

NEXT LEVEL INSIGHTS

Action & Outdoor Sport

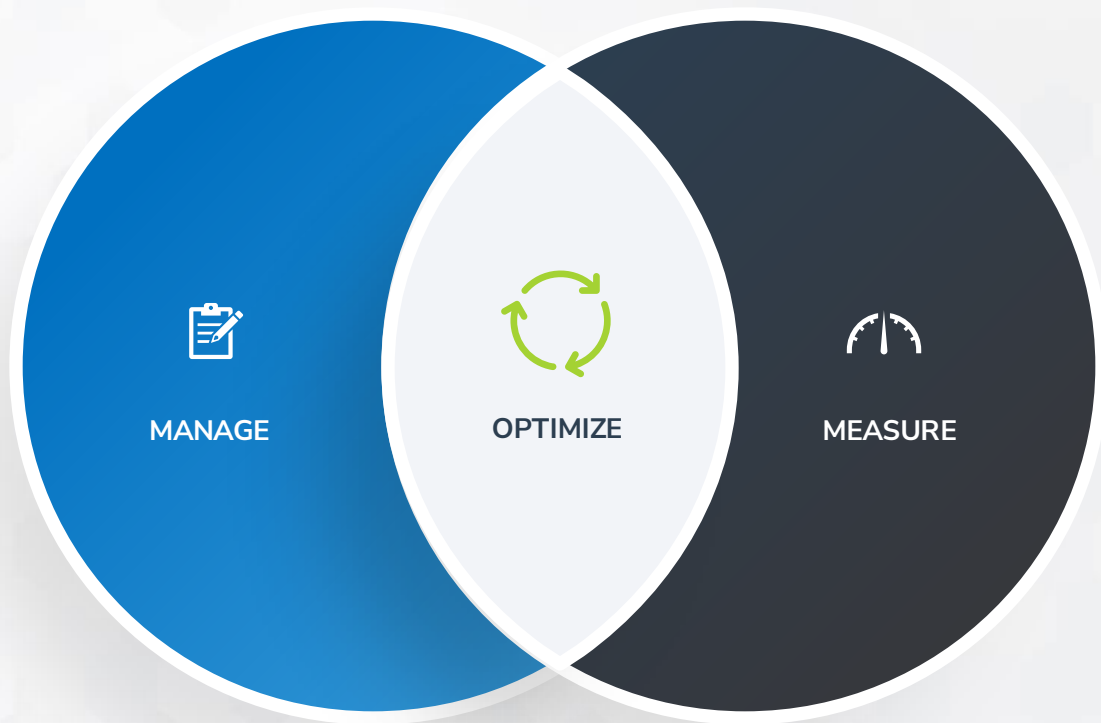
A 2023 data perspective of social media impact, insights and best practices to maximize your work with action & outdoor sport partners.





+  hookit

In 2022, we joined
forces to build a
**single source
partnership
optimization
platform.**



CREATING MORE POWERFUL PARTNERSHIPS FOR +22 YEARS

200

Experts passionate about partnerships, data, and results

500K

Brand, team, league, event, venue, and athlete accounts tracked

\$5B

Global sponsorship transactions managed YOY

\$10B

Annual social sponsorship value measured

Working with 900+ of the world's most valuable brands, properties and agencies.



Manage, Measure, Optimize

What You'll Gain From This Report

1. Understanding of the cultural shift in media consumption from media online, TV and print to social and why near-time feedback and deep data are critical to maximizing your partnerships in action sports
2. A measured and benchmarked data perspective on the influence and impact of action & outdoor athletes globally and their footprint by sport
3. Insights and best practices to optimize your brand's work with your partners



The Study:

A closer look at partnership impact across the fans of **action & outdoor sport** athletes, teams, and competitions.

What Was Analyzed

Posts from athletes, organizations and events across action & outdoor sports published on social media from 25, Aug 2023 – 25, Aug 2023. Social media data includes followers, posts, engagement and valuation data on platforms: Facebook, Instagram*, TikTok, the platform formerly known as Twitter, & YouTube.

Action & Outdoor Sports Included:

BMX	Kiteboarding	Ski
Climbing	Motocross	Snowboard
Cyclocross	Mountain Bike	Surf
Fishing	Skateboard	Wakeboard



Why Measure Social?



1

Major Audience Shift

Social is where people engage with their favorite sport.

- ✓ 262B Social Engagements vs 1.6B TV + Stadium Spectators 2022 World Cup
- ✓ 45% of people globally will no longer watch linear TV by end of 2023

2

Deeper Data

More opportunity to analyze alignment & performance

- ✓ Verifiable engagement, viewership and audience demographics data
- ✓ Ability to benchmark against the entire sport & entertainment ecosystem

3

Near Real-Time

Make decisions on the fly to drive optimization

- ✓ Results in < 24hr VS 4-8 Weeks to optimize – adjust content, boost trending posts
- ✓ 98% of marketers will activate sponsorships via social media*

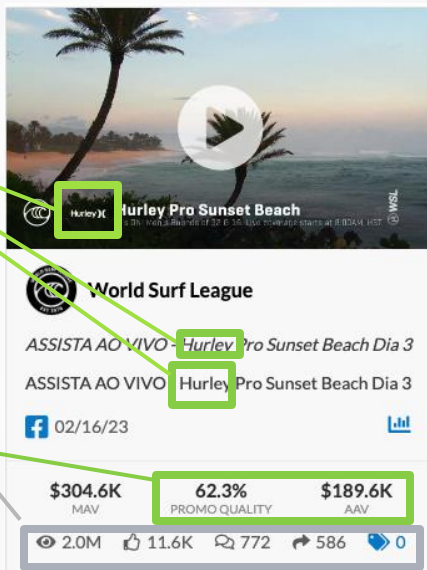
Guide: How Sponsorship Value is Quantified



Step 1: Identify Brand Promotion

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

Step 3: Adjusted Ad Value
= MAV x Promo Quality



Promotion Quality Factors



Position



Coverage



Clarity



Competition



Crowding



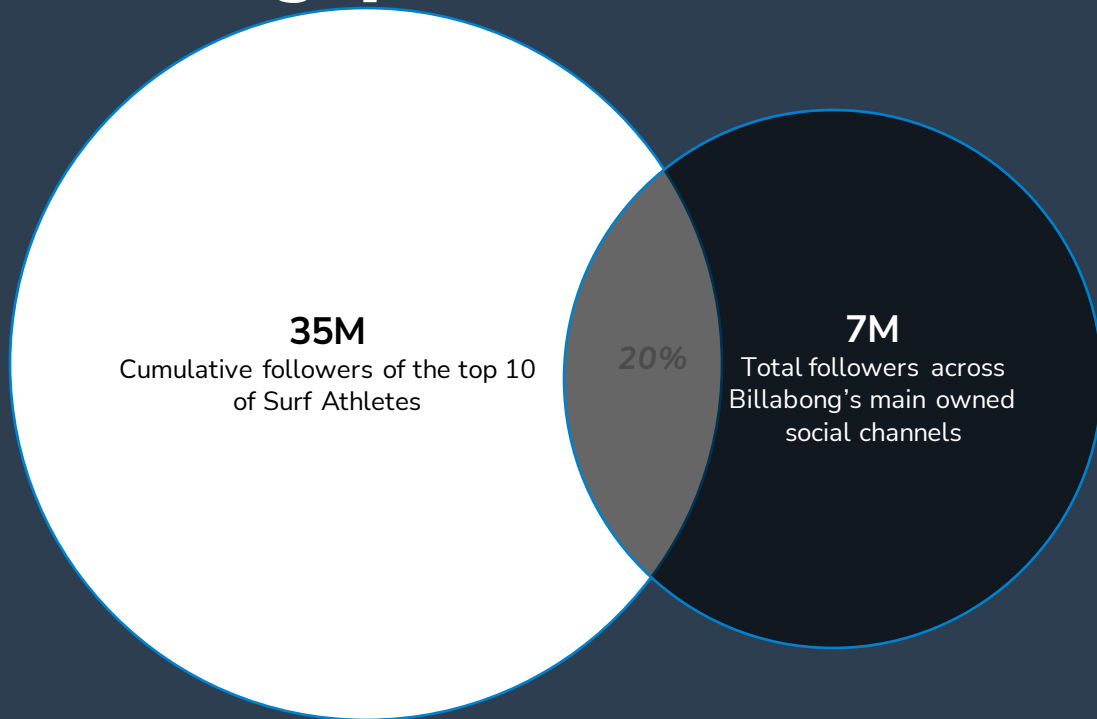
Viewership

Athletes Expand Brand Megaphone

Athletes can amplify your brand message through their own channels to millions of fans / potential consumers.

