



DATA SPONSORING

THE 5 STEPS TO DEVELOP YOUR SPONSORSHIP REVENUE IN THE DIGITAL AGE

By Arenametricx

The sport hasn't really evolved in decades. We have built large stadiums to accommodate even more spectators and have expanded the broadcasting of our events to make ourselves visible from all over the world, but have we put the fan at the heart of our concerns? The question is worth asking, as the topics of innovation, customer experience and digital are struggling to establish themselves at the highest strategic levels.

The picture's not so black. Here and there we can hear a few warning signals that make us think: "Our competitor is Netflix" or "We're on the battlefield of attention". Better still, a few well-informed clubs are well into their digital transformation process and have sketched out a strategy that is not correlated to their functional needs, but rather in line with what their "customers" - the fans - expect. For it is they who have always driven the sports market. And they have become so volatile that they are forcing us to revise our methods to identify them, as behaviors differ so much from one fan to another. Some call it the era of the *Fluid Fan*: a digital-native in search of identity and interaction that is changing the way we think and monetizing sport.

2020 is a good year for transformation. Our revenue lines are being challenged by digital, both in our core business and in the opportunities created by new technologies. From TV rights to ticket sales to the *OTT platform*, there is not a single area that is not impacted by the effects of the digital transformation. The one we have chosen here will, in our opinion, have the biggest impact on your income statement. Born from our desire to combine data and sponsorship, it brings an approach and methods to embark on a new marketing of your rights: Data Sponsorship. In this white paper, we will look at the 5 steps that lead a sports organisation to reinvent itself in order to capture a value that is currently under-exploited.



Pierre Gautier

Responsible for the sports market

ARENAMETRIX

*Fluid Fan: Sport Innovation Lab, 2020
for OTT (Over The Top): bypass content distribution services*

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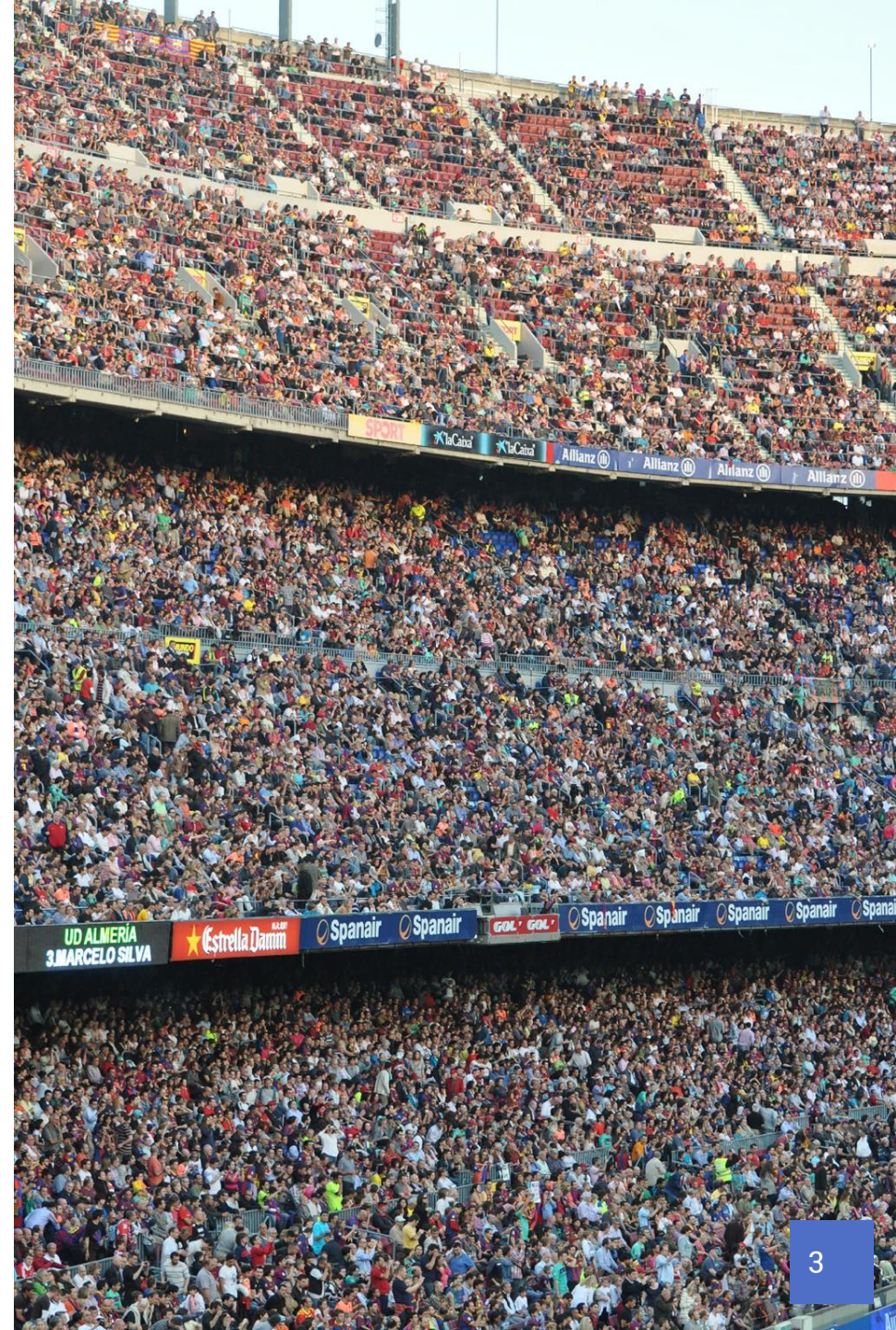
The **5 steps** to develop your sponsorship revenue in the digital age

