRare last year as their first-ever player ambassador. The French footballer ranks third highest of all their partnered entities, driving 146.8k in AAV for one post.



# SOCIAL MEDIA ALL STARS

## The Extended Male All Star List

 **Noteworthy:** Outside of global football athletes, the next top five male athletes include:

1. SypherPK (eSport gamer, Ali Hassan)
2. Max Verstappen (F1)
3. Carlos Sainz Jr. (F1)
4. Logan Paul (Wrestling)
5. Nick Eh (eSport gamer)

Combined, these five created over \$55 million in AAV for brands.

Rank	Athlete	Sport	AAV	Deliberate AAV	Posts	AVG Promo Quality
6	Karim Benzema	Global Football	\$17,122,315	\$2,496,809	553	17%
7	Ali Sypher	Esport	\$15,512,302	\$15,128,201	974	30%
8	Max Verstappen	Motorsports	\$14,824,565	\$6,377,733	929	11%
9	Sergio Ramos	Global Football	\$13,176,032	\$2,006,991	798	14%
10	Vinícius Júnior	Global Football	\$13,040,883	\$2,921,890	347	18%
11	Carlos Sainz	Motorsport	\$12,795,694	\$6,773,217	765	12%
12	Logan Paul	Wrestling	\$12,568,950	\$8,343,621	883	18%
13	Nick Eh	Esport	\$12,477,483	\$10,904,228	1,491	37%
14	Richarlison	Global Football	\$11,073,585	\$1,365,699	522	15%
15	Sergio Perez	Motorsport	\$10,722,530	\$4,462,746	569	12%
16	Jojo Akamz	Dancer	\$10,614,449	\$672,983	651	16%
17	Charles Leclerc	Motorsport	\$10,610,148	\$4,007,936	271	10%
18	David Beckham	Global Football	\$10,367,621	\$7,290,938	555	24%
19	Ronaldinho Gaúcho	Global Football	\$9,956,175	\$2,898,775	932	13%
20	Lewis Hamilton	Motorsport	\$9,774,933	\$3,247,882	301	11%
21	Ken Block	Motorsport	\$9,287,708	\$5,989,631	2,244	18%
22	Marcel Eris	Esport	\$9,055,223	\$8,617,235	457	19%
23	Marc Marquez	Motorsport	\$8,774,559	\$3,155,947	748	13%
24	Lebron James	Basketball	\$8,766,075	\$3,413,340	836	18%
25	Conor McGregor	Combat Sport	\$8,708,290	\$2,955,446	1,696	18%

# SOCIAL MEDIA ALL STARS

## Top Female Athletes by Adjusted Ad Value

While the value that female athletes create for brands is still significantly less than men's, the rate of growth is more than double the rate men's. It will be interesting to see comparisons year-over-year as investing in women in sport grows.

**PRO TIPS:** Investing in women in sport now offers a huge opportunity for long-term growth. Across social, **mental health** and **body positivity** are two of the biggest topics that fans engage with women in sport.

**Activation Example:** In January 2022, Oakley's "Be who you are" campaign released an iteration featuring Eileen Gu, just in time for her first Olympics Games in Beijing 2022. As an official sponsor of the games, their partnership was well-timed, and the storytelling of her personal journey aligned perfectly with the values of the high-performance eyewear brand.



**Name** Eileen Gu  
**Sport** Skiing

**Followers** 8.6M  
**Engagement** 31.0M  
**AAV** \$4.1M  
**Deliberate AAV** \$1.0M



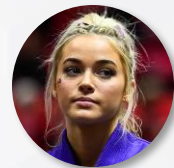
**Name** Alisha Lehmann  
**Sport** Football

