



Brand exposure value from the 2024 MLB Season

A look at media value & visibility that brands earned through their partnerships with MLB teams during the 2024 Regular Season



Introduction

The 2024 season was a promising one for the MLB and its future partnerships. While maintaining its popularity in local markets, record breaking performances from some of the biggest stars brought the sport back into the national limelight. Many brands that have partnered with the league for years saw the value of their partnerships exceed previous seasons.

It all culminated with a World Series matchup that featured two of the most legendary franchises and some of the biggest icons in the sport today. The attention surrounding these stars and the suspenseful nature of the games provided a significant return on investment to brands that were a part of the action.

This report will explore the benefits which brands have realized through their partnerships with the MLB during the 2024 season, and how those that did not invest year can best approach investment in the future.



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REGULAR SEASON DATA

MLB Regular Season by the numbers

Through Relo's Census, we've captured and analyzed both every single live broadcast, and every single social post (yes, earned and owned) for each of the league's 30 teams during the 2024 regular season.



2024 Season Cross-Platform Valuation

\$5.5B

In Total Sponsor
Media Value

216B

Social Impressions
with Brand Value

133M

Total Seconds of
Brand Exposure

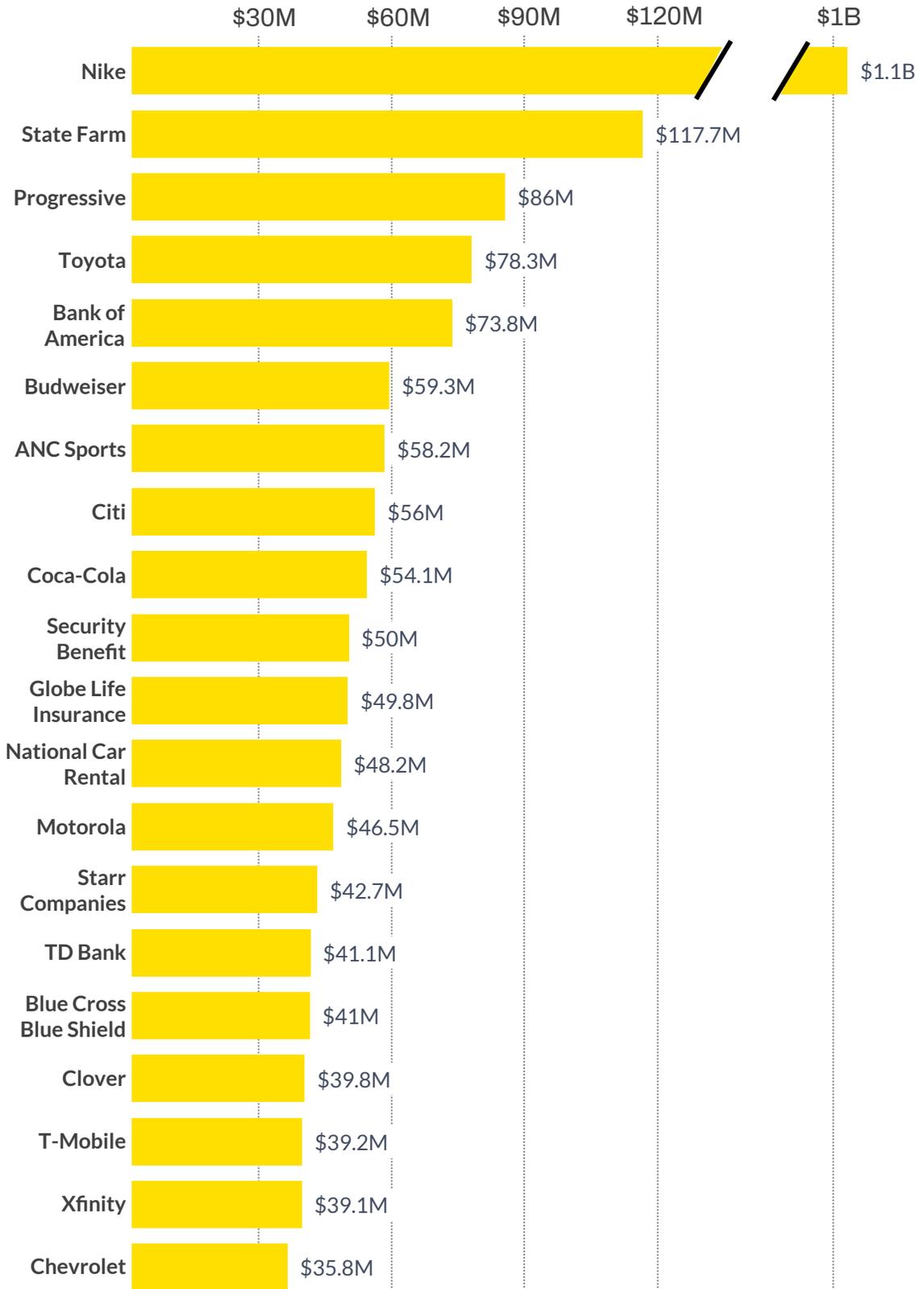
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Live Games Analyzed

Brands which earned the highest SMV from the 2024 MLB Regular Season

TOP 20 BRANDS | BY SPONSOR MEDIA VALUE EARNED

White mark in the Nike bar represents a break in values



The major national broadcast partners of the MLB saw elevated viewership in June compared to the rest of the season