Definition: Data Sponsoring

Data Sponsorship embodies the evolution of sponsorship approaches in the digital age. It designates actions based on the exploitation of data and the monetisation of the commitment platforms of a stakeholder.

1. **PREPARE**: your club is a medium
2. **COMMIT**: your communities are valuable
3. **MARKETER**: the business platform, your growth lever
4. **MARKETING**: stop selling " catalogue "
5. **TRUST**: the measure of the KING, your ally

INTERVIEW: Guillaume Sarfati, La Centrale du Sport



1. PREPARING

YOUR CLUB IS A MEDIA

The digitalisation of our economy has brought its share of opportunities for sport, moving from a local to a global model in a few decades. Communication technologies have accompanied the global reach of sport. Digital has, in turn, accelerated this process by helping brands to build strong, ongoing relationships with their audiences to increase their value.

This is all the more true in sport. Your mission is to convey emotions that increase tenfold with the activation of your digital ecosystem. By creating the bridge between you and your audiences, digital becomes a privileged storyteller and strengthens the relationship you have with your audiences, who become the main actors of your notoriety. In the digital age, fans play a key role in the emergence of your brand, becoming creators and distributors of content themselves.



TRANSMEDIALITY - YOUR PLAYGROUND

It is a narrative process characterized by the combined use of several media to develop a unified and coherent experience (Henry Jenkins, 2003). Applied to sport, transmediality brings the fan the content he wants to consume, via different platforms, in multiple formats while having the possibility to interact with it. The multiplication and coordination of these points of contact is what shapes the story you wish to convey.

CASE STUDY: INTER MEDIA HOUSE, ALWAYS WITH YOU

Many clubs today consider themselves as media in their own right and play their part in telling a 365-day soap opera. Inter Milan is one of them: the Inter Media House, created in 2017, gives its millions of fans access to the club's content. Two years later, the figures speak for themselves:

- / More than 35,000 published contents
- / More than 20M new fans / followers
- / More than 250M video views



[FIND THE SUCCESS STORY OF INTER MILAN](#)



Photo credit : Inter.it

2. ENGAGE ANIMATE YOUR COMMUNITIES...

You have targeted your market well; we are now in an attention economy where every second of our available brainpower is auctioned off to the highest bidder. It is in this context that we place the notion of commitment.

The word "commitment" has multiple definitions and its measurement has difficulty finding a common denominator. In 2020, the fan is so volatile that engagement can be credited with achieving an expected behavior and thriving through an activation marketing ecosystem.

Your engagement platforms are numerous (a website, an application, social networks, a video channel, a forum, CRM programs, etc.) and have the merit of hosting a ton of content. What if we started giving them the value they deserve?

...BECAUSE FOR SOME THEY'RE WORTH GOLD.

Let's now get back to the subject of sponsorship.

If there is one market where your audiences can be valued and will find a buyer, it is the media market. Digital advertising has experienced a tremendous leap forward since 2013. In 2019, the 13.9% growth in investment has enabled digital to become the preferred platform for advertisers' marketing departments.