**Followers** 17.1M  
**Engagement** 105.8M  
**AAV** \$3.9M  
**Deliberate AAV** \$934.7K



**Name** Serena Williams  
**Sport** Tennis

**Followers** 35.7M  
**Engagement** 38.9M  
**AAV** \$3.3M  
**Deliberate AAV** \$1.9M



**Name** Olivia Dunne  
**Sport** Gymnastics

**Followers** 9.2M  
**Engagement** 134.5M  
**AAV** \$2.9M  
**Deliberate AAV** \$1.2M




**Name** Hailie Deegan  
**Sport** Auto Racing

**Followers** 5.8M  
**Engagement** 8.7M  
**AAV** \$2.2M  
**Deliberate AAV** \$1.8M



# SOCIAL MEDIA ALL STARS

## The Extended Female All Star List

 **Noteworthy:** When comparing the women's top 25 against the men's top 25, we notice that higher engagement does not correlate to higher AAV, especially in the women's top five social media all-stars.

This could be an opportunity for brands that partner with athletes with high engagement to work together on a stronger posting strategy that includes both visual and text mentions.

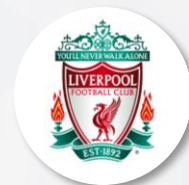
Rank	Athlete	Sport	AAV	Deliberate AAV	Posts	AVG Promo Quality
6	Ashley Chaffin	Snow Sport	\$2,214,980	\$2,210,305	103	40%
7	Amanda Sorensen	Cycling	\$2,149,826	\$1,451,893	276	18%
8	Rayssa Leal	Skateboarding	\$2,058,795	\$936,851	332	19%
9	Smriti Mandhana	Cricket	\$1,937,934	\$914,516	203	24%
10	Alica Schmidt	Runner	\$1,858,941	\$1,293,425	143	21%
11	Angelle Sampey	Motorsport	\$1,822,948	\$1,571,937	692	24%
12	Maddie Mastro	Snow Sport	\$1,704,064	\$937,782	1,212	31%
13	Alia Shelesh	Esport	\$1,585,303	\$1,243,925	365	38%
14	Tai Tzu-Ying	Badminton	\$1,499,198	\$440,126	588	15%
15	Hannah Barron	Outdoor	\$1,354,923	\$1,219,380	614	40%
16	Sara Orban	Cycling	\$1,337,838	\$829,049	177	24%
17	Mikaela Shiffrin	Snow Sport	\$1,318,530	\$736,481	567	15%
18	Iga Swiatek	Tennis	\$1,299,301	\$895,847	702	16%
19	Leticia Bufoni	Skateboarding	\$1,274,096	\$832,319	929	21%
20	Ilona Maher	Rugby	\$1,233,033	\$258,613	1,719	19%
21	Leslie Fuslie	Esport	\$1,219,905	\$760,236	1,151	24%
22	Toni Breidinger	Motorsport	\$1,183,410	\$228,429	417	12%
23	Alexia Putellas	Football	\$1,182,577	\$505,736	178	20%
24	Kathleen Belsten	Esport	\$1,171,980	\$756,868	409	32%
25	Naomi Osaka	Tennis	\$1,143,061	\$473,247	298	21%

# SOCIAL MEDIA ALL STARS

## Top Value Drivers for Sponsorships

It's no surprise that the top five leagues all fall under global football. In fact, eight out of the top ten teams are global football, driving over \$1.2 billion in AAV, and 50% of those teams are from the English Premier League (EPL). Yet La Liga outperforms the EPL when you look at the top leagues and events driving the most value for brands by \$14 million in AAV (ranked 3<sup>rd</sup> and 4<sup>th</sup> respectively).

Wrapping up the global football call outs is Real Madrid which drove more value than any other team, athlete and nearly every league except for F1 and the NBA.