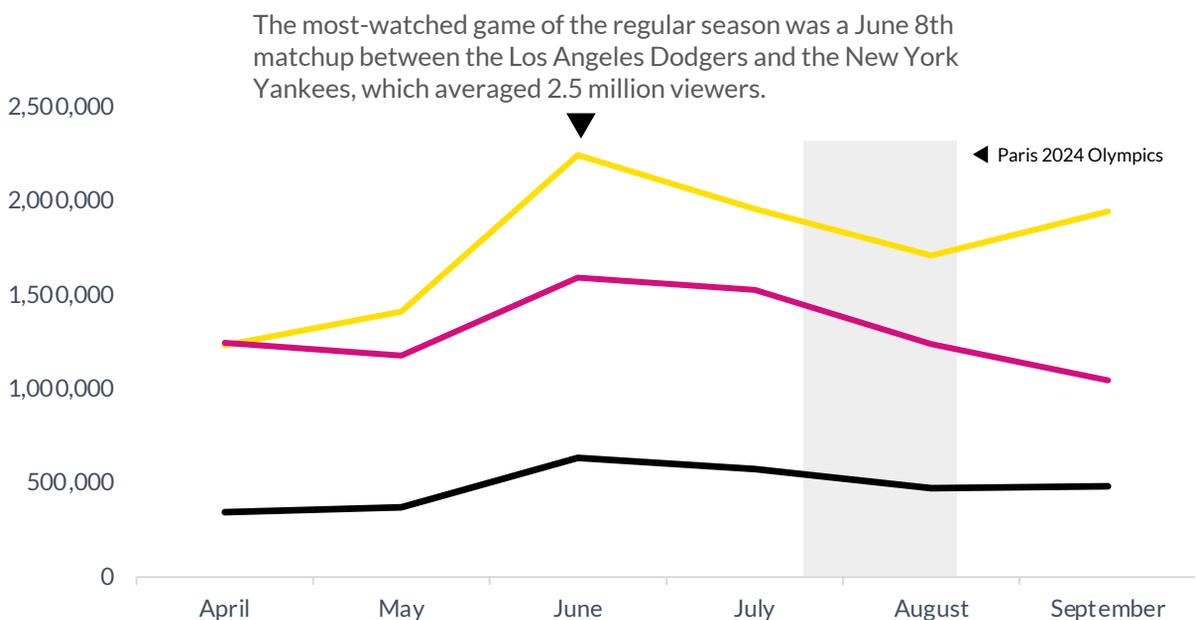
Viewership trends remained consistent amongst the three primary national broadcast partners for the MLB. FOX, ESPN, and TBS experienced an average increase of 54% in MLB viewership per game from May to June.

While this elevated viewership was sustained through July, there was a consistent decline in viewership during August, likely correlated to the Paris 2024 Summer Olympic Games. The three networks averaged a 16% drop in viewership per game from July to August.

When selling non-permanent assets, such as Rotational/LED signage or the Pitcher's Mound, properties and brands should consider this data and place a premium on games within the premium months, as these games offer greater reach.

2024 MLB National Networks – P2+ Viewership per Game by Month

NETWORKS CONSIDERED: FOX*, ESPN & TBS



- Average P2+ Viewership for 2024 - **FOX**
- Average P2+ Viewership for 2024 - **ESPN**
- Average P2+ Viewership for 2024 - **TBS**

P2+ viewership data provided by **videoamp**

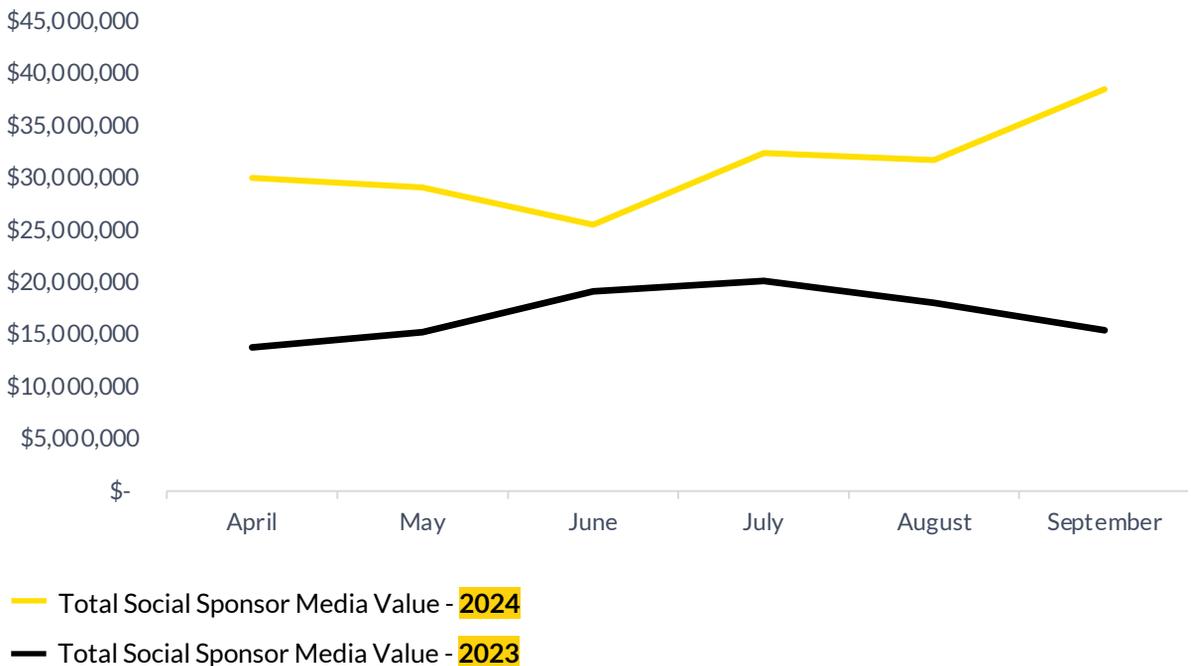
Source: Relo Census, Broadcast Data from MLB Regular Season 2024