7 of Billabong's top athletes combine to reach over 2x the total followers that the brand does through its owned social channels – and 90% of those aren't followers of the brand!

Key Takeaway: Leverage your athletes to drive more engagement with your brand than you'd be able to do through your owned channels.



Action & Outdoor Athlete Footprint & Influence

4.9K

Athletes promoting
brands

2.6k +

Brands promoted
across social

\$163.3M

Adjusted Ad Value on
social media (68% of
Action & Outdoor sport's
total)

*Mountain Bike,
Motocross, and
Skateboarding
drove 61% of the
value*



Action & Outdoor Top-Level Reach



Creating over \$250M in value for brands across social media in the last year

1.1B

Followers

2%
of total

753K

Social Posts

1.1%
of total

2.7B

Engagements

1.5%
of total

18B

Video Views

1.6%
of total

Social Media Landscape View: Action & Outdoor Sport vs. All Sports

Action & Outdoor Sport Reach

Data date range: 25 Aug, 2022 – 25 Aug, 2023

**When combined,
Action & Outdoor
Sports have...**

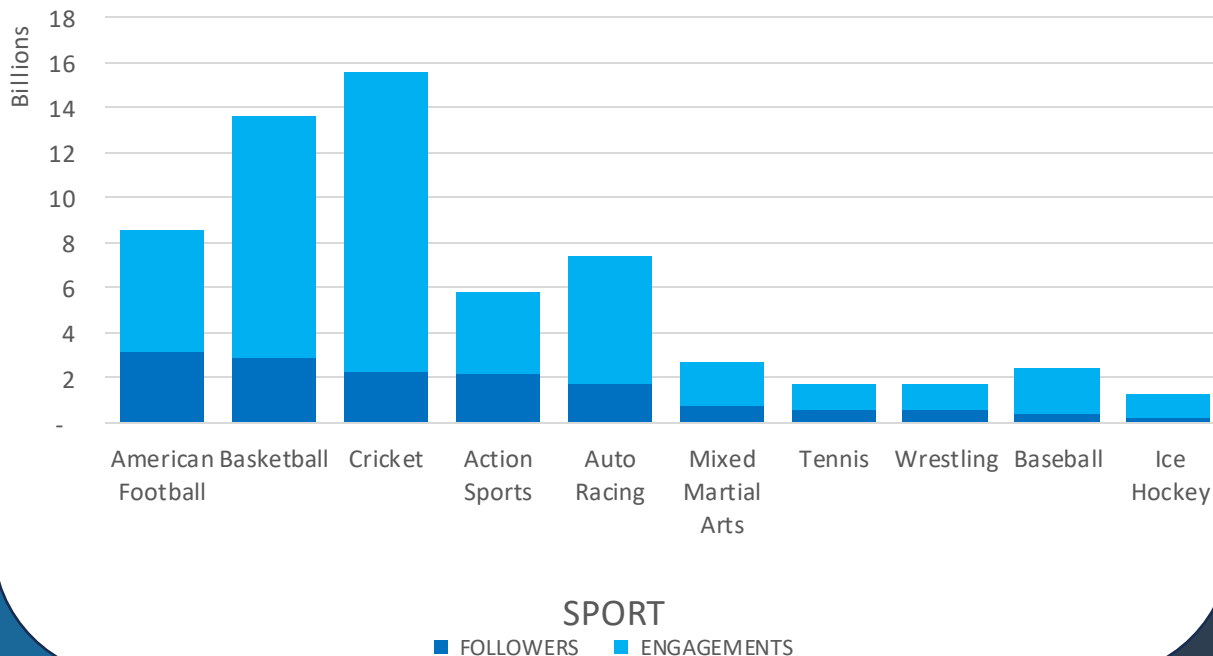
The 5th most cumulative
social media followers (up
2 ranks YoY)

The 6th of most fan
engagement (up 2 ranks
YoY)

...amongst all sports
globally

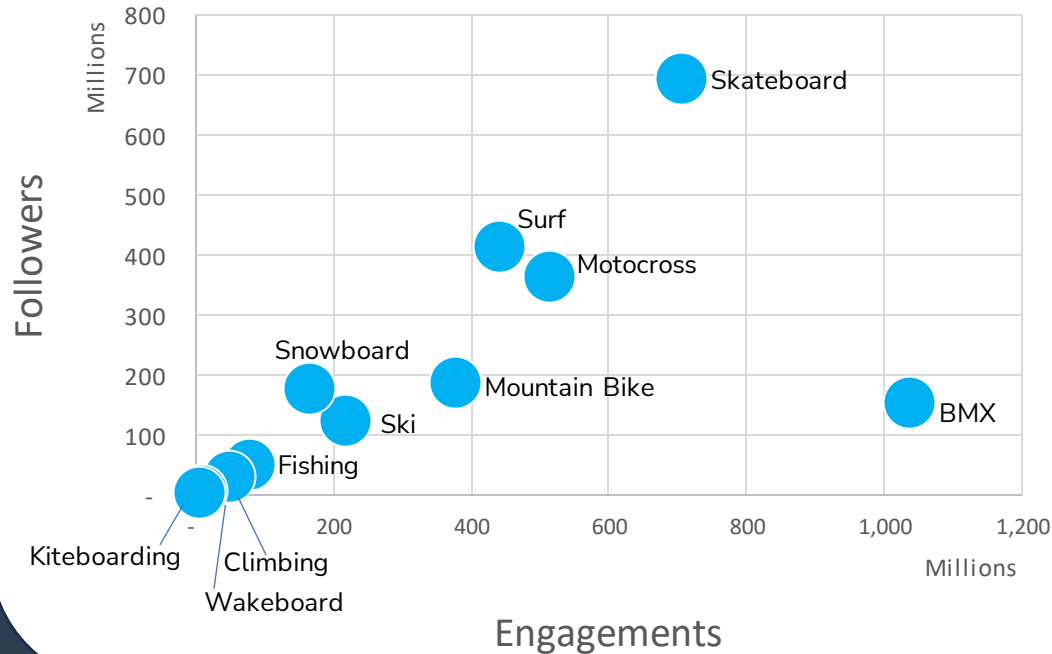
*Global football not included in
chart due to axis constraints (18.8B
followers, 78.6B fan engagements)*

Comparison of All Sports Across Social Media (2022 to 2023)



Skateboard takes #1 Spot in Followers

Outdoor & Action Sports Across Social Media



Data date range: 25 Aug, 2022 – 25 Aug, 2023

Skateboarding is the action & outdoor sport fan favorite with the most followers across social.

This year BMX landed in the #1 spot for the most engagement and has the highest average engagement rate, amongst action sports.

