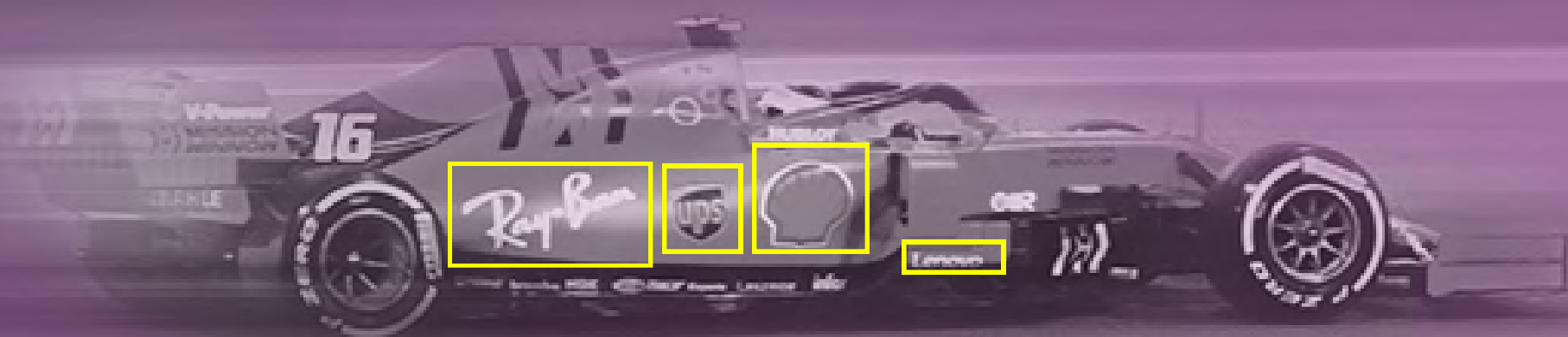


# 5 Tactics Every Modern Sports Marketer Must Have



# Introduction

**The 90s were a golden age for sports and sports marketing.** Michael Jordan led the Chicago Bulls to six championships. Major League Baseball added 4 new teams, and The New York Yankees showed the league who was boss by winning four World Series championships from 1996 to 2000. And fans watched it all in just two places—on TV or in the stadium.

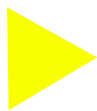
Back then, sponsorship measurement solutions available to brands and their agencies **measured sponsor exposure on broadcasts using their own proprietary methodologies.** And, they delivered reports months after the season or partnership ended. It was slow, opaque and left no time to make adjustments that could improve awareness, engagement, favorability and ROI.

Since then, sports and sports consumption has changed dramatically. **New leagues, new platforms and new distribution models have reshaped fan's consumption habits.** What sports marketers need now is a faster, holistic, and harmonized way to identify which sponsorships are working (and which are not) so they can optimize for ROI at any time.

While some brands and agencies still rely on outdated measures, others are demanding more detail and transparency into the performance of their multi-million dollar sponsorships. **Many are investing in their own measurement technologies so they can analyze performance using detailed, objective, integrated data.**

These progressive sports marketers are using **technology to easily analyze pertinent metrics across a full sponsorship portfolio.** They have direct, immediate access to insights that verify sponsorship performance and collaborate with partners in order to **optimize performance in real time.**

**With Relo Metrics on your side, you can too.** Hey, your old-school Air Jordans may never go out of style, but old-school sponsorship measurement tools certainly have. **That's why we've put together this checklist of tactics modern sports marketers are using to give themselves more control, maximize benefits from existing partnerships and identify new opportunities.**



**Quick insights lead to quick improvements. Chevrolet noticed that their logo on a partner's branded social media campaign was getting very low exposure. They worked with their partner to increase their logo size, resulting in higher brand exposure from that activation throughout the season.**



## Some of the most progressive sports marketers are:

- Significantly increasing their return on objectives by identifying and optimizing lower performing assets throughout the season.
- Saving time and eliminating complexity by having their performance data unified in one place.
- Mitigating risk of poor performing assets by having 24/7 access to their full sponsorship portfolio performance that updates in near-real time.
- Saving time and money by accessing automated reporting that gives their internal teams the power to easily and quickly generate recap reports at the asset level.
- Negotiating better and understanding trends over time with a clear point of view supported by comprehensive data and insights.





## Modern sports marketers analyze data at the asset level to get a detailed look at performance.

Modern sports marketers keep a close eye on their sponsorships' performance and work with their partners to ensure timely, detailed support of their efforts. To do that, they need impartial, unified analytics that show the relative performance of every asset in their portfolio so they can see what's performing well—and what's not. Relo helps marketers measure the relative value of their assets, including uniform placement, signage, branded content and more.

### Stanley Black & Decker acts fast and saves \$1.3M in potentially missed sponsorship value

Stanley Black & Decker, a leading global diversified industrial known for superior quality, continual innovation and rigorous operational discipline, **has a specific brand placement on the crossbar alongside the field with Sheffield United FC.**



## StanleyBlack&Decker

**“Shortly after Sheffield United FC’s home game, we were able to identify that our DEWALT® logo on the crossbar behind the goal was covered by the goal-posts and was therefore unrecognizable and underperforming. Using Relo’s platform to first identify the issue, we were able to work with Sheffield to shift the positioning of our signage, saving us \$1.3M in potentially lost sponsor media value. If we had not been using the Relo platform, we may have missed this opportunity.”**

**– Tony Merritt,**  
VP Marketing Sponsorships, Stanley Black & Decker



## Modern sports marketers measure performance as events happen, not at the end of the season.

When sports marketers have immediate access to data after events, they can make adjustments to improve performance as the season unfolds, not when it's over. **Marketers can optimize logo size, signage or other creative elements to improve performance before the next game.** And, by using past performance as a benchmark, they ensure they are hitting objectives for future events across all social media, broadcast, and streaming platforms.

