





## ABOUT US

Platformation provides premium consultancy and strategic insight for brands and rights holders in sports and entertainment. With extensive experience in sponsorship, media and fan engagement, as well as a wide-reaching market insight and access, Platformation consults and adds value for its clients, in terms of their strategic and pragmatic commercialisation of assets and IP.

Wondering what sponsors want? Being able to answer that could help you seal the deal.

### SPONSORSHIP DECISION MAKER SURVEY 2022

This opinion forming report identified key stakeholders at thousands of brands active in sponsorship. We conducted exclusive interviews to uncover the true state of the sponsorship market. We identified future trends. And we examined the decision-making process as well as key investment aims and motivations.



## TOPICS COVERED

### Current & Potential Engagements

Areas Company is currently engaged in • Preferred Platform Types for Sponsorship • Sports in Focus • Trends

### Budget & Managing the Investment

Sponsorship Strategy • Companies Approach to Sponsorship • Budget Planning • Decision Making Process • Monitoring & Review of Sponsorships • Future Investment

### Sales Process & Evaluation

Proposal Approach • Decisive Factors • Rights & inventory of sponsorship packages

### Global Crisis & it's Legacy

Effects on Business Relations • Lasting legacy from the crisis

### Brand Equity & Intellectual Property

Brand Equity: Companies • Brand Equity: Sports • Intellectual Property

### Sustainability, Race, Religion, Diversity, Equality & Inclusion

Statements about diversity, equality and inclusion • Statements about sustainability • Women in Sport

### Agencies

Collaborations • Roles

### Key Parameters

Company's annual turnover • Total Sponsorship Investment, excluding activation & including activation • Single Sponsorship Investment • Proportion of Marketing Budget • Key Target Group • Industry Sector • Business Sector