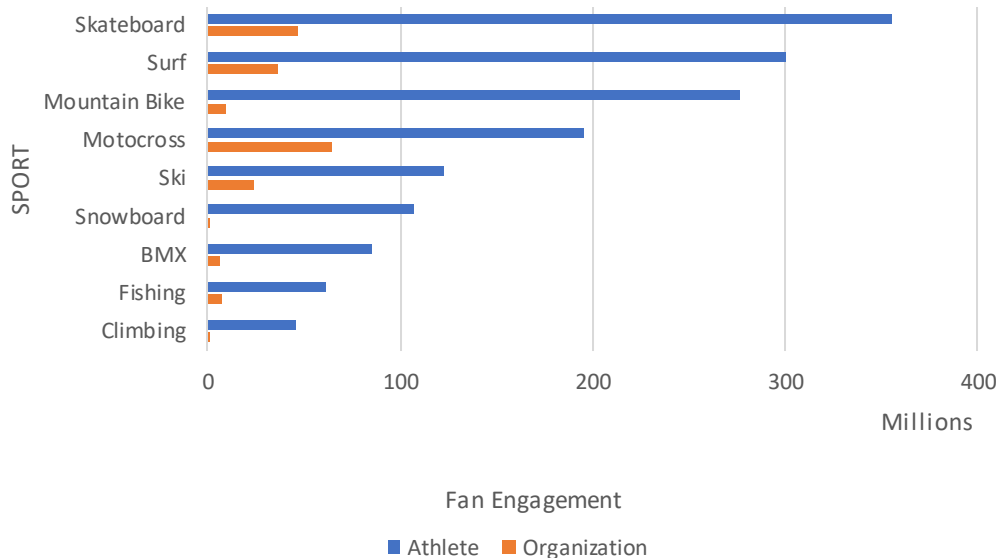
Athletes Lead the Pack in Engagement

Fans are most engaged with athletes on social media, far outpacing event promoters and sport organizations. Many key organizations, however, drive high engagement, such as the World Surf League, the X Games, and the Street League Skateboard.

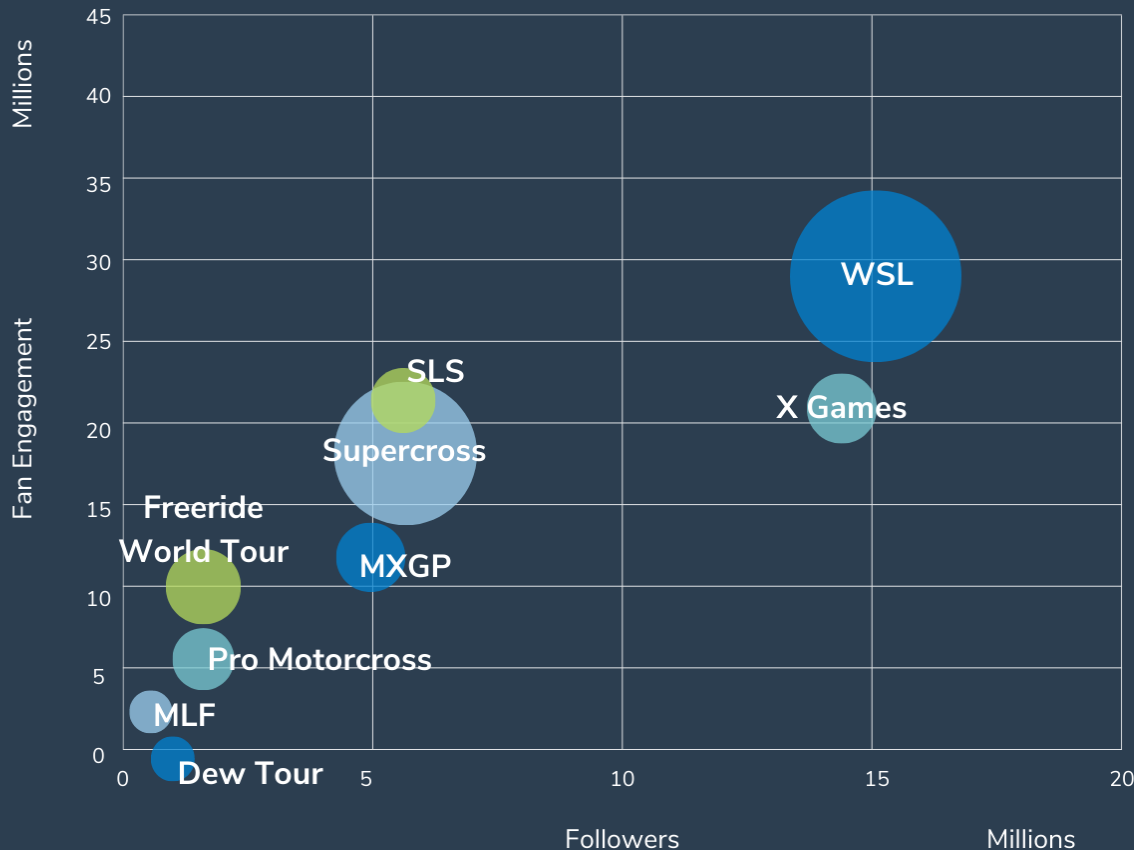
Athletes as an entity class are responsible for a remarkable 88% engagement (up 8% YoY) of the total social engagement.

In Action Sports fans follow athletes more often than teams and leagues. 92% of Action Sport fans are following action sport athletes.

Athletes vs Orgs Across Action & Outdoor Sports



Top Action & Outdoor Events & Series



Over 1.6 billion videos were viewed on 42.4K posts, and over \$33.7M in sponsorship value was generated for brands from these 9 events and series across social.

Org	Followers	New Followers
WSL	15.7M	45.8K (Flat)
Supercross	6.8M	240.1K
FWT	1.4M	201.2K (17%)
X Games	14.9M	657K
MXGP	5M	251.7K
Pro Motorcross	1.9M	69.2K
SLS	6.1M	185.4K
MLF	1.1M	77.7K (7.6%)
Dew Tour	1.2M	2.3K (Flat)

A group of mountain bikers are shown in a race, riding on a dirt trail. They are wearing helmets and numbered bibs. The image is dark and serves as a background for the text.

How Do You Manage Partnership Expectations?

Looking at the data trends of social media behavior across action & outdoor sports delivers insights for setting goals and objectives to maximize your brand's work.

What assets and activations are most important to your organization?

How Do The Sport Verticals Stack Up Against Each Other?

- Skateboarders have the most reach in total followers, however **Skateboard** athletes aren't the most active on social media (but skateboarders have the highest average number of followers and highest engagement rate when they post.)

Mountain bikers have the highest engagement rate, leading all sports with the most branded video views and branded engagements. This group tends to generate the most adjusted Ad Value to partners per follower, followed by **snowboarders** and **skateboarders**, and **motocross riders**.

Fishing was the most active posting sport, but they drove the smallest amount of branded engagements across all Action & Outdoor sports.

Athletes Across Outdoor & Action Sports






Sport	Avg. Followers Per Athlete	Avg. Posts Per Month	Avg. Engagement Rate	Avg PQ	Total Branded Video Views	Total Branded Engagements
Skateboard	334k	6	6%	26%	1.58M	167.9M
Surf	159k	6	3%	31%	1.9B	161M
Snowboard	72k	4	4%	27%	907M	71M
Mountain Bike	148k	7	14%	22%	2.4B	224M
Ski	65k	4	6%	24%	857M	69M
Motocross	119k	6	2%	19%	2B	205M
Fishing	214k	24	2%	27%	203.5M	18.1M
BMX	158k	7	1%	25%	711.9M	57.6M
Climbing	253k	8	1%	27%	274M	26M

Measure with Engagement






Athletes with 1M+ followers but low (<1%) engagement rate (ER)

Avoid the pitfall of signing a big name just because they have 1M+ followers.

In order to get your brand message through to the athlete/ your partner's followers, those followers need to be engaged when your partner posts about your brand.

	Athlete	Sport	Followers	ER
	Kelly Slater	Surf	6.1M	0.2%
	Mariana Pajon	BMX	6.7M	0.4%
	Ryan Sheckler	Skateboard	8.1M	0.4%
	Lindsey Vonn	Ski	4.8M	0.4%
	Rob Dyrdek	Skateboard	18.3M	0.5%

Compare to these athletes with 1M+ followers, >10% ER

	Athlete	ER
	Sky Brown	225%
	Loic Bruni	213%
	Marcus Kleveland	19%
	Andri Ragettli	12%
	Felix Neureuther	11%



These athletes saw massive increases in their social media presence over the last year.