**Dell Technologies tracks near real-time performance and adapts quickly to boost results**

**DELL**  
Technologies

**“When strategizing future sponsor placements, we are able to track them in advance with Relo to understand how they perform. We can easily log in to the Relo platform on Monday, see how they did, and then we can work with our partners to make future adjustments. That agility, speed of data, and the ability to put those insights into action has been more important than ever as we find new ways to leverage our partnerships.**



**– Anne Ristau,**  
Head of Global Sponsorships,  
Dell Technologies





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## Modern sports marketers share performance with leadership to validate and expand their investments.

When managing an extensive sponsorship portfolio across many teams and leagues, **modern sports marketers use their data to prove campaign value and lobby for higher budgets from upper management.** When the organization succeeds, so do they.

In order to prove every sponsorship dollar spent earns its place in the budget and to get buy-in to expand existing partnerships, sports marketers can pull instant reports and insights from the **Relo Metrics platform to showcase how successful their past investments have been at delivering on awareness, consideration and sales objectives.** With earned trust from upper management, modern sports marketers are successful at securing additional funding and proving the value of their role in the organization.



“Having access to modern measurement solutions provides us with the ability to own and utilize the data when we need it. We now have the ability to take a look at how our sponsorships are performing throughout the entirety of the season and determine how we want to have that conversation about optimization, as well as be able to present the results internally to our leadership team.”

– Anna Pope, Partnership Manager

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## Modern sports marketers arm themselves with their own data so they can strike the best deals.

When modern sports marketers walk into partner negotiations armed with hard data, they're able to justify investment levels, prove value and show unequivocally when a sponsorship is not delivering on brand objectives. **Marketers can ensure key KPIs are met and—if that doesn't materialize—ask for makegoods within the current season.**

And when it's time to talk about whether or not to renew an agreement, they can show their partner how their property performed relative to others—**across a range of metrics such as media value, exposure, engagement and audience impact**—in order to have the upper hand when negotiating.

### IBM optimizes their partnership strategy

When assessing partnership performance across their portfolio in the Relo Metrics analytics platform, **IBM noticed that one of their partners was generating significantly more brand exposure and media value than their other partners, even at a similar investment level. With this new information, they decided to allocate more of their total budget to the top performing partner to ratchet up the best ROI.** They also worked with the lower performing partners to make asset and content optimizations throughout the rest of the season in order to increase exposure.







## Modern sports marketers use competitive benchmarking to inform their own strategies.

How can you truly know whether your partnerships are delivering the best results when you don't have competitive or historical data to compare them to? **Modern sports marketers use benchmarking to make smarter decisions about what partners and assets to invest in, and to set baseline objectives and KPIs.** When you know what other brands with similar target audiences are doing and how they are performing, you can have a clearer vision of success and can even identify investment opportunities.

### A multinational software company leverages benchmarking to boost their own strategy

In partnership with their agency, a software company wanted to go into their new partnership with Formula 1 with a clear understanding of how their assets would perform. They partnered with Relo Metrics to track the performance of five other Formula 1 sponsors who were sponsoring similar assets in order to set realistic KPIs for their own campaigns. **Conducting a benchmarking analysis ultimately helped them create a more effective, data-informed strategy.**





# So, Are You A Modern Sports Marketer?

Use this checklist to find out. **Do you:**



**Look at your own data in your own platform at the asset level to have a transparent, detailed view of sponsorship performance?**

Impartial, unified analytics that show the relative performance of every asset in their portfolio so you can see what's performing well—and what's not.



**Measure performance as events happen, not at the end of the season?**

When you have immediate access to near real-time data, you can make adjustments to improve performance as the season unfolds, not when its over.



**Prove campaign success to brand leaders using performance reports that earn confidence and justify future investments?**

Use hard data to prove your campaign strategies and investments worked. Get bigger budgets to do bigger things—and maybe score a bigger job.



**Go into negotiations armed with your own, impartially calculated data so you can strike the best deals?**

Ensure you get the value your investment calls for by bringing your own data to the table. Secure the highest-performing assets with the right partners for the best price.



**Use competitive analysis to help shape your own strategy?**

Get a clear window into what how your competitors are doing by analyzing the media value of their sponsorship assets and optimization plays.





Relo Metrics can help you be the modern sports marketer that you are destined to be. The Relo Metrics Sponsorship Analytics Platform is the smart way brands and their agencies maximize sponsorship investments and standardize, simply and streamline measurement.

## **REQUEST A DEMO for a free walk-through to see how Relo can help you:**

- Analyze a variety of sponsorship insights across social media, broadcast and streaming platforms, all in one centralized place.
- Go beyond end of season reports by optimizing your assets in near real-time.
- Identify and evaluate branded content and signage opportunities.
- Strategize and negotiate more effectively.
- Eliminate the business complexities of measurement so you can make decisions faster.

## **About Relo Metrics**

Relo Metrics (formerly GumGum Sports) is an AI-powered sponsorship analytics platform that enables brands to track and optimize their sponsorship investments and powers teams and leagues with the insights they need to retain and grow revenue. The company tracks sponsor exposure across live broadcasts, social media, and streaming platforms, and delivers actionable insights via a fast, single solution platform.

**For more information, visit [www.relometrics.com](http://www.relometrics.com).**

**REQUEST A DEMO**