*FOX data looks at the AGGREGATE VIEWERSHIP of the timeslot; two games on FOX are often simulcast on the network and aired in different regions



Brands across the MLB benefited from a significant growth in social media value compared to the 2023 Season

2023 MLB & 2024 MLB– Social Sponsor Media Value by Month



Source: Relo Census, Social Media Data from MLB Regular Season 2024

The Ohtani Effect: the first 50/50 season in MLB history leads to peak engagement in September

On September 19, 2024, Shohei Ohtani became the first player in MLB history to record 50 homeruns and 50 stolen bases in a single season. What was the impact?

- \$4.3M in social Sponsor Media Value on that day was **more than double** the amount any other day in the 2024 regular season accumulated.
- 7.9M engagements on MLB league accounts were the **3rd most of any regular season day** since 2020.
- \$2.3M in Full Media Value from posts of the Dodgers' owned accounts, **41% higher than any other regular season day** for any team on record (next highest: New York Yankees, 10/04/2022, Aaron Judge breaks Roger Maris's homerun record).

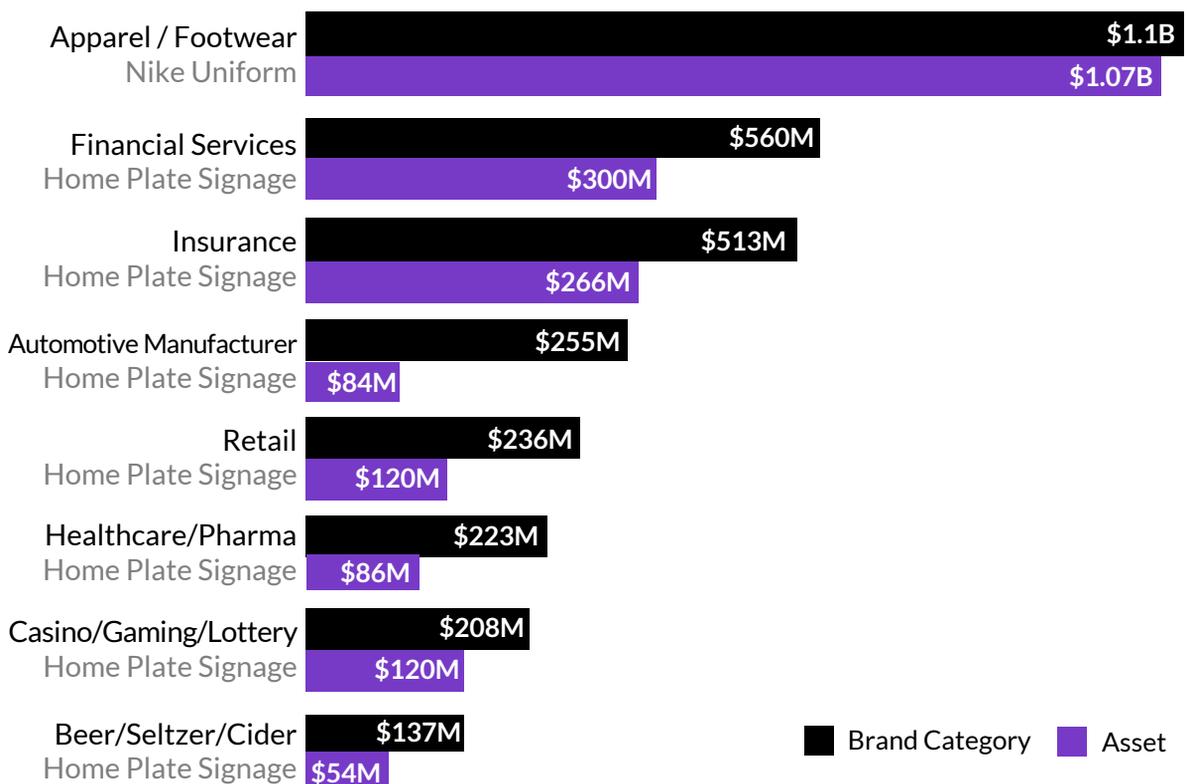


Home Plate Signage was the main source of value for 7 of the 8 highest earning brand categories

Among the most premium assets in sponsorship, Home Plate Signage is highly effective thanks to its prime positioning for viewers both at home and in the stadium. The signage is prominently displayed during every pitch, providing high-quality exposure to television viewers at home. Its central placement ensures brands receive **continuous exposure** throughout the game, making it one of the most consistent and effective assets for sponsors. As such, the coveted asset only has so much inventory available to partners, paving way the importance of other assets throughout the ballpark.