Over the last decade, the press has fully understood this digital preference by creating their own digital universe; today, digital generates between 10 and 15% of their advertising revenues. As an example, a website with 10M visits per year has an advertising value of 400K€. What about yours?



Corporate advertising investment (in billions, 2019)

Evolution vs. 2018

Sports sponsorship	1 800	(Figure 2018)
Digital	6 809	+ 13,4%
Cinema	100	+ 8,3%
Outdoor advertising	1 301	+ 3,6%
Radio	714	+ 1,7%
Television	3 402	- 0,7%
Press	2 072	- 4,1%

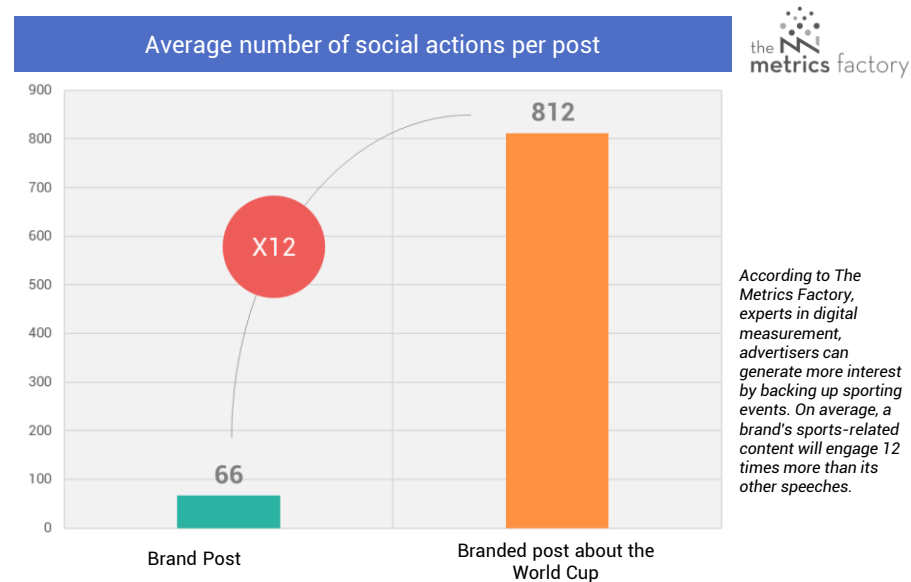
Sources: BUMP 2020 / Guide Sporsora 2019
Outdoor advertising = outdoor, transport, street furniture and shopping

3. MARKET THE BUSINESS PLATFORM, YOUR GROWTH LEVER

Sport has the exciting power for advertisers to capture passionate, engaged audiences who are increasingly inclined to consume the content of their heart's club. But they still need to create a welcoming environment to meet their marketing objectives.

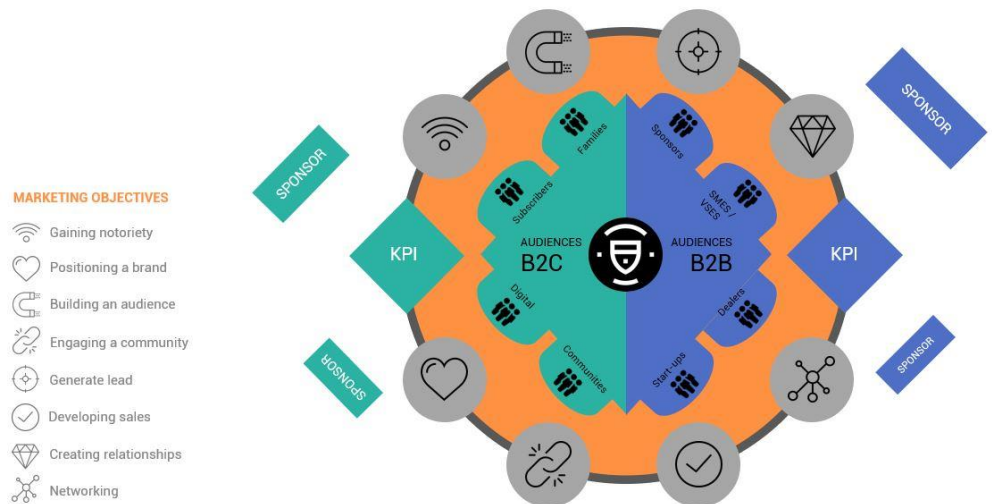
What do advertisers want?

