



SportBusiness
SOCCER





INTRODUCING SPORTBUSINESS SOCCER

SportBusiness is the leading provider of high value data and analysis on media rights and sponsorship across global sport.

Now we are bringing together our experience and expertise in a powerful, easy-to-use digital platform that delivers the most accurate and comprehensive data ever assembled on European football sponsorship.

In a true industry first, we have collected every deal (2,500+) from all 78 clubs in the top four European leagues, all with accurate, independent values and durations. This data will be updated live as soon as new deals are announced, making it the most comprehensive database of football sponsorship in the world.

Created specifically for football clubs, federations and the brands that sponsor them, SportBusiness Soccer is the essential tool to benchmark your assets, spot gaps in your portfolio, identify new markets, hear the moment a new deal is announced and understand what your competitors are doing. Anything in fact, that helps you maximise your sponsorship income.

And in another first, we have created a beautiful, easy to use interface that's years ahead of the competition, allowing you to tailor the service to your needs, track the clubs you care about and get alerted the moment a new deal is signed.

In the following pages we outline the product in detail, but there is no substitute to actually seeing it. To arrange a demo please email: soccerpro@sportbusiness.com or call + 44 (0)20 7265 4100 or visit www.sportbusiness.com/soccerdemo.

It is my pleasure to introduce SportBusiness Soccer. The future of soccer sponsorship data and analysis.

Roberto Dalmiglio
Chief executive officer,
SportBusiness

EVERY DEAL FROM EVERY CLUB IN THE TOP FOUR LEAGUES

For the very first time you can see the breadth and depth of football sponsorship across all 78 clubs in the top four European leagues.

Uniquely, we have researched every single sponsorship relationship, and now provide the most accurate value and duration data on all 2,500+ of them. Most of our values are sourced from the market; for the remainder, we use a sophisticated statistical model to estimate the value the moment the deal is added to the database.

Want to examine the full sponsorship portfolio of SPAL (121 separate deals!) in Italy's Serie A? Or compare Manchester United's portfolio with FSV Mainz 05 and AC Milan? What about examining our 109 betting deals to see which is the largest? Or benchmarking Wolfsburg's shirt sponsor against Napoli's? With SportBusiness Soccer you can do this and so much more.

Alongside the most comprehensive data in the industry, we provide detailed industrial classifications and sponsorship types, allowing you to examine specific deals by industry – such as our 100+ betting deals – or find out which club has the biggest naming rights deal (Bayern Munich).

 18/19		
No of clubs	No of deals	Worth over
18	790	€815m
Top 10 clubs by volume of deals		
1.	 SV WERDER BREMEN	81
2.	 FORTUNA DUSSELDORF	79
3.	 BORUSSIA DORTMUND	75
4.	 EINTRACHT FRANKFURT EV	54
5.	 FC AUGSBURG	48
6.	 1. FSV MAINZ 05	46
7.	 FC SCHALKE 04	42
8.	 SC FREIBURG	40
9.	 VFL WOLFSBURG	40
10.	 HANNOVER 96	39

 18/19		
No of clubs	No of deals	Worth over
20	453	€1.15bn
Top 10 clubs by volume of deals		
1.	 MANCHESTER UNITED FC	52
2.	 HUDDERSFIELD TOWN AFC	48
3.	 MANCHESTER CITY FC	41
4.	 BRIGHTON FC	29
5.	 ARSENAL FC	28
6.	 CARDIFF CITY FC	27
7.	 LIVERPOOL FC	24
8.	 WOLVERHAMPTON WANDERERS FC	24
9.	 LEICESTER CITY FC	21
10.	 TOTTENHAM HOTSPUR FC	20

 18/19		
No of clubs	No of deals	Worth over
20	359	€665m
Top 10 clubs by volume of deals		
1.	 VALENCIA CF	39
2.	 FC BARCELONA	38
3.	 REAL SOCIEDAD	36
4.	 CLUB ATLÉTICO DE MADRID	24
5.	 REAL MADRID CF	19
6.	 SEVILLA FC	17
7.	 RCD ESPANYOL DE BARCELONA	16
8.	 SD EIBAR	16
9.	 SD HUESCA	16
10.	 VILLARREAL CF	15

 18/19		
No of clubs	No of deals	Worth over
20	1033	€454m
Top 10 clubs by volume of deals		
1.	 SPAL 2013	121
2.	 SSC NAPOLI	103
3.	 ATALANTA BC	91
4.	 PARMA CALCIO 1913	81
5.	 UDINESE CALCIO	75
6.	 US SASSUOLO CALCIO	68
7.	 CHIEVO VERONA	59
8.	 FROSINONE	49
9.	 ACF FIORENTINA	45
10.	 JUVENTUS FC	42

UNPARALLELED DEPTH AND GRANULARITY OF DATA

It's this unparalleled depth and granularity of data – and a commitment to keep it up-to-date – that opens up so many possibilities and makes SportBusiness Soccer the essential data tool for anyone working in football sponsorship.