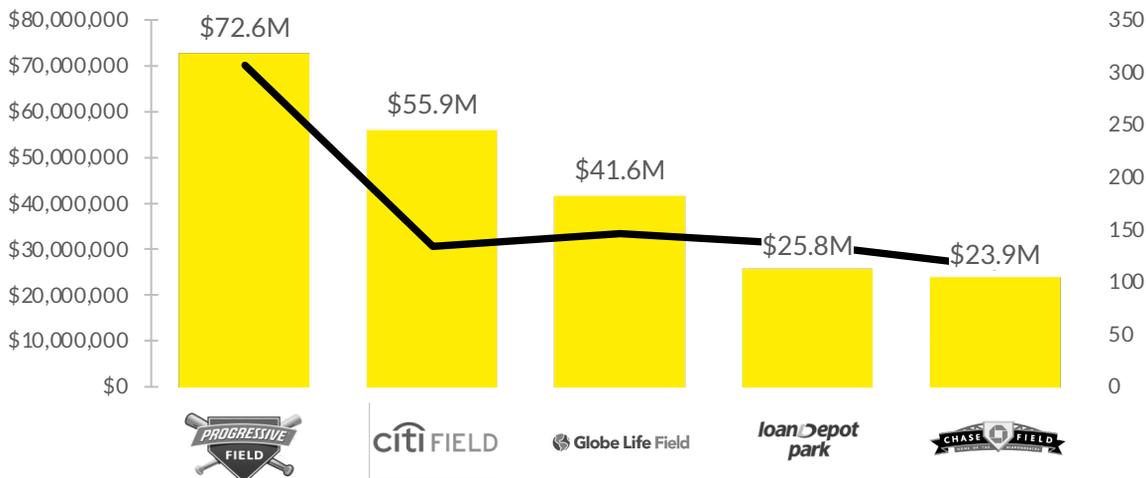
Brands in the automotive manufacturer sector, for example, earned more collective value from other various assets around the ballpark. Furthermore, **the auto sector saw a 29% YoY boost in SMV** -- which was the highest among the listed sectors below. A significant share of this growth was driven by Chevrolet, which generated \$15M in SMV through their Uniform partnership with the San Francisco Giants. The two business sectors with the highest saturation of brands were **Insurance and Financial Services** – with collectively 23 brands within the top 100 in SMV generated.

TOP CATEGORIES | BY TOTAL SMV GENERATED, TOP ASSET



Stadium naming partners across the MLB averaged \$24.7M in Sponsor Media Value during the 2024 MLB season

TOP 5 BRANDS | NAMING RIGHTS PARTNER SMV



Source: Relo Census, Cross-Platform Data from MLB Regular Season 2024

- 2024 Regular Season - Sponsor Media Value
- 2024 Regular Season - Exposures (per 1K)

Home Plate Signage inventory is imperative for naming rights partners to reach benchmarks. **87% of Progressive’s value with the Guardians came from Home Plate Signage.**



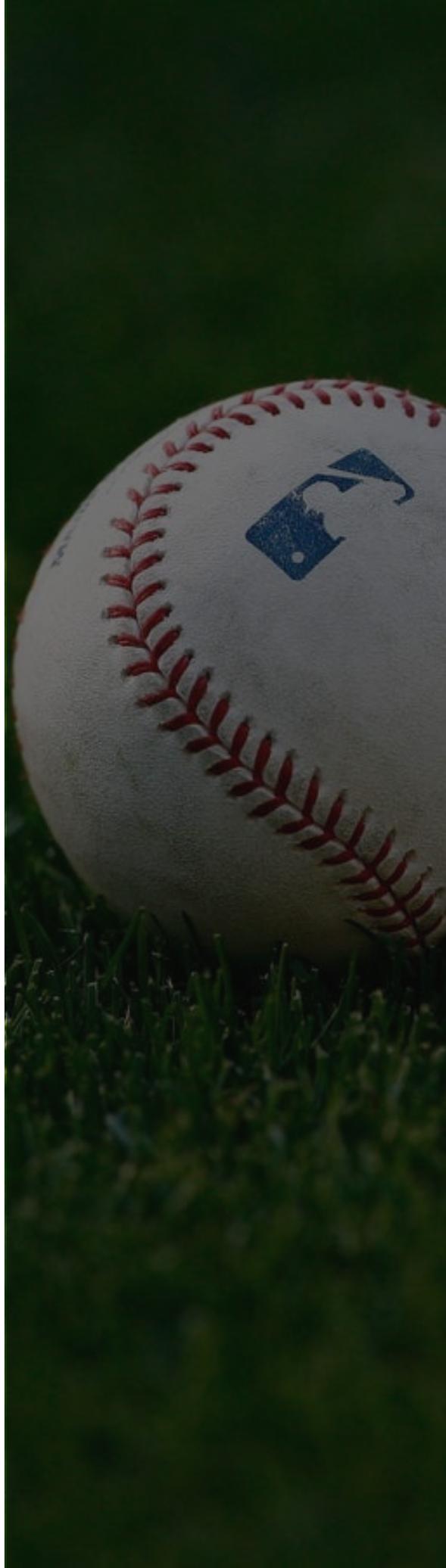
Source: Relo Census, Cross-Platform Data from MLB Regular Season 2024

The most valuable placements across the MLB

Further demonstrating the value of Home Plate Signage, this asset received over 8M overall exposures across broadcast and social media platforms. Home Plate signage sponsorships were responsible for 41% of total broadcast Sponsor Media Value.

