



relo Sports Sponsorship METRICS INTELLIGENCE

AI-Powered Sponsorship Platform to track, measure
and gather insights on sports investments

BUILT FOR BRANDS | RIGHTS HOLDERS | AGENCIES | MEDIA

Relo Metrics is the only data measurement platform in the sports marketing industry that captures branded exposures across all four critical channels: **broadcast, social media, streaming and in-venue**, giving brands and agencies full visibility and control over their sponsorship investments.

A single portfolio view to see how investments are performing in near real-time. **SEE SPONSORSHIP DIFFERENTLY**



Trusted Sponsor Media Value

Calculation of the value of an organic brand exposure for a sponsorship that is discounted based on the quality of the exposure viewability.



Omni-Channel Measurement

Monitoring all channels that matter when analyzing the value of your sponsorship in-stadium, broadcast, streaming and social.



Benchmark Critical Placements

See team-by-team comparisons of social and in-venue placements, and make important decisions on where to make your next investment.

Monitoring everywhere that matters in sports sponsorship...

BROADCAST
STREAMING
SOCIAL
IN-VENUE

Contextual Benchmarking. Compare social media performance across every league and compare your visibility to similar brands.

Asset Optimization. Optimize placements by analyzing the value of individual assets, partners and get recommendations on areas to improve.

Automated Reporting. Eliminate hours of manual report generation through one-click reports that are formatted with your branding.

Goal Pacing. Set sponsorship performance goals for all your partners and know in real-time throughout the season how you're tracking.

credit karma



DELL
Technologies

Stanley
Black &
Decker

BIOSTEEL

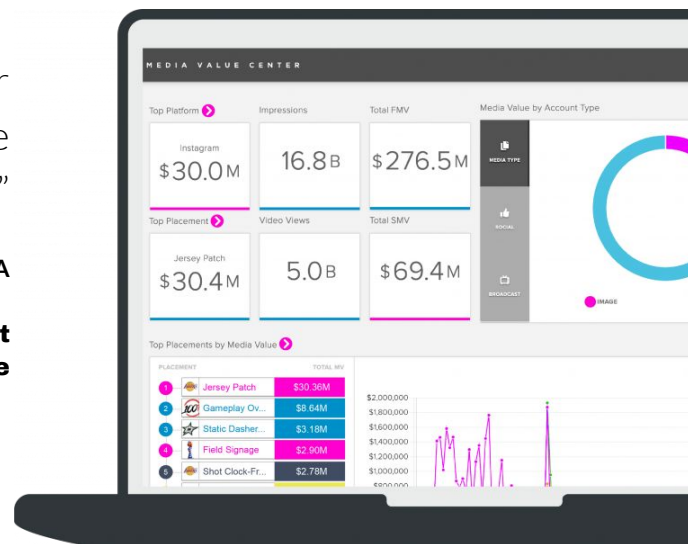
**AMERICAN FAMILY
INSURANCE**

vmware®

"Relo's data allowed us to negotiate with our partners and optimize significant, tv-visible assets from one season to the next."

LIZZETTE VILLANEUVA

**Partnership Strategist
American Family Insurance**



Ready to see sponsorship
differently? Let's Talk →

relometrics.com/contact