*Number of deals for 18/19 season accurate at time of publication August 2019



DEALS UPDATED LIVE

Our commitment to our customers is that we will add a new deal to our database within one working day of it being publicly announced.

For the many deals that are never formally announced, we have a different approach.

Every quarter, our data team will methodically research all 78 clubs for new deals, checking and validating our current data while looking for any gaps or new deals we've missed.

This is alongside our machine learning-powered analysis of club and sponsor websites – plus major media outlets – looking for newly-signed sponsorship deals every minute of every day.

Altogether, this means we have the most comprehensive database in the market. You should never miss a deal with SportBusiness Soccer.

**“THE MOST ACCURATE,
TIMELY DATA ON EVERY
SPONSORSHIP DEAL,
FROM EVERY CLUB”**



BREAKTHROUGH SEARCH LETS YOU ANALYSE 2,500+ DEALS INSTANTLY

Our filtered search lets you quickly and easily sift through a growing database of over 2,500 active deals. Future and expired deals will also be included in the database.

Instantly identify the clubs or brands you want, the industries you care about, deals of a particular value, even the type of sponsorship and how long is left before a deal expires.

Our filtered search gives you complete control, in a breakthrough, easy-to-use interface so you can see the whole sponsorship landscape anyway you want.

And from any search you can set up an alert so you can be notified instantly that a deal like this is added to the database.

We also allow you to export data as a .CSV file so you can manipulate it in whatever tool you want, helping you to create presentations and update your own models with the most accurate independent football sponsorship data available.

Unlike previous sponsorship products, all the information you need to see is there instantly, no columns to add, no hidden data. But if you want to go deeper, click on a result and we will display our 'deal card', which gives more contextual information about the club and the sponsor, as well as pulling back related deals from that league, allowing you to put each and every deal in context.

€€€€£££\$\$\$ VALUES FOR EVERY DEAL

We use advanced machine learning to track the website of every sponsor, club and reputable media outlet looking for new, updated and expired deals. If a deal is publicly announced by one of these sources, we will add that value and duration to the database. If all that's announced is the relationship, then our team will research it but it will be added to the database.

We also have a network of experts in each market, tracking global sponsorship in football. These individuals have close connections with the clubs, agencies, sponsors and brokers. From them we get values and durations that we attempt to validate from multiple sources so we can give you the most

accurate independent data.

We have invested heavily in data science to create the most sophisticated regression model in the industry. This model uses our comprehensive dataset, allied with a series of parameters such as past league performance, type of deal, type of sponsorship asset, industry, league and club to give an estimate for every deal the moment it's added to the database.

These three different approaches in combination ensure that we always have a value and duration for every deal in our database, and that we are committed to providing the most accurate, independent data on football sponsorship possible.

“SEE THE ENTIRE FOOTBALL SPONSORSHIP LANDSCAPE”

Annual ValueTotal valueAccuracy

MinMaxSEARCH (2,500 RESULTS)

Active dealsEXPORTALERT ME

Sponsor Type

ActiveFutureExpired

Contract Length

AnnualTotalAccuracy

Kit supplier	85m	8y	€155m	€1.2b	
Kit supplier	133m	10y	€110m	€1.1b	
Kit supplier	73m	9y	€75m	€750m	
Shirt sponsor	49m	5y	€70m	€350m	
Kit supplier	133m	15y	€60m	€900m	Publicly availableSourcedModelled valueWhat does this mean?
Kit supplier	157m	14y	€60m	€900m	
Shirt sponsor	25m	6y	€59.9m	€419.2m	
Shirt sponsor	25m	4y	€55m	€220m	
Shirt sponsor	1m	1y	€42m	€42m	
Shirt sponsor	25m	9y	€40m	€400m	
Shirt sponsor	49m	3y	€40m	€160m	
Shirt sponsor	13m	4y	€32m	€160m	
Kit supplier	1m	1y	€30m	€60m	
Kit supplier	1m	4y	€30m	€150m	

45NEXT

Publicly availableSourcedModelled value

ANALYSE ALL 78 CLUBS

For every club we bring together all the key information you need to analyse their sponsorship portfolio.