- Follower Growth: +50% or more
- Engagement Rate: 10% or higher
- AAV per 10k Followers: Over \$2.5k

MEN'S ACTION SPORT ATHLETES ON THE RISE

Unlock New Partnership Opportunities With Rising Stars



Toni Syaridfdin

BMX

77.6 FOLLOWERS
38M VIDEO VIEWS



Mason Barnes

Surf

317K FOLLOWERS
447.4K VIDEO VIEWS



Andrew Alexander King

Climbing

218K FOLLOWERS
293K VIDEO VIEWS



Ale Boyens

Snowboard

33K FOLLOWERS
882K VIDEO VIEWS



Thomas Feurstein

Snowboard

215K FOLLOWERS
33.5M VIDEO VIEWS



These athletes saw massive increases in their social media presence over the last year.

- Follower Growth: +50% or more
- Engagement Rate: 10% or higher
- AAV per 10k Followers: Over \$2.5k

WOMEN'S ACTION SPORTS ATHLETES ON THE RISE

Elevate Your Sponsorships on Social With Rising Stars



Alazne Aurrekoetxea

Surf

88.6K FOLLOWERS

417K VIDEO VIEWS



Sabrina Simader

Ski

31.4K FOLLOWERS

787K VIDEO VIEWS



Sofia Belingheri

Snowboard

24.4K FOLLOWERS

16.4M VIDEO VIEWS



Sarah Orben

Mountain Bike

288K FOLLOWERS

11.5M VIDEO VIEWS













Lisa Hoernblad

Ski

98.2K FOLLOWERS

4.9M VIDEO VIEWS

The Brands that Benefit the Most

RANK	BRAND	PROMOTERS	PROMOTION QUALITY	BRAND TOTAL VALUE	TOP ATHLETE PROMOTERS
1	 Red Bull	1,448	36%	\$16.7M	Kris Kyle, Sofia Goggia, Eileen Gu, Brooklinn Khoury, Corey Funk
2	 Monster Energy	1,209	31%	\$16.4M	Daniel Sandoval, Colby West, Sam Pilgrim, Ryan Wachendorfer
3	 GoPro Be a HERO.	1,182	28%	\$9.9M	Remy Metailler, Blair Conklin, Carlos Loya, Liv Stone
4	 Insta360	196	39%	\$6.5M	Chadd Smith, Carlos Loya, Fabio Wibmer, Owen Leeper
5	 CANYON	190	38%	\$6.3M	Fabio Wibmer, Ken Roczen, Sam Pilgrim, Ryan Wachendorfer
6	 VANS	744	34%	\$4.9M	Tony Hawk, Brian Deegan, Bethany Hamilton, John Morin
7	 TikTok	441	47%	\$4.7M	Kai Lenny, Blair Conklin, Andri Ragetti, Eileen Gu, Marco Mignot
8	 amazon	170	32%	\$3.9M	Scotty James, Bill Dance, Owen Leeper, Chadd Smith,
9	 RIPCURL	282	43%	\$3M	Alina Ruess, Jack Robinson, Felipe Toledo, Blair Conklin, Liv Stone
10	 YAMAHA	451	28%	\$2.9M	Ken Roczen, Brian Deegan, Danny Macaskill, Kai Lenny,

Newcomers to the top promoted list, Insta360 and Canyon, demonstrate that more promoters doesn't necessarily correlate to more value. Fabio Wibmer creates millions in value on single video posts consistently.



 Fabio Wibmer

My inner me said this route would be safer 🤔
Full Real Life GTA video here:
youtu.be/030220T0WgI
Shot on Insta360 X3
Canyon #mtb #urban #freeride #canyon

 01/06/23 [Link](#)

\$8.6M

MAV

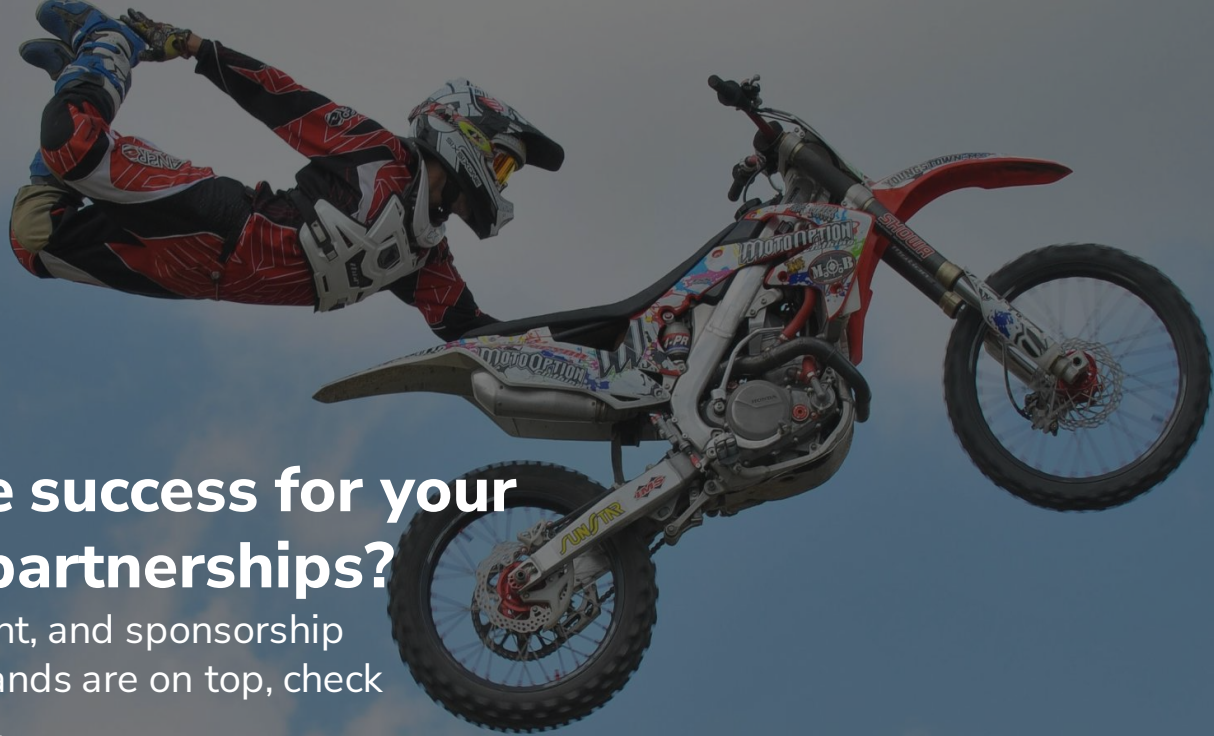
43.9%

PROMO QUALITY

\$3.8M

AAV

 56.4M  885.7K  12.2K  21.1K  0



How do you define success for your sports marketing partnerships?

From followers, fan engagement, and sponsorship value to which athletes and brands are on top, check your sport for top level metrics.

Data & Insights by Sport

Skateboard

Followers

276.3M

Fan Engagement

278.4M

Sponsorship Value

\$22.9M

Rank Among
Action Sports

1

2

5

Top Athletes

Followers

Engagement

Top Brands

AAV

Tony Hawk

21.4M

19.7M

Rayssa Leal

11.8M

17.5M

Leticia Bufoni

6.9M

6.7M

Nyjah Huston

8.7M

6.2M

Rob Dyrdek

18.3M

6.1M



\$2.6M



\$2.2M



\$1.8M



\$1.4M

birdhouse.