The most valuable placement on social media was the Uniform . However, placement on the sleeve for **team sponsors** is better suited for broadcast exposure than social media. As a result, **team sponsors** contributed a smaller percentage of the social media Uniform value compared to other leagues like the NBA.

Placement	SMV
Home Plate Signage	\$2.2B
Uniform	\$1.3B
Outfield Wall	\$554.4M
Billboards	\$330.3M
Home Plate Stands	\$241.6M
Pitcher's Mound	\$241M
LED/Fascia	\$160M
Dugout	\$130.4M
Broadcast Graphic	\$114.5M
Baseline Wall	\$62.7M



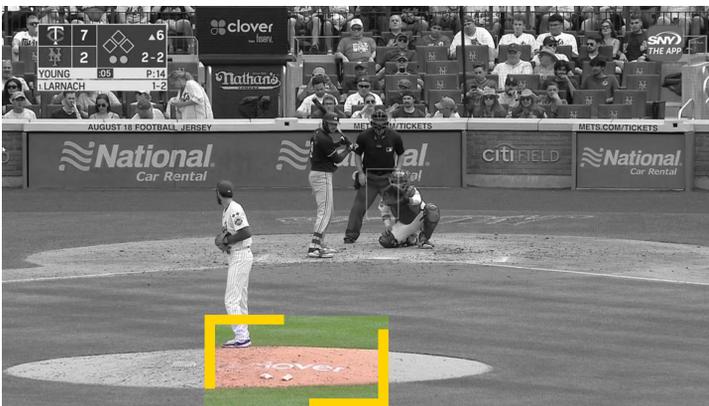
Static Pitcher's Mound signage provides brands the opportunity to have full ownership over a camera-visible space

When active, the Pitcher's Mound ranks just behind Home Plate Signage and the Outfield Wall in Sponsor Media Value per Game. However, unlike the other two assets, which split their value across multiple brands, the Pitcher's Mound offers a unique opportunity for a single brand to own this prime real estate.

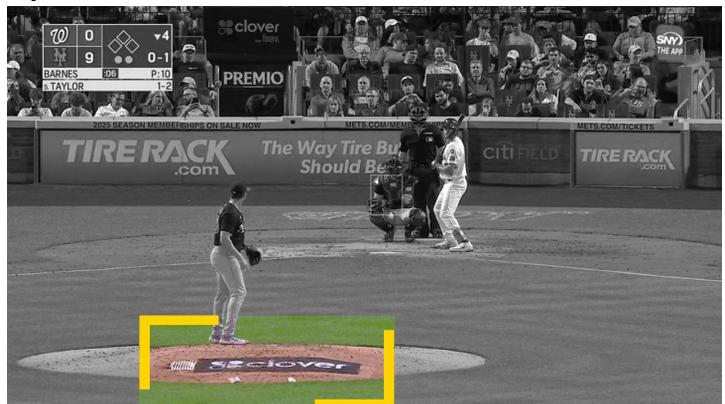
Despite its high potential value, **only 61% of the games tracked by Relo featured active signage on the Pitcher's Mound.**

One challenge with using the Pitcher's Mound as a sponsorship asset is the lack of clarity it often receives. Poor camera angles and insufficient contrast can make logos difficult to distinguish. However, during the 2024 season, teams and brands took proactive steps to address this issue. By adding a dark backdrop, **Clover generated an additional 31% in SMV per game from their Pitcher's Mound partnership with the Mets.**

Previous Pitcher's Mound Creative

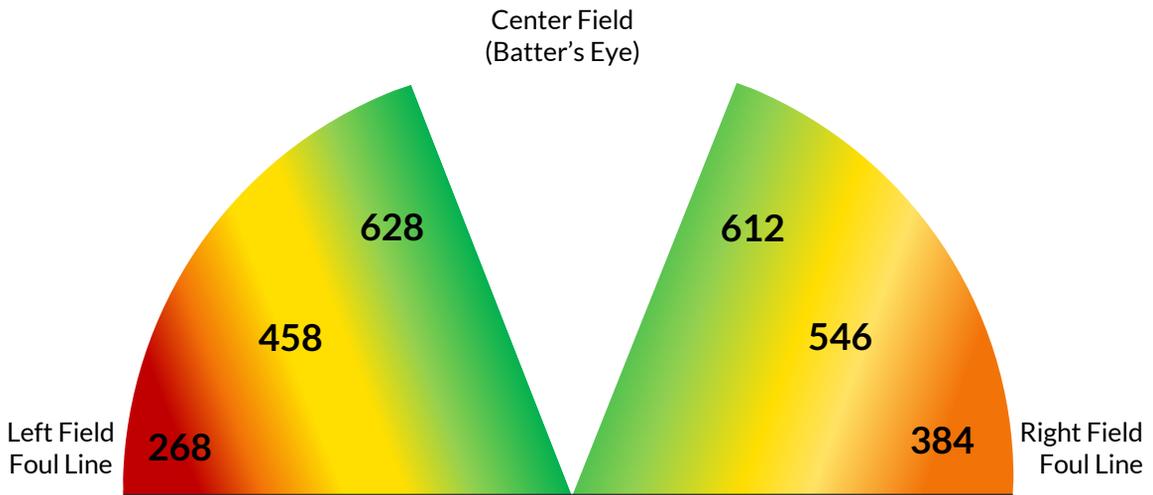


Optimized Pitcher's Mound Creative



Outfield Wall assets that are closer to Center Field tend to receive more screentime and higher values