Starting with a contextual overview of the club's sponsorship income, social reach, key commercial contact and top 10 sponsors by value and length of deal, so you can make an instant judgement on the relevance of the club as a competitor or potential partner.

BREAKTHROUGH DATA VISUALISATIONS

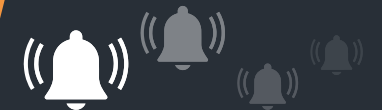
Next, we breakdown in detail the club's full portfolio, showing you exactly what a club has from which industries, in which sponsorship categories and how valuable those partnerships are for the club.

Breakthrough data visualisation lets us intuitively show you from which industries and regions a club gets its sponsorship income.

We've mapped club assets to 11 key sponsorship types ranging from kit supplier through to naming rights, so you can see exactly where the

money is and where there might be opportunities.

Finally, written activation case studies illustrate how the club and its partners activate their deals and what assets were part of the deal. Giving you the complete picture of every club's sponsorship portfolio and insight into their sponsorship strategy.



ALERTS KEEP YOU ON TOP AND UP-TO-DATE

Our dynamic alerts inform you the moment a new deal has been signed by your competitors, or if a new deal is announced in a market or industry you are tracking. You can even set alerts to tell you when specific deals are coming up for renewal so you can always stay one step ahead of the competition.

18/19 SEASON



€42m
1 partnership



€18.9m
35 partnerships



€14.7m
3 partnerships



€4m
1 partnership



€2.1m
1 partnership



€1.6m
2 partnerships



€1.28m
1 partnership



€1.25m
1 partnership



€125k
2 partnerships

A COMPLETE PICTURE OF FOOTBALL SPONSORSHIP

For the first time, you can get a complete picture of the value and volume of sponsorship deals in European football, by club, by industry and by brand.

Unlike other football sponsorship tools, we track and estimate the value of a club's entire portfolio. Whether that's SPAL (121 deals) or Watford (7 deals) we can give the most accurate independent analysis of who sponsors who and how much they spend.

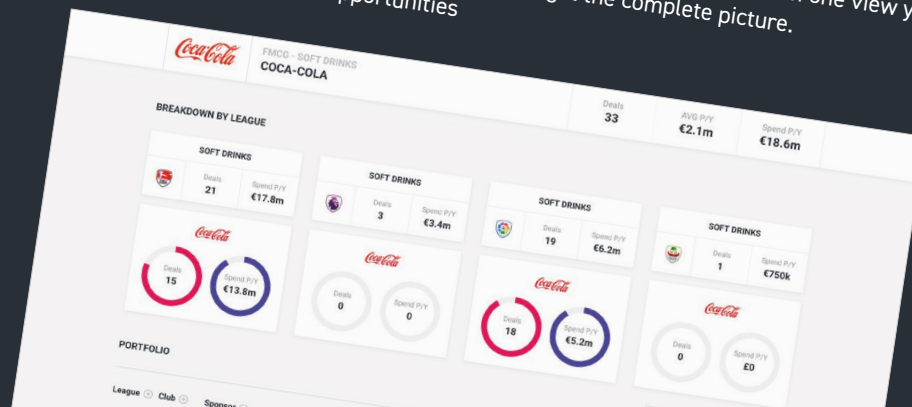
If you're a brand looking to sponsor a football club or you want to understand the sector before making an investment, we can show you whether there is an opportunity, where and how much your competitors are spending, how long the

deals are, and which assets give the highest ROI.

We can alert you the moment a new sponsor enters the market, or if a new category of sponsorship opens up, or let you track deals by value so you can, for the first time, understand which sectors (e.g. betting, secondary shirt sponsorship) are growing, stable or declining and where the opportunities































are for your brand to have the most impact for your money.

Our sponsor pages bring together all the information we have on the 1,500+ brands who sponsor football clubs, showing you their deals, the clubs they sponsor, the types of sponsorship and length of their deals so in one view you get the complete picture.