\$574K



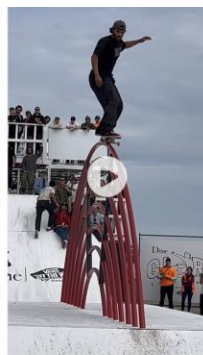
Elliot Sloan

5 million dollar Ollie thanks @stevemvictor for trusting me. @ferrari i think i'd be a great ambassador
12/01/22



Tyshawn Jones

12/01/22



Pedro Delfino

12/01/22

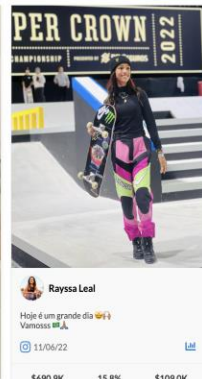


Erick Winkowski

12/01/22

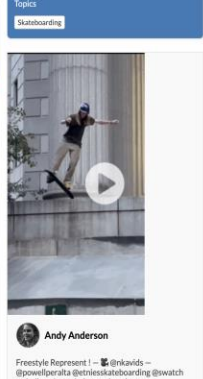


Tony Hawk



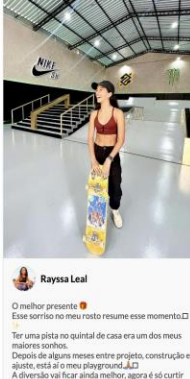
Rayssa Leal

11/04/22



Andy Anderson

11/04/22



Rayssa Leal

11/04/22

Data & Insights by Sport

Surf

Followers

171.2M

Fan Engagement

316M

Sponsorship Value

\$27.7M

Rank Among
Action Sports

2

1

4

Top Athletes

Followers

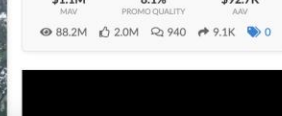
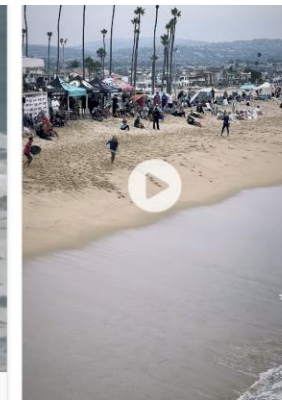
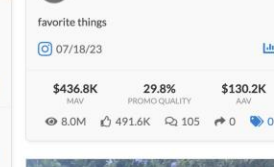
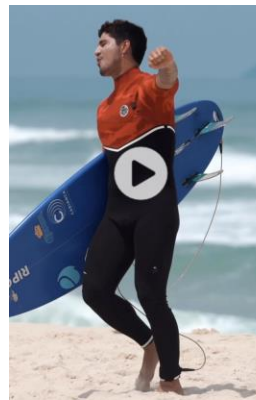
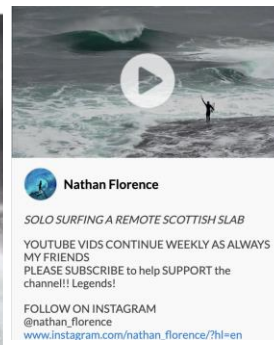
Engagement

Top Brands

AAV

Blair Conklin	4.2M	23.9M
Gabriel Medina	15.1M	19M
Pedro Scooby	48.6M	14.2M
Marco Mignot	1.4M	13.2M
Italo Ferreira	3.6M	10.5M

RIP CURL	\$3.4M
BILLABONG	\$2.2M
Hurley	\$1.9M
Red Bull	\$1.6M
Corona Extra	\$1.3M



Data & Insights by Sport

Motocross

Followers

154M

Rank Among
Action Sports 5

Fan Engagement

240M

4

Sponsorship Value

\$57.4M

1

Top Athletes

Followers

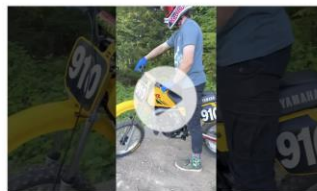
Engagement

Ken Roczen	2.9M	11.5M
Carson Brown	983K	9.4M
Axell Hodges	2.3M	9.4M
Haiden Deegan	2M	8.5M
Jeremy Stenberg	1.8M	4.3M

Top Brands

AAV

	\$10.3M
	\$5M
	\$3.3M
	\$3M
	\$2.9M



Carson Brown

1984 YZ80 Walk Around

Getting this 1984 YZ80 warmed up and ready to rip. Got this one in a thousand pieces from Grant at Class-X Moto. So we got this beast back together and ready for some fun! Who has ridden a YZ80 from this era?

05/30/23

\$1.5M MAV 22.0% PROMO QUALITY \$328.8K AAV
3.8M 63.5K 117 0 0



Carson Brown



Cruise Texter

Saw raw clips, which I realized we don't post very often, of me shreddin' in the basement on my @ridestacyc. We run green mode, which tops out at 13-14mph. Full send. #CruiseTexter #FlatTrack #Moto #Drift #RideStacyc #MissionFoods

09/29/22

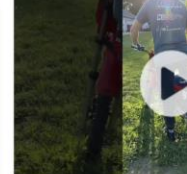
\$2.6M MAV 8.5% PROMO QUALITY \$216.7K AAV
22.6M 580.5K 4.2K 0 0

Topics

Cars



Axell Hodges



Carson Brown

1984 Honda CR60 Walk-Around

Warming up this 1984 Honda for some fun. Riding video is guys. What 60/65 did you guys

06/27/23

\$1.5M MAV 23.8% PROMO QUALITY
3.0M 46.3K



Carson Brown

1990 KTM 250 2-Stroke Walk-Around



Niklas Axborn

ELECTRICITY ⚡

- I can't stop thinking about the industry's step going Electric issue, and the charging time, already here. and in a couple

Data & Insights by Sport

Mountain Bike

Followers

155.9M

Rank Among
Action Sports 3

Fan Engagement

374M

3

Sponsorship Value

\$49.8M

2

Top Athletes

Followers

Engagement

Top Brands

AAV

Fabio Wibmer

12.7M

19M

CANYON

\$6.2M

Sam Pilgrim

3.3M

8.3M

Insta360

\$5.3M

Remy Metailier

1.4M

7.4M

Red Bull

\$4.2M

Danny Macaskill

4.8M

7.1M

GoPro
Be a HERO.

\$2.6M

Johny Salido

2.7M

5.8M

SPECIALIZED

\$2.6M



Fabio Wibmer

My inner me said this route would be safer 🙏
Full Real Life GTA video here:
youtu.be/D30Z0ToWgl
Shot on Insta360 X3
Canyon #mtb #urban #freeride #canyon

01/06/23

\$17.2M
MAV

38.7%
PROMO QUALITY

\$6.7M
AAV



Juan Diego Salido

Doing some big trains with all the mans here at @darkfest_mtb! Following @samreynolds26 way too closely on this one!

#holytoledoitsjohnysalido

04/21/23

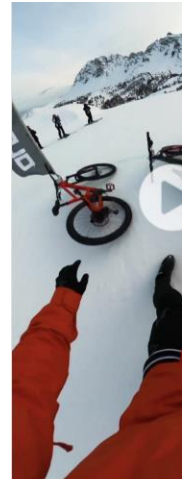
\$15.2M
MAV

7.3%
PROMO QUALITY

\$1.1M
AAV



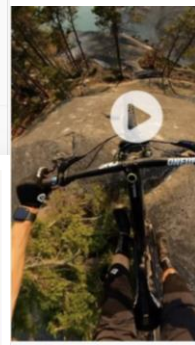
Aaron Gwin



Antoni Villoni

It feels good to back on snr full speed on my @COMM during @Outdoormix Fest #holeshot 🙏 Shot on #Go!

01/18/23



Remy Metailier

No fall zone, epic sunset and location. home. Shot on my @gopro Max.

Ski

117M

5

257M

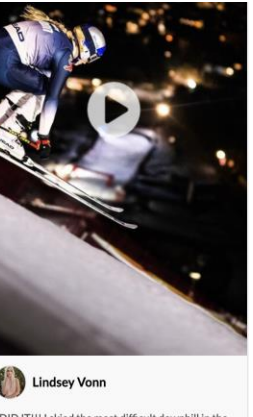
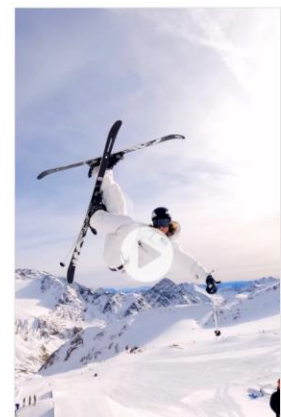
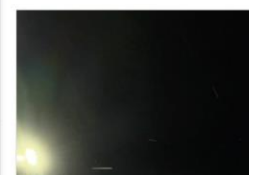
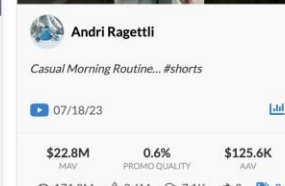
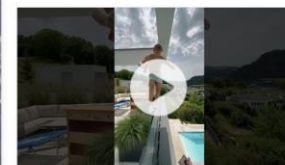
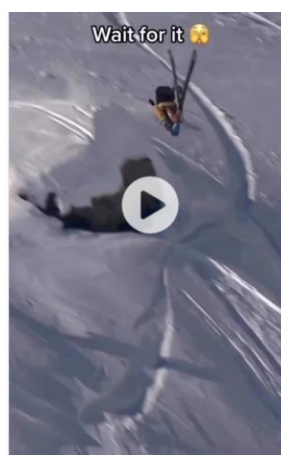
5