Name	Real Madrid C.F.	FC Barcelona	Manchester United	Paris Saint-Germain	Liverpool
Sport	Football	Football	Football	Football	Football
Followers	326.4M	313.1M	208.6M	171.9M	127.8M
Engagement	2.7B	2.3B	1.8B	1.3B	1.1B
AAV	\$309.5M	\$191.2M	\$176.3M	\$163.2M	\$172.3M
Deliberate AAV	\$47.5M	\$16.9M	\$30.6M	\$16.8M	\$26.8M

# SOCIAL MEDIA ALL STARS












The Extended Top Value Drivers for Sponsorships

Rank	Team	Sport	AAV	Deliberate AAV	Posts	AVG Promo Quality
6	Chelsea FC	Football	\$112,475,823	\$14,773,488	19,749	14%
7	Manchester City	Football	\$107,458,783	\$19,958,412	21,646	13%
8	Indian Cricket Team	Cricket	\$92,826,134	\$34,402,594	5,305	22%
9	Mercedes-AMG F1	Racing	\$90,118,258	\$32,422,753	13,318	10%
10	Golden State Warriors	Basketball	\$83,508,009	\$19,213,988	17,717	13%
11	Oracle Red Bull Racing	Racing	\$81,697,748	\$36,459,696	5,874	11%
12	Ferrari F1	Racing	\$72,293,966	\$42,641,021	7,167	14%
13	Juventus	Football	\$67,081,452	\$8,117,187	15,448	12%
14	Bayern Munich	Football	\$61,503,063	\$4,594,368	15,034	13%
15	Sport Club Corinthians Paulista	Football	\$60,816,443	\$1,320,494	22,144	11%
16	Flamengo	Football	\$55,654,817	\$3,360,862	29,540	10%
17	Arsenal FC	Football	\$52,505,315	\$8,968,544	10,325	16%
18	Royal Challengers Bangalore	Cricket	\$51,242,339	\$3,834,171	12,913	13%
19	Tottenham Hotspur	Football	\$49,236,828	\$6,990,455	13,642	16%
20	Fenerbahce	Football	\$45,192,547	\$1,894,978	7,951	15%
21	Galatasaray	Football	\$42,344,029	\$5,965,937	8,300	14%
22	AC Milan	Football	\$42,227,653	\$12,942,177	14,100	18%
23	McLaren F1	Racing	\$38,995,440	\$12,797,234	11,078	8%
24	Mumbai Indians	Cricket	\$36,869,948	\$3,357,227	16,981	13%
25	CA River Plate	Football	\$31,962,764	\$622,876	9,480	14%

# BRANDS ON THE RISE IN 2022

This ranking showcases brands that gained significant growth determined through a brands percentage of increase year over year from our social measurement perspective.

One of the most interesting callouts in what we call unexpected wins for brands on the rise, is the significant value that crypto brands gained. Truly reflective of the wild ride this subsector created, the former exchange, FTX, originally made the list, yet we removed the ranking due to their financial demise in late 2022, which brought Socios.com up to the 10<sup>th</sup> position.

Rank	NAME	Industry	Total AAV	% AAV Increase	% Posts Increase	Total Engagements
1	 <b>BINANCE</b>	Finance/Crypto	\$8,126,943	13,207%	11,053%	470.7M
2	 <b>coinbase</b>	Finance/Crypto	\$3,631,127	3,501%	2,417%	629.4M
3	 <b>getir</b>	Delivery Service	\$6,932,471	1,483%	3,385%	422.9M
4	 <b>Tezos</b>	Finance/Crypto	\$15,716,457	3,548%	2,128%	2.0B
5	 <b>ROKU</b>	Technology	\$3,362,799	1,953%	1,686%	388.0M
6	 <b>Stake</b>	Gambling	\$2,453,202	1,052%	1,512%	253.9M
<del>7</del>	 <b>FTX</b>	<del>Finance/Crypto</del>	<del>\$7,746,829</del>	<del>979%</del>	<del>1438%</del>	<del>1.0B</del>
7	 <b>TESLA</b>	Automotive	\$1,277,056	765%	180%	143.5M
8	 <b>sorare</b>	Gambling	\$1,098,804	682%	601%	64.5M
9	 <b>DISNEY</b>	Entertainment	\$14,932,403	944%	603%	2.0B
10	 <b>socios.com</b>	Finance/Crypto	\$11,188,118	311%	430%	1.3B