THE WORLD'S BIGGEST NON-SPORT BRANDS AND THEIR SPEND

TOP 5 INDUSTRIES BY SPEND 18/19

 €843m 63 sponsors	 €212m 22 sponsors	 €136m 82 sponsors	 €128m 20 sponsors	 €86m 21 sponsors
 €367.7m	 €130m	 €76.9m	 €67.7m	 €36.2m
 €311m	 €45.2m	 €8m	 €21.6m	 €10m
 €84.5m	 €27.2m	 €7.5m	 €17.6m	 €9.5m
 €31.8m	 €4.5m	 €6.5m	 €10.8m	 €6m
 €26.4m	 €1m	 €5m	 €3.3m	 €5.4m

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PERSONALISE THE PRODUCT TO YOU

As you use SportBusiness Soccer you can select clubs to compare. This functionality is always available at the bottom of your screen. You can compare up to 10 clubs at any one time, and you can have unlimited lists.

Once you have a selected the clubs you are interested in, clicking compare takes you through to our unique and proprietary comparison functionality.

The comparison page is split into five main sections:

In the first section you can see an overview of all the clubs you have selected, the number of deals they have and their total sponsorship value, so you can judge the clubs instantly. Most importantly you select a club to benchmark the others against and the four other sections recalibrate accordingly.

In the second section we breakdown all the industries in which each club has deals. We show the value, the number of deals and the variation in deal value between the clubs, relative to the club

you've decided to benchmark. It means you can see instantly how well it's doing relative to its peers, and where the gaps are in its portfolio.

In the third section we breakdown by sponsorship type, so you can instantly see the relative value of kit deals, secondary shirt sponsorships, major partners, naming rights and so on between the clubs. However, we also provide the average deal value, so you can see how well the club you have selected is doing relative to its peers.

SPONSORSHIP BY TYPE

	AVG						
Kit supplier	€64.2m - €40.9m	€155m	€50m	€23.3m	€28.3m	€84.8	€33.9m
Shirt sponsor	€36.8m - €24m	€55m	€42m	€17m	€38.4m	€67.7m	€28.3m
Major sponsor	€13.8m - €13.8mx	-	-	-	€10.7m	€17m	-
Secondary shirt sponsor	€12.3m - €7.3m	€19m	€12m	€5m	€8.5m	€17m	-
Naming rights	€7.4m - €3.1m	-	€10.5m	€4.3m	-	-	-
Offical sponsor	€3.3m - €1.6m	€5.3m	€5.3m	€1.7m	€1.8m	€4.7m	€1.1m
Offical partner	€1.4m - €30k	€3.2m	€2.1m	€863k	€904k	€1.1m	€565k
Regional sponsor	€1.1m - €7.7m	€973k	-	€854k	€565k	€1.1m	€2.4m
Media Partner	€2k	-	€2k	€2k	-	-	-

REGIONAL SPLIT

	EUROPE €530.5m	N. AMERICA €358m	ASIA €78.5m	MID. EAST & AFRICA €3.4m	C & S AMERICA €2M
	€42m	€174.5m	€78.5m	€3.4m	€2m
	€176.9m	€18.9m	-	€12m	-
	€73.7m	€3.6m	€13.7m	€1m	-
	€93.5m	€27.2m	€8.4m	€1m	-
	€128m	€90.9m	€23m	€3m	€8.5m
	€10.3m	€33m	€26m	-	-

SUBSECTORS ARE NOT IN

Automotive manufacturer	Total P/Y €67.7m	-	-	-	€67.7m
Online retail	Total P/Y €55m	-	Rakuten €55m	-	-
Mobile Phones	Total P/Y €51.4m	oppo €5.5m	Gigaset €2.1m	alcatel €800k	LEAGOO €1m
			T €42m		
Home Appliances	Total P/Y €36m	beko €19m	-	-	KOHLER €17m
Airlines	Total P/Y €17.4m	-	QATAR €12m	malaysia €904k	AEROFLOT €4.5m
Forex	Total P/Y €12.5m	-	-	FOREX €8.5m	Swissquote €4m
Soft drinks	Total P/Y €11.5m	Coca-Cola €1m	Coca-Cola €4.2m	-	UNION €1m
					new2000 €1m
Commercial vehicle manufacturer	Total P/Y €4.2m		BEALIN €4.2m	-	-
FMCG	Total P/Y €2.1m	-	PLU €2.1m	-	-
Headphones	Total P/Y €2.1m	-	-	b €2.1m	-

