



**MMA**  
WEBINAR SERIES  
FUTURE OF  
MARKETING SOLUTIONS

# Modern Sports Marketing Measurement

Evolving your sponsorship  
measurement to enable  
smarter decision making



# Today's Presenters



**Kayla Ramiscal**  
Senior Director, US Brands



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Director, Consulting



# Sponsorship Works

Real-world homeruns

# \$46.7M

Media Value delivered to Guggenheim Partners' through their jersey sleeve patch on the Los Angeles Dodgers in 2024

# 53%

of sports fans would buy a sponsor product over another brand if price and quality were the same



Source: Nielsen Sports Media Valuation, Date range: March 30 - October 30, 2024; Nielsen Fan Insights USA Only, July 2024-Dec 2024

# Today's Discussion

1

What are brands trying to achieve through sponsorship?

2

How should you be measuring sponsorship performance?

3

How can I evolve my sponsorship measurement?

4

Sponsorship Q&A



# Why do brands invest in sponsorship?

Exposure

Networking

Engagement

Employee Relations

Awareness

Social  
Responsibility

Brand Equity

Hospitality

Sales

Customer  
Experience

Loyalty

Product Demo



# How should you be measuring sponsorship performance?

Exposure



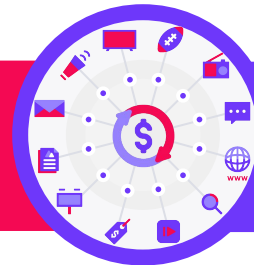
Media Valuation

Brand Equity



Market Research

Sales

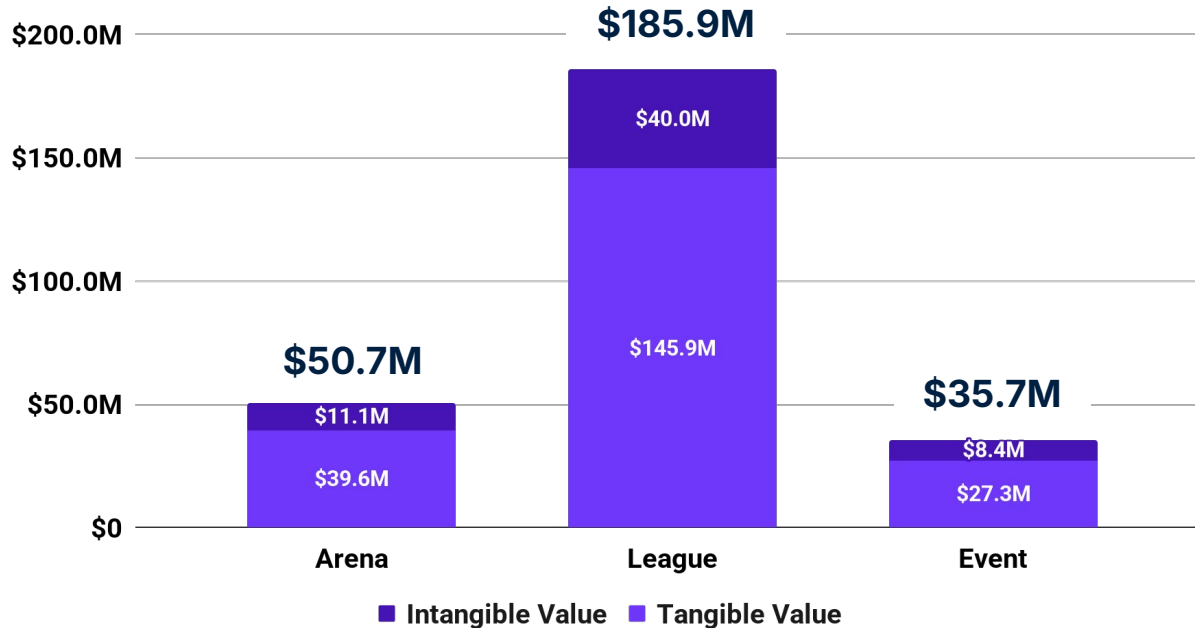


Marketing Mix Modeling

# Measuring Sponsorship Exposure

Multi-Property Sponsor

## Media Valuation



### Tangible Value

- TV Exposure
- Social Media
- Online Media
- Digital
- Marketing Collateral
- Hospitality
- On-Site
- Other Components

Source: Nielsen Sports Media Valuation

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# Measuring Brand Equity

Multi-Property Sponsor

Market Research

	Arena		League		Event	
	Sponsor Aware	Uplift Over Unaware	Sponsor Aware	Uplift Over Unaware	Sponsor Aware	Uplift Over Unaware
Favorability	74%	+15pp	77%	+13pp	81%	+12pp
Consideration	52%	+15pp	59%	+15pp	56%	+13pp
Recommend	55%	+19pp	63%	+15pp	61%	+14pp

Source: Nielsen Sports Sponsor Impact Research

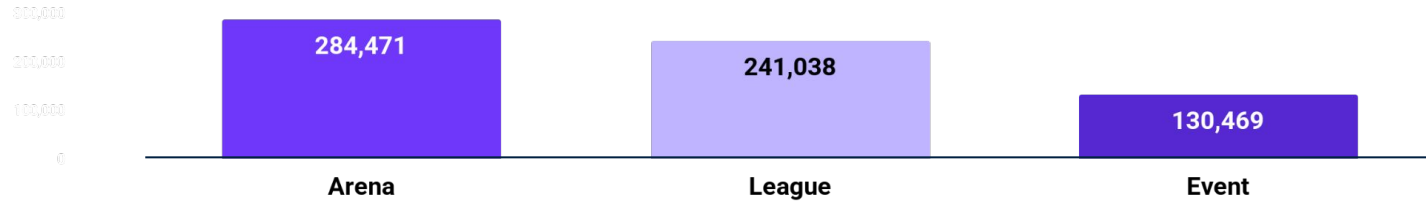


# Measuring Sales & ROI

Multi-Property Sponsor

## Marketing Mix Modeling

### Incremental Sales per MM Sponsorship Impressions



### Sales per \$1 Spent on Sponsorship



Source: Nielsen Marketing Mix Modeling

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# How can I evolve my sponsorship measurement?

Novice	Intermediate	Veteran
<ul style="list-style-type: none"><li>▶ Singular focus <i>(objective, metric, property, data source)</i></li></ul>	<ul style="list-style-type: none"><li>▶ Portfolio analysis</li><li>▶ Competitive benchmarking</li><li>▶ Additional metrics</li><li>▶ Holistic view</li></ul>	<ul style="list-style-type: none"><li>▶ ROI &amp; Modeling</li><li>▶ Predictive analytics</li><li>▶ Portfolio optimization</li></ul>

# How to maximize your sponsorship framework

1

**Invest**  
in external research  
& measurement

Media & Holistic Valuation

Market Research

Impression Level Data

*\*including competitive data\**

2

**Organize**  
internal data

- Budget allocations
- Brand Lift measurement
- Customer profiles
- Sales data

3

**Build**  
data models aligned to  
sponsorship goals

- MMM & other regression models
- MTA & other attribution models
- Nielsen Return on Sponsorship Investment

4

**Measure & Optimize**  
the full sponsorship  
workflow

- Predict sponsorship return
- Scenario planning
- Streamline sponsorship approach

# Questions?

Email us at  
**know@nielsen.com**