\$29.3M

3

<u>Top Athletes</u>	<u>Followers</u>	<u>Engagement</u>
Andri Ragettli	3.7M	11M
Eileen Gu	8.7M	10.2M
Mikaela Shiffrin	2.3M	9.9M
Deven Fagan	471K	9.2M
Sofia Goggia	959K	5M

Top Brands	AAV
	\$3.3M
	\$3M
	\$2.3M
	\$2.1M
	\$900K



Data & Insights by Sport

BMX

Followers

60.2M

Rank Among
Action Sports 6

Fan Engagement

74.3M

7

Sponsorship Value

\$14M

6

Top Athletes

Followers

Engagement

Top Brands

AAV

Ryan Taylor	3.3M	2.9M
Matthias Dandois	1.7M	2.8M
Toni Syarifudin	77.9K	2.4M
Trey Jones	317.4K	2M
Barry Nobels	289K	1.7M

	\$2.4M
	\$1.3M
	\$1.2M
	\$1.1M
	\$205K



Ryan Taylor

Multitasking at its finest! Keeping the @palmautos family happy. #bmx #insane #dubai

If you enjoyed this video subscribe and turn post notifications on for more!

FOLLOW ME ON OTHER PLATFORMS
Instagram: www.instagram.com/ryan_taylor/
TikTok: vm.tiktok.com/ZML3nLQa/
Twitter: twitter.com/ryantaylorbmx
Facebook: www.facebook.com/RyanTaylorPage/
Snapchat: bmxsnapper

Business email:
henna@360globalmanagement.com

05/09/23

\$782.2K
MAV
42.4%
PROMO QUALITY
\$331.6K
AAV
6.0M 100.7K 321 0 0

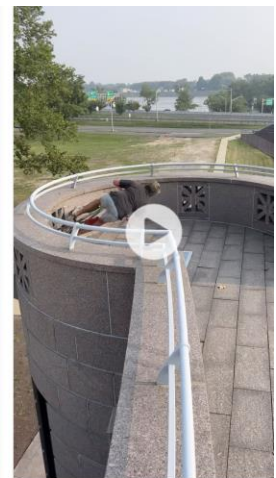
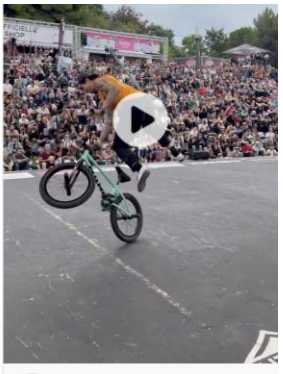


Matthias Dandois

@redbullcliffdiving for lunch
#redbullcliffdiving #lunch #paris

06/18/23

\$282.9K
MAV
84.0%
PROMO QUALITY
\$237.6K
AAV
13.1M 1.1M 2.1K 5.1K 0



Trey Jones

@cultcrew @theshadowconspiracy @vansbmx66

07/02/23

\$643.5K
MAV
32.7%
PROMO QUALITY
\$210.7K
AAV
9.3M 815.9K 3.4K 0 0



Barry Nobels

I joined #TeamUSA for World Cup practice today...

09/27/22

\$161.2K
MAV
11.9%
PROMO QUALITY
\$19.1K
AAV

Data & Insights by Sport

Snowboard

Followers

56.7M

Rank Among
Action Sports 7

Fan Engagement

108M

6

Sponsorship Value


\$11.8M

7

Top Athletes

	Followers	Engagement
Ryan Wachendorfer	953K	10.7M
Scotty James	834K	9.7M
Shuan White	7.7M	6M
Maddie Mastro	770K	3.6M
Toby Miller	159K	3.5M

Top Brands

	AAV
	\$1.5M
	\$860K
	\$692.6K
	\$586.3K
	\$500.8K



Marcus Cleveland

Petter tried to kill me last night vid: @colepates - @gopro

01/27/23

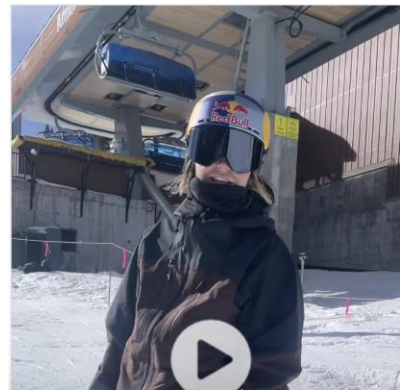


\$1.9M
MAV

18.7%
PROMO QUALITY

\$356.7K
AAV

17.1M 972.3K 4.8K 0 0



Thomas Feurstein

My top 3 chairlift rides 🍌 Which one is your favorite?

These clips are staged and filmed with permission!

@pictureorganicclothing @ruroc_snow @nitrousa @levelgloves @nitrousa @silvrettamontafon @arvaequipment #snowboarding

02/20/23

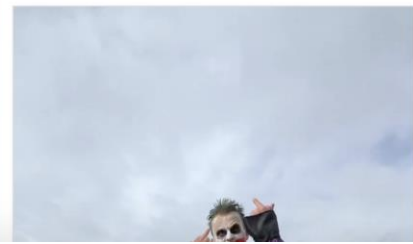


\$1.4M
MAV

20.6%
PROMO QUALITY

\$294.8K
AAV

18.1M 1.3M 2.4K 0 0



Data & Insights by Sport

Fishing

Followers

26.4M

Rank Among
Action Sports 9

Fan Engagement

34.1M

9

Sponsorship Value

\$4.9M

8

Top Athletes

Followers

Engagement

Top Brands

AAV

Kyle Naegeli

3.3M

3.3M

amazon

\$1.7M

Gerald Swindle

1M

2.6M



\$1M

Mike Iconelli

1M

2.1M



\$1M

Jared Zissu

400K

2.1M



\$851K

Emmanuel
Williams

257K

2M



\$739K



Emmanuel Williams

MASSIVE school of tarpon in 1000+ feet of water here in the Florida Keys, I've heard of tarpon being seen migrating way offshore before but it was Amazing to be able to see it up close and personal with the perfect conditions... Did you know Tarpon are considered a pelagic fish?

#IBelongOutdoors #Tarpon #Fishing #Florida #FloridaKeys #migration #DeepSea #SeadooLife

05/05/23



\$51.9K

MAV

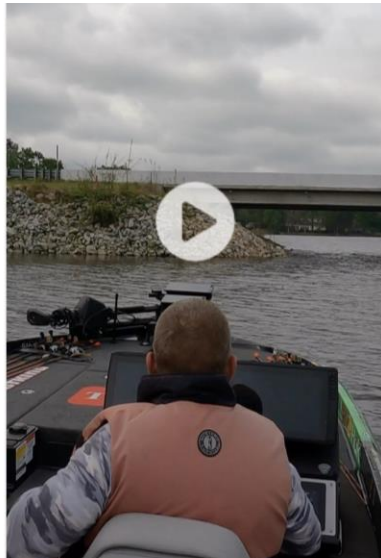
64.2%

PROMO QUALITY

\$33.3K

AAV

878.3K 52.1K 401 22.7K 0



Brent Chapman

How about that? Sometimes everything has to go just right to get the finish you need. This 4lb 5oz at the buzzer of period one today help me advance to the Championship round tomorrow. The conditions are changing overnight, and on Lake Murray, with the weights this tight, it's going to be a shootout tomorrow!