Automotive (15)	€11.9m	€20.4m	€20.6m	€3.6m	€63.9m	€1m
Business and support services (2)	-	-	€2.6m	-	-	-
Clothing and accessories (10)	€5.5m	€2.1m	€1.9m	€2.4m	€8m	€1.5m
Construction and Development (4)	€4.8m	-	-	€500k	-	-
Consumer electronics (7)	€5.5m	€46.2m	€1.3m	€800k	-	€1m
Headphones (3)	-	€2.1m	-	-	-	-
Mobile phones (4)	€5.5m	€44.1m	€1.3m	€800k	-	€1m
Energy (2)	-	-	-	€1.8m	€4m	-

Next we take where sponsors are headquartered, using that information to show the split of sponsorship revenue by region for each club. This can throw up insights into where clubs get revenue from, and where they might look for sponsors in the future.

In the final section, we use the power of our data, and advanced user interface to pivot the whole product around the club you have selected to benchmark. Uniquely we show you all the deals the club you've selected doesn't have, based on the other clubs in your list. So, if club A has a headphone deal but club B (which you've chosen to benchmark)

doesn't, then that deal will be shown in this section, while all the deals clubs A and B have in common won't.

“SEE THE GAPS IN A CLUBS PORTFOLIO”

The power of this functionality instantly opens up a whole host of opportunities not easily available to clubs, agencies, sponsors – in fact anyone interested or associated with football sponsorship. The depth and comprehensiveness of our data, allied to an elegant and beautifully

simple interface, uniquely shows the gaps in a club's portfolio and the opportunities to a potential sponsor.

The power of Sportbusinss Soccer is this combination of intuitive search, allied to the most comprehensive values database of sponsorship deals in the world and our tools to personalise the product to your needs.

It is a product built to help buy and sell football sponsorship more efficiently, and the best way to understand what we have done is to request a demo and see it for yourself (to do just that please turn to page 19).

WHAT MAKES UP THE DEAL?

Alongside our deal data for every club, we also provide activation case studies on the major sponsorship deals between every football club and their sponsors.

These case studies will grow into an invaluable resource for how brands and clubs work together, what assets they use and what does and doesn't work.

Clubs

If you're a club, they will show you what the other 78 clubs are doing to maximise their sponsorship income and work more effectively with their partners.

As we periodically return to multi-year deals, we'll build up a comprehensive picture of how clubs of all sizes manage and activate sponsorship deals. For the very first time you will get an overview of the structure of deals, through the actual activations that took place between both parties.

As we're working through the top deals of every club, you'll begin to see (for the first time) what makes for a successful sponsorship activation regardless of the club's size, sponsor or spend.

Our case studies are highly structured; explaining the deal, which agencies were involved, the assets such as players,

advertising, media / social exposure, what worked and as much detail on the success and ROI of the campaign as possible.

Sponsors

If you're a sponsor, our activation case studies will show you what your competitors are doing and how they are structuring sponsorship deals with clubs.

It will give you the extra detail you need to understand why a deal is priced as it is and how you can position your brand and the structure of a deal, to realise the most value for you and the club.

Our activation case studies are designed to give both parties to the deal the most comprehensive view, not just of the best and/or worst deals between clubs and sponsors, but ALL major sponsorship deals.

We will show how clubs and sponsors work together and help both parties develop, through knowledge, better more successful activation campaigns and sponsorships deals. We will return every season (for long multi-year deals) to look at what is happening and go behind the simple deal value and duration to paint the broadest picture possible of what makes up a partnership between clubs and sponsors.



“SEE HOW CLUBS AND SPONSORS WORK TOGETHER”

HOW WE HELP YOU GROW SPONSORSHIP

Designed from the ground up to give football clubs, sponsors and supporting organisations the most accurate, independent data on who sponsors who, for how much; allied to a revolutionary interface that lets you easily spot gaps in your portfolio, identify new markets and benchmark yourself against competitors.

Sportbusiness Soccer provides a systematic and rigorous research process allowing our data to be updated every 24 hours, while our experts in each market and proprietary statistical model ensure all deals instantly have a benchmark value and duration.

Instantly filter over 2,500 deals, from reviewing a whole industry sector down to the most specific request e.g. do any clubs from La Liga, Serie A and the Premier League have main shirt sponsors from the automotive industry paying between €4-€10m? It's simple and intuitive with SportBusiness Soccer.

League, club and sponsor pages give you beautiful data dashboards that allow you to analyse portfolios, breakdown of spend and from which assets, industries and markets sponsorship income derives. It's a powerful way to understand your competitors, potential partners or where you should invest.