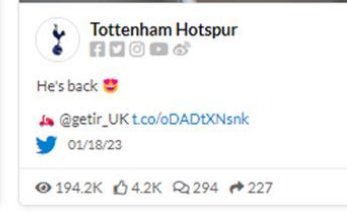
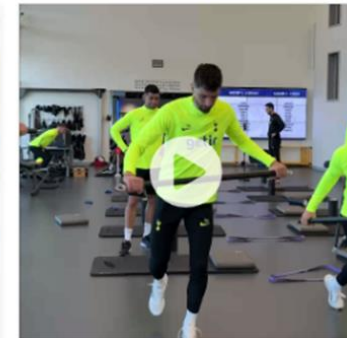
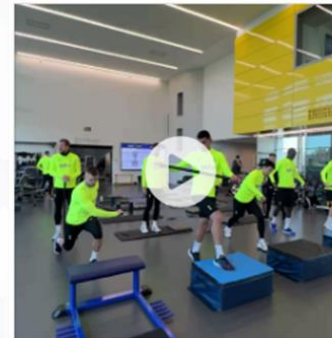


# BRANDS ON THE RISE IN 2022 (Continued)


**Noteworthy:** Throughout the year, Binance signed deals with global football properties. The crypto platform assumed sponsorship of Santos FC's jersey in 2022, which accounted for 23.9% of the company's annual revenue. Nearly one-third (31.6%) of their total AAV earned by this year's A-list players. Simple keyword strategy including #binance in the post below demonstrates keywords that deliver value to the top crypto trading platform, even without visual attribution.



**Activation Example:** Social promotion for the high-growth grocery app, Getir was taken over by European football in 2022. The Tottenham Hotspurs drove 48.5% of their value, and 193 posts were deliberately brand related centered mostly on behind-the-scenes training content. Getir continues to earn tremendous value in the first quarter of 2023, as the Spurs' official training wear partner for two more years.












# BRANDS ON THE RISE IN 2022

 **Noteworthy:** At 91% of the total value, nearly all BetPlay's social media value earned came from global football entities. The top 5 entities alone drove 62.2% of all value.

TDK was a banner sponsor for the World Athletics Championship and earned all their AAV from logo value. 68% of this value came from the promoter of the event, the International Association of Athletics Federation.

Google diversified its sponsorship spending in 2022. The tech company teamed up with entities across 89 different sports. The NBA & Golden State Warriors drove 71.1% of total earned value, with the NBA alone bringing in \$11.7M.

Rank	NAME	Industry	Total AAV	% AAV Increase	% Posts Increase	Total Engagements
11	 BetPlay	Gambling	\$3,179,465	285%	142%	123,4M
12	 TDK	Manufacturer	\$2,933,289	317%	225%	529.6M
13	 Google	Technology	\$20,551,796	273%	43%	2.1B
14	 ALTRAD	Manufacturer	\$1,555,722	270%	647%	141.1M
15	 Insta360™	Manufacturer	\$1,792,795	198%	199%	267.3M
16	 LEGO	Entertainment	\$1,410,582	248%	135%	93.7M
17	 4F	Retail	\$1,075,534	278%	32%	122.6M
18	 JUST EAT Takeaway.com	Delivery Service	\$9,880,479	218%	101%	858.6M
19	 ZBILABONG	Retail	\$3,723,678	211%	55%	170.3M
20	 Cash App	Finance/Crypto	\$2,781,424	193%	21%	261.3M

# SPONSORSHIP SPOTLIGHT

## Victory is a State of Mind by Louis Vuitton

With Lionel Messi's career peak during 2022's FIFA World Cup, he gained 40 million new followers throughout the tournament. His top three posts through the World Cup happen to be the top three posts of all time across social media, which included this brilliant campaign by Louis Vuitton: Victory is a State of Mind.

The perfectly timed, strategic campaign, posted by both icons on the same day accounted for 96% of the luxury brand's value gained during the tournament and hoisted them into the third ranked spot by sponsorship value gained. Over 100 million engagements were tracked from 107 posts.