OUTFIELD WALL SPONSOR AVERAGE BY POSITION | **DURATION (SECONDS)**

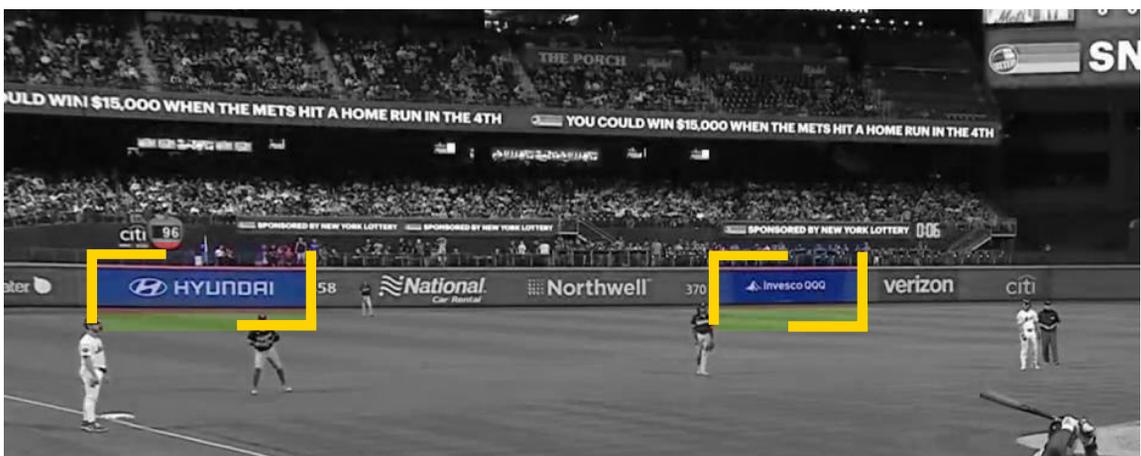


Source: Relo Census, Broadcast Data from MLB Regular Season 2024

The heat map above looks at a sample of ten teams across MLB and maps each sponsor on the Outfield Wall to a zone. **The data shows that average sponsor duration for sponsors in right-center and left-center field are 59% higher than sponsors that are closer to the foul poles.**

While we see this as a trend, central positioning does NOT guarantee exceptional performance. Because Outfield Wall shots are often from a distance, creative execution will dictate if a brand is maximizing the performance of their space.

For this reason, despite positioning closer to the foul line, **Hyundai's Outfield Wall asset had a duration per game that was 17% higher than Invesco QQQ.**



Source: Relo Census, Broadcast Data from MLB Regular Season 2024

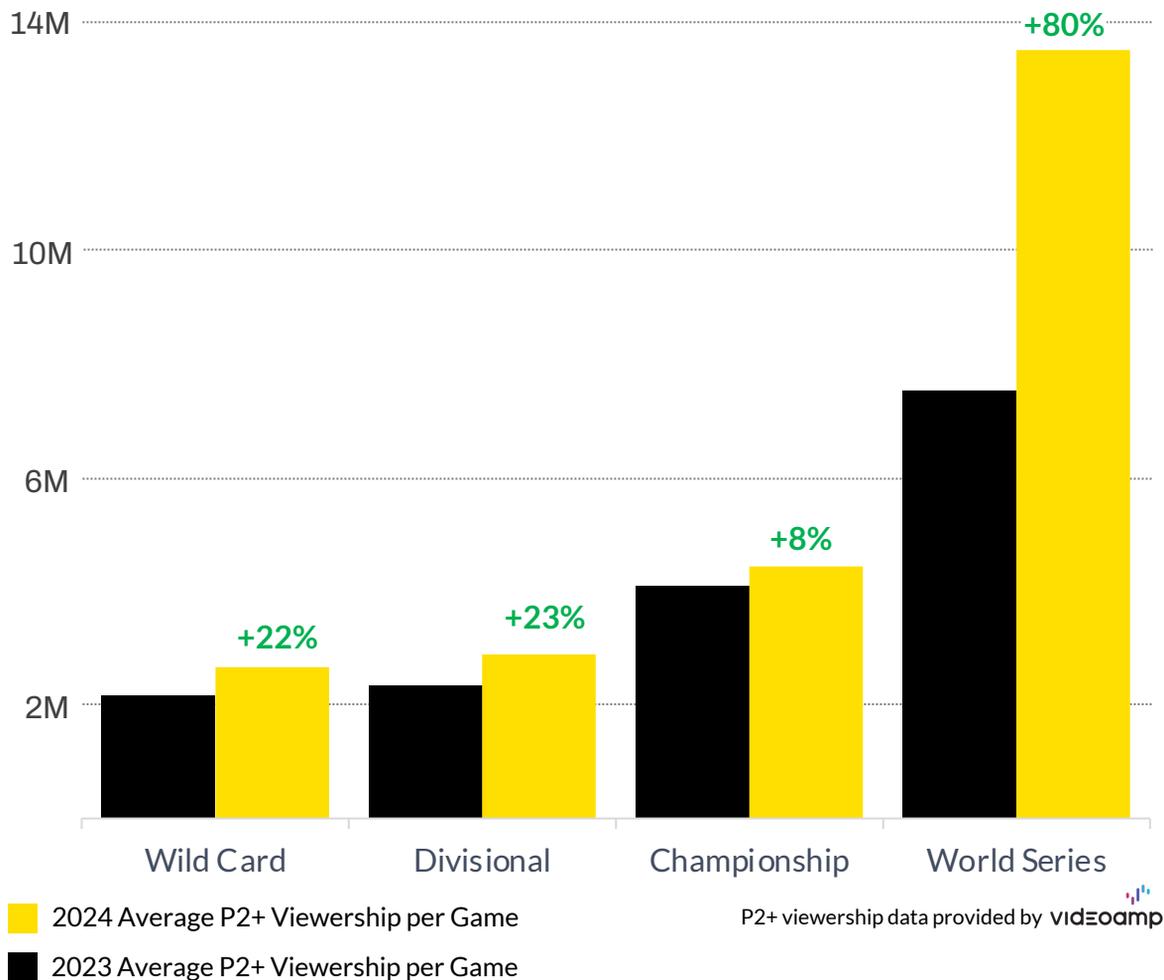
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2024 POSTSEASON DATA