At the heart of the product is the ability to compare clubs against each other. This advanced functionality lets you compare deals between clubs, identify gaps in their portfolio, relative to the other clubs in your list and benchmark specific deals.

A SMALLER CLUB TRYING TO BENCHMARK AND BE MORE EFFICIENT?



If you're working in a smaller sponsorship team, then SportBusiness Soccer is an invaluable tool that can help you quickly benchmark your competitors assets, spot gaps and maximise your efforts; with the most accurate independent sponsorship data in the market allowing you to confidently price your assets.

WELL ESTABLISHED AND LOOKING TO TAKE YOUR CLUB TO THE NEXT LEVEL?



Seeking for the next opportunity but not sure where to look, or how to price a new asset, or want to know when a competitor's deal is coming to end? SportBusiness Soccer has every deal from every club so you can do all of this and more to help you grow your club's sponsorship income.

LARGE CLUB CONSTANTLY BENCHMARKING YOUR COMPETITION?



If you're constantly assessing new markets, categories and benchmarking the value of deals, then you need SportBusiness Soccer. The only product updated 'live' with the most accurate, independent values and durations for every deal powered by experts in each market and a proprietary statistical model.

WHAT SPORTBUSINESS SOCCER GIVES YOU



Independently-sourced values and durations from experts in each market



Our most advanced statistical model accurately estimates all deals without values



Comprehensive sponsorship deals database, updated every 24 hours



Revolutionary user interface lets you spot gaps and benchmark your portfolio



Breakthrough search lets you instantly filter 2500+ deals



League, Club and Brand pages bring everything together for a 360-degree view



Alerts mean you will never miss a deal or change in a portfolio



To arrange a demo please email: soccerpro@sportbusiness.com or call + 44 (0)20 7265 4100
or visit www.sportbusiness.com/soccerdemo



SportBusiness has a strict internal policy governing the collection, analysis and cleansing of data. This involves the application of a proprietary set of rigorous data standards, involving vetting by trusted experts to ensure unparalleled data quality and accuracy.

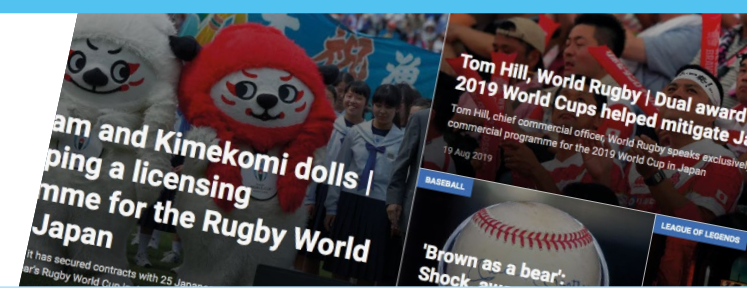
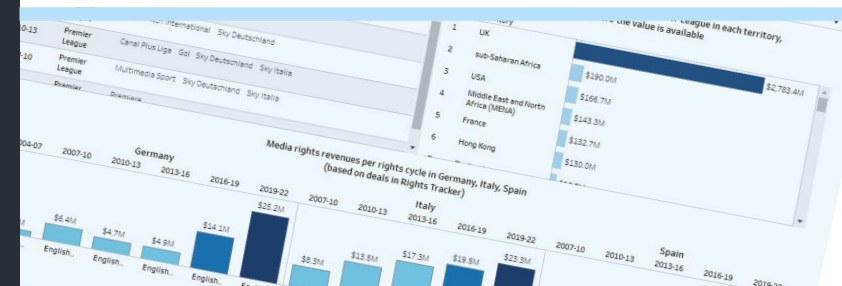


SportBusiness

SportBusiness is the most trusted global intelligence service, providing unique news, analysis, data, consulting and events that deliver competitive advantage to executives in the business of sport.