**Cristiano Ronaldo**

Victory is a State of Mind. A long tradition of crafting trunks photographed by @annieleibovitz for @louisvuitton

11/19/22

\$7.3M	83.7%	\$6.1M
MAV	PROMO QUALITY	AAV
0	39.6M	496.4K
0	0	0



**Lionel Messi**

La Victoria está en la Mente. Una larga tradición artesanal construyendo baúles fotografiada por @annieleibovitz para @louisvuitton.

Victory is a State of Mind. A long tradition of crafting trunks photographed by @annieleibovitz for @louisvuitton.

11/19/22

\$5.3M	80.5%	\$4.3M
MAV	PROMO QUALITY	AAV
0	30.0M	326.8K
0	0	0



**Louis Vuitton**

Victory is a State of Mind. @Cristiano and @LeoMessi captured by @AnnieLeibovitz for @LouisVuitton. In addition to a long tradition of crafting trunks for the world's most coveted sporting trophies, the Maison celebrates two of the most talented football players today.

#LouisVuitton #CristianoRonaldo #LionelMessi

11/19/22

\$1.1M	83.6%	\$950.3K
MAV	PROMO QUALITY	AAV
0	7.7M	28.9K
0	0	0



433

What a picture 🥰

11/19/22

\$605.9K	36.8%	\$223.0K
MAV	PROMO QUALITY	AAV
0	4.3M	9.7K
0	0	0



**Rolling Stone Magazine**

Lionel Messi and Cristiano Ronaldo pose for Louis Vuitton, shot by @annieleibovitz. The 2022 World Cup starts tomorrow

11/19/22

\$16.9K	82.0%	\$13.8K
MAV	PROMO QUALITY	AAV
0	110.2K	572
0	0	0



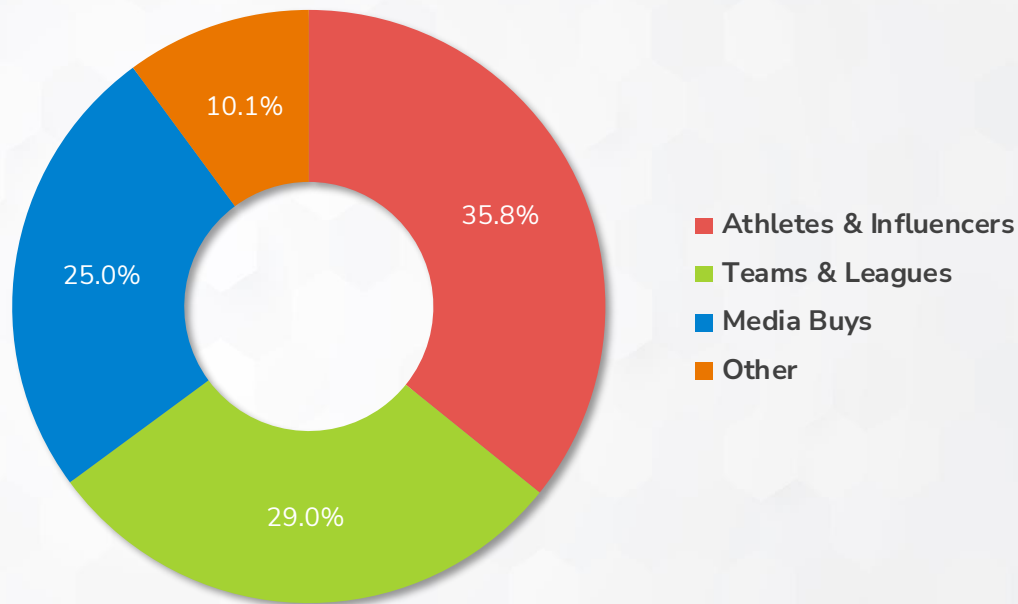
# PARTNERSHIP PLANNING

## KORE Survey: Where Brands Plan to Invest in 2023

In a recent poll KORE conducted with over 140 brands, the top two types of partnerships brands plan to increase investment in this year are:

- 36% Athletes & Influencers
- 29% Teams & Leagues

In the same survey, only 20% of brands are considering partnerships using NFT's in 2023.