A marquee matchup between the Dodgers and the Yankees led to an 80% increase in World Series viewership from last season

YEARLY GROWTH | AVERAGE P2+ VIEWERSHIP PER GAME

ALL POSTSEASON GAMES ON ESPN, FOX AND TURNER FAMILY OF NETWORKS CONSIDERED



Source: VideoAmp P2+ Viewership

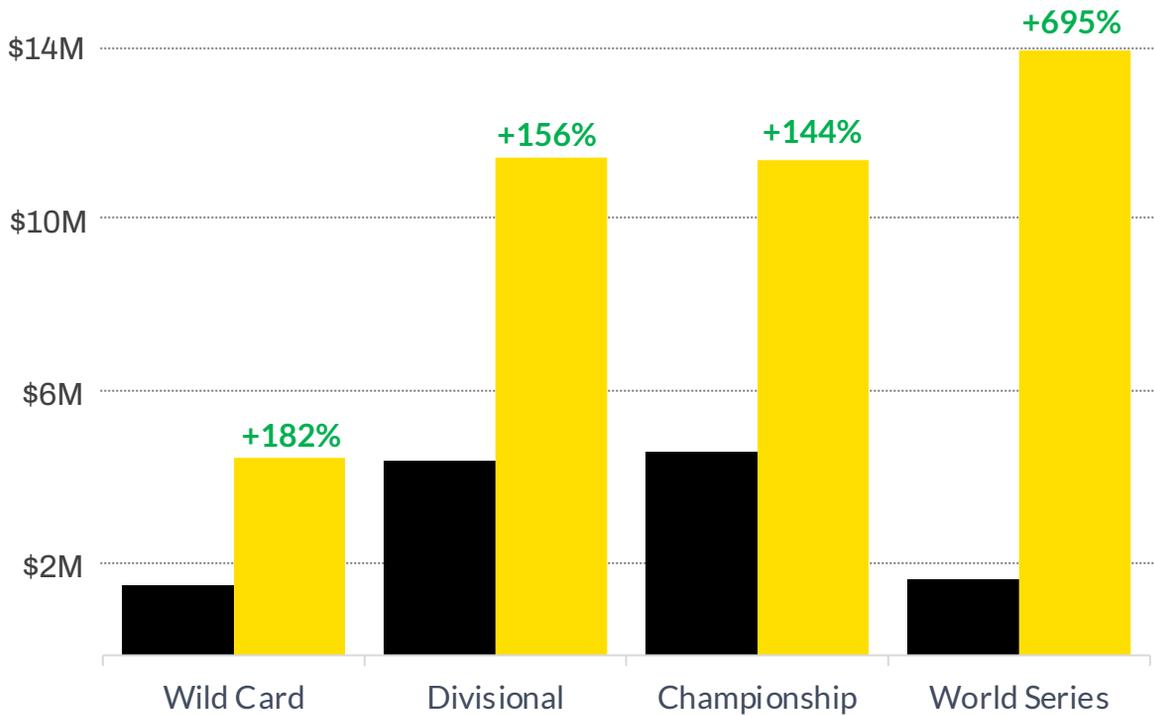
MLB Postseason Presenting Partner | **BROADCAST SPONSOR MEDIA VALUE**

Wild Card	Divisional	Championship	World Series
T Mobile	Booking.com	loanDepot	Capital One
\$18.4M	\$107.2M	\$115.3M	\$139M



High profile teams and star presence led to a massive growth in Sponsor Media Value during the 2024 postseason

YEARLY GROWTH | SOCIAL SPONSOR MEDIA VALUE



■ Total Social Sponsor Media Value - 2024

■ Total Social Sponsor Media Value - 2023

Source: Relo Census, Broadcast Data from MLB Regular Season 2024

Los Angeles Dodgers Postseason Success

The World Series champion Los Angeles Dodgers generated \$18.7M in social Sponsor Media Value during the 2024 postseason. In one month, their postseason social SMV was higher than any other team generated in the 6-month long regular season.