SportBusiness Professional

In-depth analysis of the commercial strategies of the world's leading companies in sport online and in print

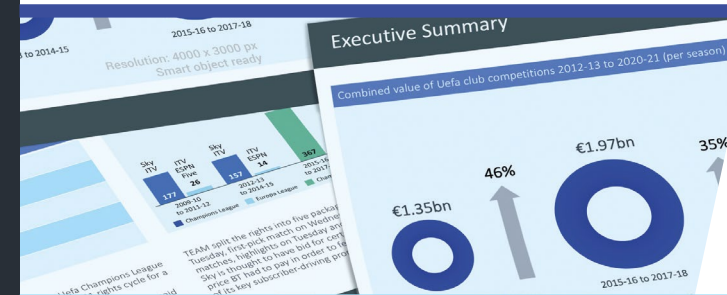


SportBusiness Media

The most accurate fee evaluation database and trusted analysis of sports media rights deals, powered by TV Sports Markets

SportBusiness Sponsorship

Analysis and data of the relationships between leading sports properties and the brands that sponsor them



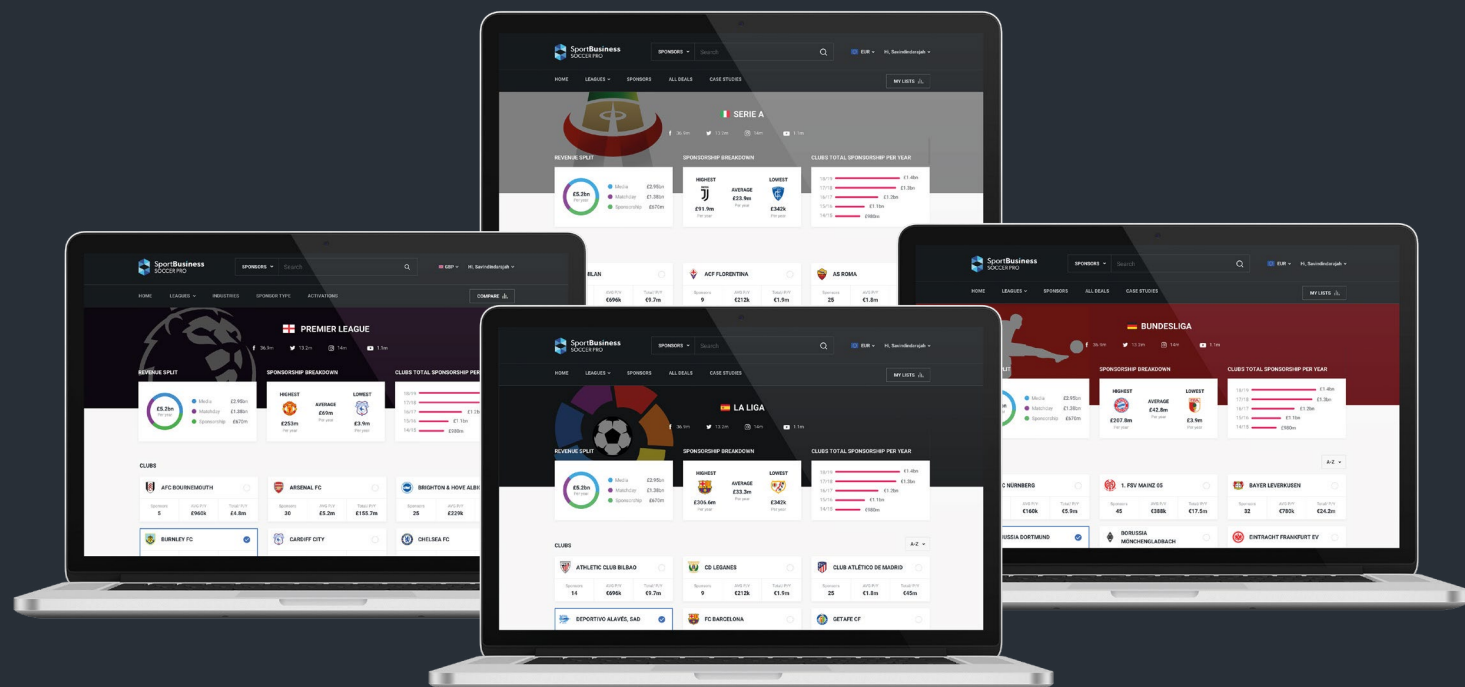
SportBusiness Consultancy

Strategic and commercial advice based on data-driven insight

To learn more please visit www.sportbusiness.com

WANT TO SEE HOW SPORTBUSINESS SOCCER CAN EMPOWER YOUR BUSINESS?

Contact us now for a personalised demo and to discuss how a paid-for subscription to SportBusiness Soccer can help you gain a competitive advantage.



Web: www.sportbusiness.com/soccerpro

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THE FUTURE OF FOOTBALL SPONSORSHIP DATA

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