# SECTORS WE'RE WATCHING

More Sector Data to Come

We'd love to help you better understand how your organization is performing against industry benchmarks. Below is list, but not limited to, of shorter sector or subsector industry market reports we will be releasing throughout 2023.

- Automotive
- Financial
- Technology
- Food & beverage
- Footwear & apparel

These condensed reports will cover:

- Industry patterns
- General sponsorship
- Social media trends
- Types of assets being used
- Who and what is driving the most value

If you'd like to request data on your own sector, reach out to our team to set up a time to learn more.



# SPONSORSHIP OBJECTIVES

## Managing, Measuring & Optimizing

Identifying and managing sponsorship objectives is crucial to establishing mutually beneficial partnerships and ensuring success for both brands and rights holders. To achieve this, it's critical in today's market to have a single platform that gathers all data, insights, and communications, allowing for better collaboration and more efficient use of resources. Last fall, KORE launched an industry-first Portfolio Optimization Platform to help brands and rights holders manage every stage of the partnership lifecycle and seamlessly share, track, measure and optimize objectives across all teams.

To learn more about the Portfolio Optimization Platform, visit [koresoftware.com/brands](https://koresoftware.com/brands) or reach out to the team at [info@koresoftware.com](mailto:info@koresoftware.com).

For more tips on objective setting with your partners visit the KORE blog at [koresoftware.com/blog](https://koresoftware.com/blog)



## CONCLUSION & KEY TAKEAWAYS

The KORE State of the Industry report for the 2022-2023 Big Five league sport seasons was vastly updated to reflect the company's incredible growth after three acquisitions in 2022, and extensive product development. KORE, which now includes sponsorship perspective across social, offers a two-sided ecosystem that helps brands and rights holders manage, measure and optimize every aspect of their partnership portfolio from one platform.

This industry report on sports marketing and sponsorship provides the following key insights:

1. Sponsorship spend is increasing, but partnerships are becoming more focused, with brands getting savvier with data and measurement tools and doubling down on top performers.
2. Brands are becoming more selective with who they choose to work with, seeking strategic partners who align with their brand values rather than just lucrative opportunities.
3. Measuring the impact of sponsorships is essential, as brands and rights holders that establish systems to measure sponsorships can partner better to optimize their brand awareness, activations, increase customer loyalty, and generate up to a 10x return on investment.
4. Social engagement has increased by 39% since 2019, with less focus on quantity and more on quality, subject matter, and type/format of posts driving engagement.
5. Branded posts, engagement, and views were all up for brands year-over-year and versus 2019, demonstrating the importance of understanding what types of content drive successful partnerships.
6. The average annual deal size in 2022 is \$326k, up from \$273k in 2019, with the average deal length increasing to 3.3 years, indicating a shift towards long-term objective setting and planning.



## ABOUT KORE'S MISSION

Last July [KORE acquired London-based Sports Alliance](#), adding a EMEA focused provider of data management and digital marketing solutions into its offerings. In February of 2022, KORE purchased SSB's professional sports business, and [Hookit](#), the leading AI-powered social and digital analytics platform.

By late 2022, KORE launched its newest product offering, the Portfolio Optimization Platform, a single-source portal that integrated Hookit and KORE solutions under one roof. Built off the industry's most comprehensive dataset comprising over \$10 billion in sponsorship assets, the new platform offers teams and brands a 360-view of their entire sponsorship portfolio. From managing sponsorship budgets, tracking negotiations, assets, campaign activations and performance evaluation of each deal, the platform allows all teams across multiple organizations to access and collaborate seamlessly within one system, serving as a single source of truth.

With the launch of the Portfolio Optimization Platform and evolved brand, KORE puts its purpose of powering better partnerships for rights holders, agencies, and brands at the forefront of its mission.