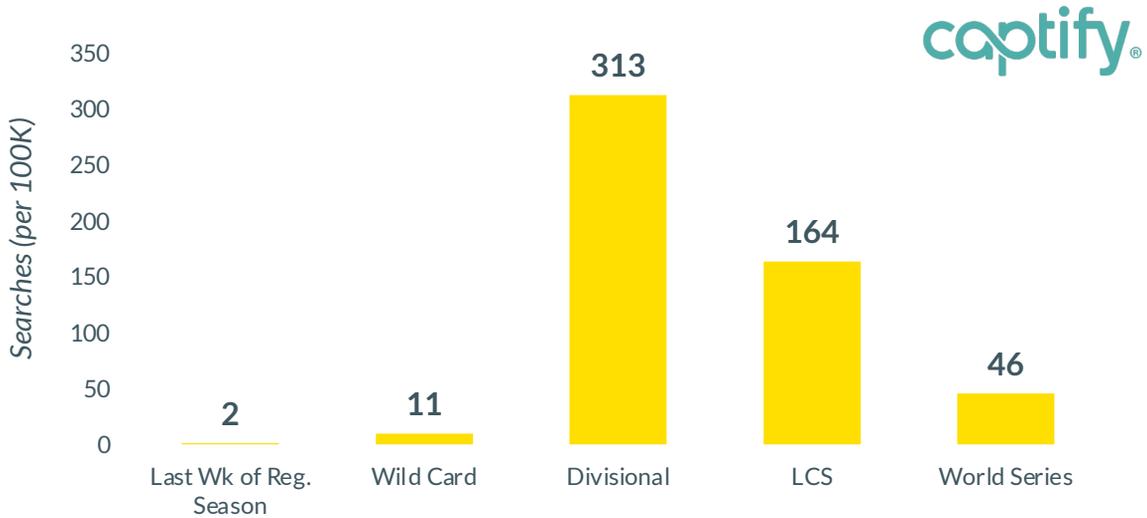
Case Study: Engelbert Strauss helmet sponsorship during MLB postseason

Engelbert Strauss sponsorship with MLB brought surge in online search

On September 13, 2024, MLB announced Engelbert Strauss as the first-ever helmet sponsor for the league’s postseason play. This was Strauss’ first league-wide deal in the US market to increase awareness of the German company.

Following the first sightings on player helmets in the playoffs, **searches hit peak during the divisional series at levels 30x higher compared to the wild card.** As seen in top keywords, Strauss generated incredibly high curiosity among fans as they came to know the brand through baseball.

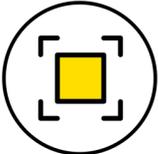
ENGELBERT STRAUSS | ONLINE MLB RELATED SEARCHES (PER 100K)



TOP SEARCHED KEYWORDS

- + “**straus**s playoffs”
- + “mlb helmets sponsor **straus**s”
- + “**straus**s on side of helmet”
- + “mlb **straus**s helmet”
- + “what is **straus**s on mlb helmet”
- + “helmet ads **straus**s playoffs”

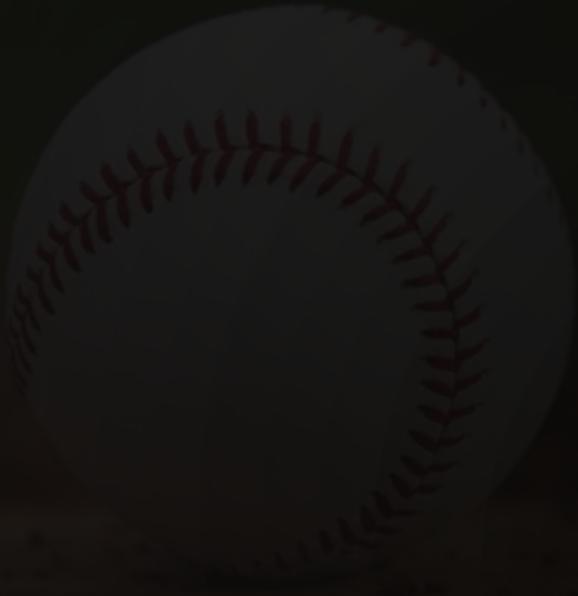
Source: Captify

 **102**

Exposures per MLB
postseason game

Source: Relo Census





About Relo Metrics



Relo Metrics is an AI-powered sponsorship intelligence platform that enables brands to understand and maximize their sponsorship investments, while powering teams and leagues with the insights they need to sell, retain and grow revenue.

Relo tracks sponsor exposures across live broadcasts, social media, and OTT streaming platforms. All in one platform with a single methodology in near real-time while also delivering actionable business impact insights.

Over 200+ global stakeholders in the sponsorship industry trust Relo's data to power their partnership performance. Our partners range from large fortune 500 brands, to global media networks, and of course an abundance of direct team relationships.

To learn more, visit relometrics.com



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