#kastking #tritonboats #mercurymarine #teamtoromlf #strikeinglurecompany #garminpro #costasunglasses #trokarpro #teamoutdoors #hukgear #mossbackfishhabitat #expion360

04/06/23



\$388.7K

MAV

6.7%

PROMO QUALITY

\$26.1K

AAV

3.3M 41.6K 179 0 0

Data & Insights by Sport

Climbing

Followers

30M

Rank Among
Action Sports

8

Fan Engagement

49.2M

8

Sponsorship Value

\$3.7M

9

Top Athletes

Followers

Engagement

Top Brands

AAV

Jimmy Chin

4.1M

11.3M



\$1.2M

Alex Honnold

3.5M

4.2M

Black Diamond

\$343K



\$225K

Adam Ondra

1.6M

2.7M



\$216K

Stefano Ghisolfi

518K

2.3M



\$195K

Hermanos Pou

280K

1.3M



Jimmy Chin

Dirtbaggin'. 7 years of good livin in the 1989 Subaru Loyale. As we used to say, there is a leisure class at both ends of the economic spectrum.

Camp 4, Yosemite Valley, 1999.

by Evan Howe.

06/24/23



\$58.4K

MAV

22.5%

PROMO QUALITY

\$13.2K

AAV



0

134.8K



419



0



0



Hermanos Pou

The North Face
FUERZA JUSTA Los agarres en escalada requieren la fuerza y presión adecuada. Si no agarras suficientemente fuerte no vas a poder sostenerte X, si en cambio le aplicas demasiada fuerza X, pueden saltarte los dedos o agarrar demasiado el antebrazo. En la sección clave de "Rayu" 8c/600m.

ADEQUATE POWER. Climbing holds require the right force and pressure. The crux of "Rayu" 8c/600m.

La Sportiva Petzl Arabako Foru Aldundia-Diputación Foral de Álava

#Neverstopexploring #poubros #rayu #rockclimbing #firstascent #newroute #madebyPOU

10/16/22



\$39.3K

MAV

34.4%

PROMO QUALITY

\$13.5K

AAV

A group of mountain bikers are shown in a race, riding on a dirt trail. They are wearing helmets and numbered bibs. The image is dark and has a grainy texture, with the text overlaid on the left side.

Brand Promotion Insights & Best Practices

How involved are you with the content and posting strategy that your partners create? How do you measure its impact?

Who or What is Creating the Most Value?

Leaders in Action: World Surf League & Supercross

Top Performers:

The World Supercross led in sponsorship value across action and outdoor sports on social this year.

Branding/Posting Strategy

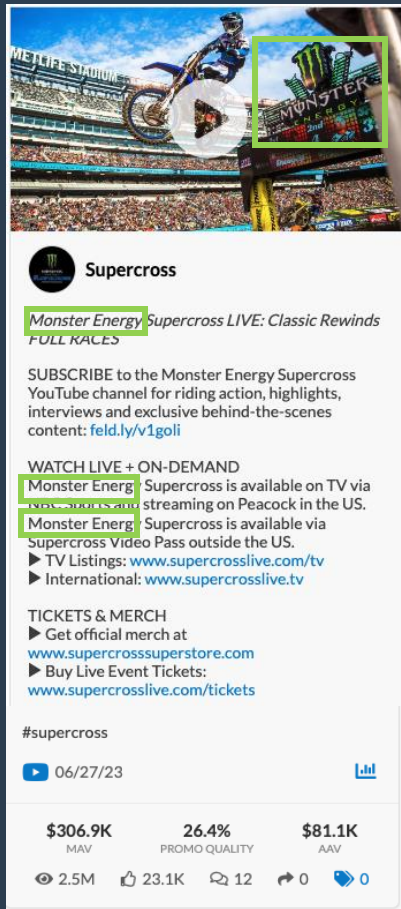
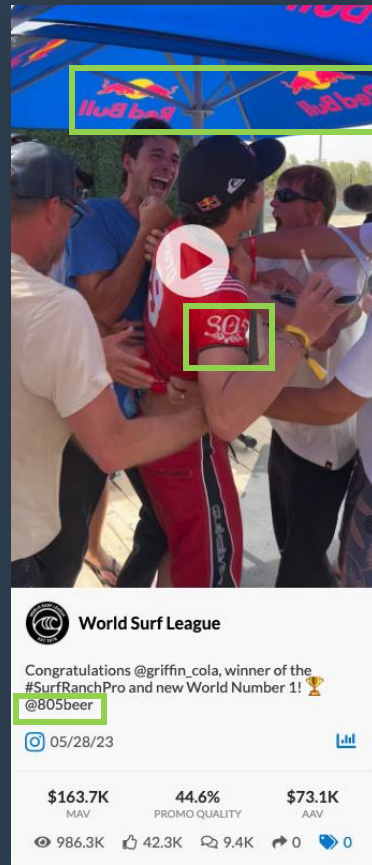
- Athlete branding: logos prominently displayed on jerseys and race barriers.
- Event naming: Exclusive naming rights for high-profile events
- Social engagement: frequent direct mentions and tags on social media platforms

Digital Footprint

Both organizations incorporate at least one brand in over 60% of their social media posts.

Key Takeaway

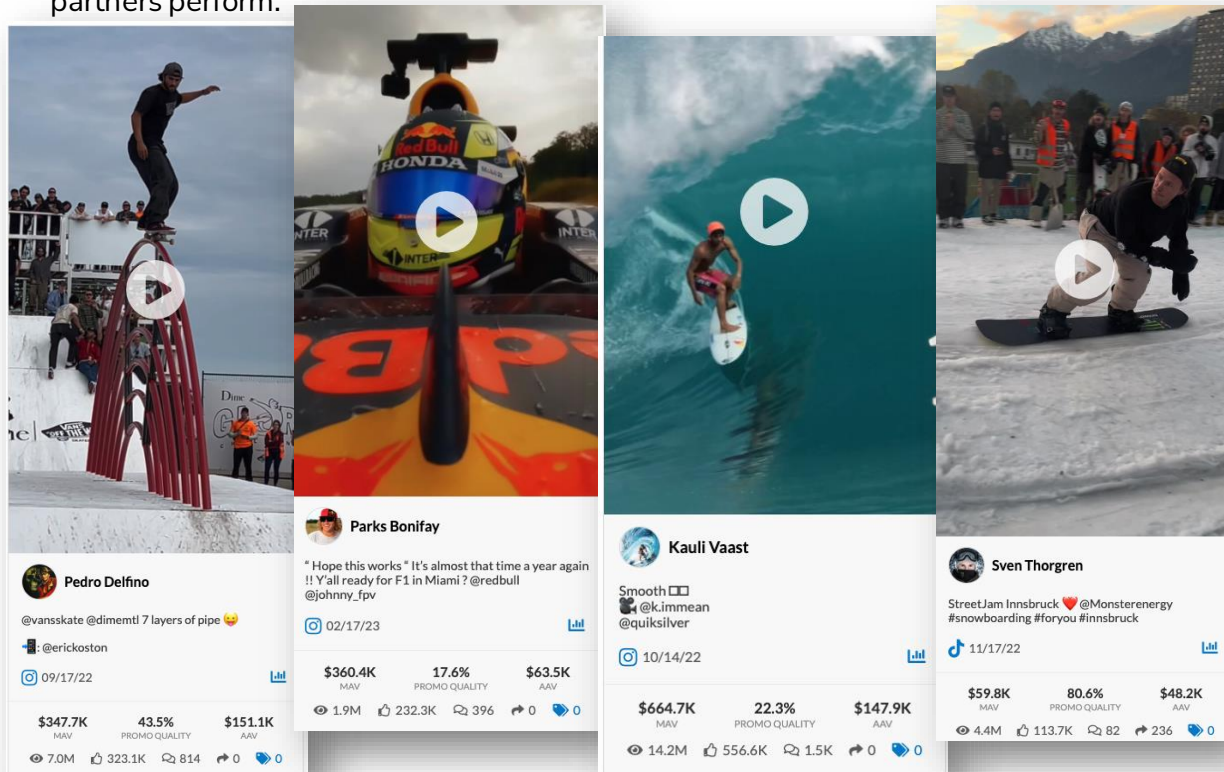
While competition is fierce among league and event partners, these collaborations and tactics yield substantial brand value.



Insights & Best Practice

Brands – In the Competition & Beyond

During competitions it's important to make sure your logo is visible during and after your partners perform.



Remember to keep up with non-competition content and stay focused on following tips for your partner's posting strategy:

1. Short vertical content
2. Behind the scenes, personality, lifestyle, humor,
3. Show of talent
4. Promote brands organically

The Top 5 Topics Fans Care About

Topic	Entities Engaged	Posts	Engagements
Mental Health Purpose	966	6,227	21.3M 3.4K per post
Skateboarding Sport	949	6,969	42.2M 6.1K per post
Cycling Sport	876	18,080	72.8M 4K per post
Sustainability Purpose	870	7,054	24.5M 3.5K per post
Body Positivity Purpose	705	6,413	20.8M 3.2K per post

Fans of action and outdoor sports entities engaged most with posts focusing on mental health.

Topics with low engagement rates were **Gambling**, **Cryptocurrency** and **Fitness / Training**

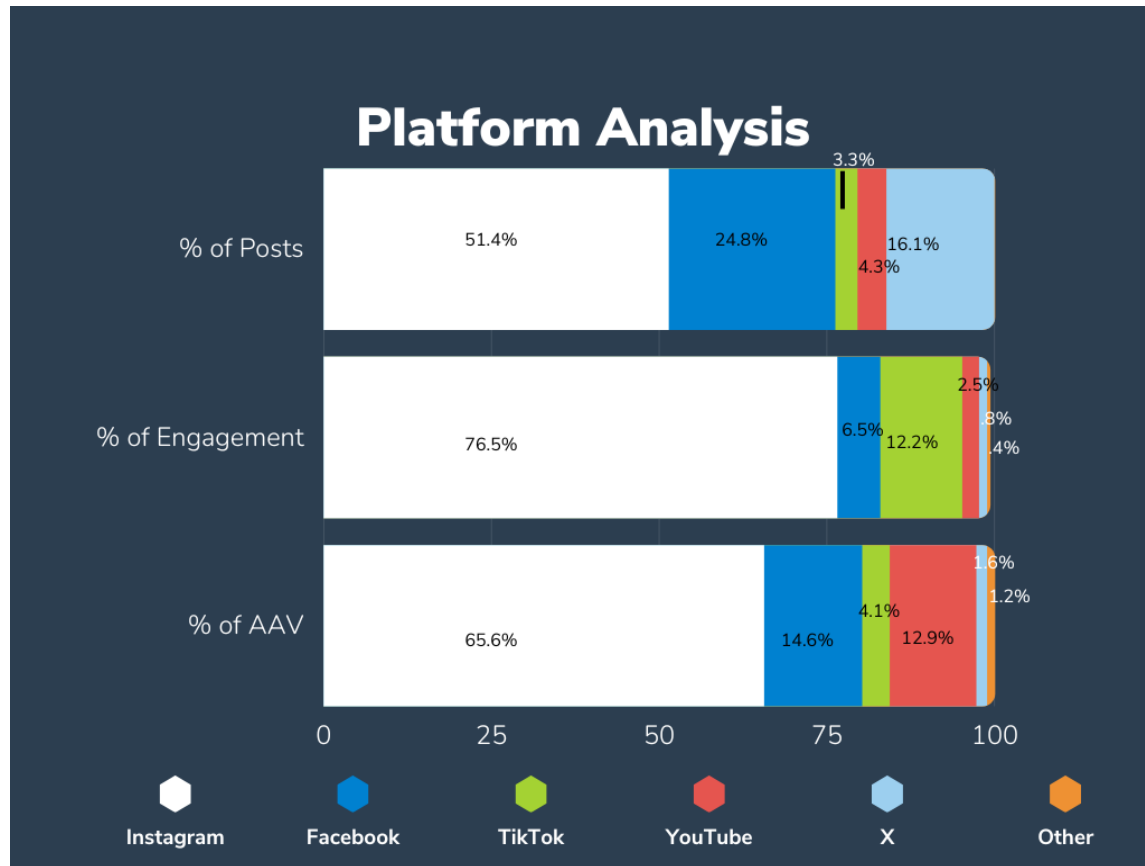
Takeaway: When you understand the topics your partners post about and the topics their fans engage with, you'll be able to match the right partner with the right product launch, align your portfolio with your brand values, and tailor your messaging accordingly.

The Power of Video Content

Action & Outdoor sports athletes post the most to Instagram. Video reels on Instagram are now the most engaged type of posts. While TikTok accounts for only 3.3% of posts, they have the 2nd most engaged content because of it's short form video.

Takeaway: Fans love video content from athletes. Encourage them to include your brand in their casual (TikTok) and commercially (IG, YT) edited videos.

**Other category = Weibo and VK platforms*



Promote One Brand Per Post



Remy Metaller

Heading to the train station POV ft @leticiabufoni, @thejasonpaul, @myriam_nicole and @gochiestrella! Pumped to team up with some of the best athletes and filmmakers in the world at the @gopro Creator Summit 2022 here in @Interlaken, Switzerland. More cool stuff coming up soon. Let's go!

@propain_bicycles @competitivecyclist @gopro @ergonbike @thirteencomponents @maxxistires @dvosuspension @hayesbrakes @topeak @oneupcomponents @julbo_eyewear @7meshinc @sarisoofficial @661protection @camelbak @timepedals @rotorbike @wd40bike @kmcchain @fizikofficial @steadyrack @mudhugger2 @trailforks.
#GoProCreatorSummit #GoProHero11 #GoPro #InLOVEwithSWITZERLAND #Interlaken #NeedSwitzerland #mtb #bike.

09/19/22

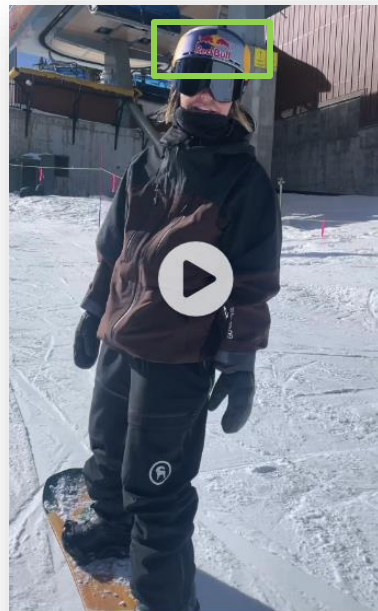
\$1.0M 4.1% \$42.7K
MAV PROMO QUALITY AAV
6.0M 104.1K 157 0 0

DON'T DO: SEA OF BRAND MENTIONS OR HASHTAGS

When a partner tags all of their sponsors in one post indiscriminately, it reduces the quality and impact for all of them.

DO: SINGULAR BRAND PROMOTION

Instead of promoting multiple sponsors in each post, encourage your partners to promote just one brand in each post, maximizing the promotion quality for your brand and the impact of the brand messaging toward the fans / consumers.



Maddie Mastro

Snowboarding is back #snowboarding

#redbull

11/26/22

\$330.8K 35.4% \$117.2K
MAV PROMO QUALITY AAV
3.1M 509.4K 1.9K 2.3K 0

Support & Empower Best Practice

#1 Adopt a data mindset

#4 Engage with your audience

#5 Post natively on each platform

#6 Show your personality

#9 Promote one brand, focus on quality

Excerpts from



Request your free copy to share with your athletes.

Email:
info@koresoftware.com

Key Takeaways

Maximize Engagement

Effective brand communication with potential consumers is paramount. Explore your partners' demographics, their preferred topics, and content types, and work with them to spotlight your brand.

Harness the Power of Video

Short video format & reels perform best. Collaborate with your partners to showcase your brand within their video content, capitalizing on platforms with significant fan interaction.

Elevate Promo Quality

Work with your partners to spotlight your brand independently from other sponsors to emphasize exclusivity. Promoting your brand alone increases promotional impact and resonance.



Thank You

Questions? Reach out or request our latest report; [The Power of Athletes: A data review of athletes' impact across social from Aug, 2022 – Aug 2023.](#)

info@koresoftware.com