Like your marketing ambition, brands will seek to attract, capture and retain audiences. In the digital arena, attracting their interest has become a real challenge: 85% of French people say they are irritated by online advertising, 1 in 4 French people have installed an adblock and the visibility offered by the platforms' algorithms is constantly decreasing. Contextualization and storytelling become weapons of mass seduction for advertisers looking for audiences to talk to. It's a good thing that sport offers some good ones. Our role will then be to apply marketing intelligence, highlight the benefits of the product / service to meet the marketing objectives of the partner and bring ROO / ROI. This is the starting point of a Data Sponsorship approach.



Our philosophy: the business platform

If there's one business model that's on the rise, it's the platform model. Networking has never been more crucial than it is today, when strategic alliances, data leveraging and value chain management remain key elements of a successful digital transformation. This scheme is also (and above all) applicable to sport. Your platform is unique and represents a formidable growth lever to make your partners' economic activity bear fruit, don't doubt it. Between your audiences, the quality of your commitment, your ability to bring together players of all sizes, the performance levers offered to advertisers are multiple. The platform concept sums up your marketing attractiveness in response to your partners' challenges.



When was the last time you redesigned your products? Have you ever thought about revisiting your business approaches? Stuck in a vision inherited from the 70s, French sport is struggling to reinvent itself, especially when it comes to marketing our products. Here's a brief overview of the under-exploitation of potential...



What market do you want to compete in?

According to Sporsora, sports sponsorship is an advertising microcosm of 5,000 advertisers. When we exchange our databases, we inevitably end up going in circles... What are we waiting for to go and see the 55,000 media advertisers eager to seize the opportunity to tap into our qualified and committed audiences? It's up to you to build the ecosystem to accommodate their investments.



Do you want to be a "tax collector" or a solution provider?

The "catalogue" sale as practiced in many clubs has distanced us from our primary mission: that of providing business solutions. We know how to talk to business leaders, much less to marketing managers. Sport has valuable assets that will act as leverage for their business. Your role is to adapt your response to each advertiser's issues and to accompany them throughout the contract cycle... this is the key to successful customer loyalty.



Do you want to have only three months of marketing or sell all year round?

It is quite surprising to find that the structure of your products is entirely based on the certainty that everything must be sold between June and September. Is it necessary to understand that your partners' activity is modelled on yours? Of course not. Digital alone opens up a flourishing inventory and prospects for our business.

Advertisers' marketing investments (in 2018)



SPORT SPONSORING

Market size: €1.8bn



MEDIA

Market size: €33.3bn
Of which €5.1bn in Digital Media

Sources: BUMP 2019 / Guide Sporsora 2019
In 2019, the media market reached €33.8bn. Digital Media saw a 13.4% increase in marketing investments (BUMP 2020).

Today, the battle for attention is directing advertising investments to the platforms where the audiences are and where performance can be measured. The need to justify marketing decisions is more and more present; hence the interest of a good measurement of your assets.



Sport brings audiences together and its consumption is increasingly digitalized. During the 2018 World Cup, 383 million users interacted on Facebook. In the UK, 64% of young people prefer to follow sport on social networks rather than on TV.

An opportunity

As we have seen previously, digital offers a new opportunity to make your partners shine. Sporting events generate large volumes of digital impact on all social networks, offering visibility and a territory for advertisers to speak out.

Your major challenge

To attract media advertisers and guarantee performance, you need to be able to correctly evaluate the impact of the partnership, despite the plurality of platforms. Collecting all content on all social networks becomes a real challenge. Calculating the visibility generated for a brand becomes crucial.

Measuring your digital performance





MEETING WITH GUILLAUME SARFATI, HEAD OF SPONSORING

In 2010, Guillaume Sarfati met Mickaël Bardes on the Tour de France. The years go by, Mickael creates La Centrale Du Sport (LCDS), the first marketplace designed to provide amateur sports with the best offers in sports equipment and it is 3 years later that Guillaume invests his savings and returns to the board.

Before taking over the sponsorship of La Centrale Du Sport as a partner, Guillaume first worked at FUSE, Omnicom's marketing agency, where he discovered the world of media agencies. In 2015, he joined Deezer, initially working on the sale of advertising space; he then took over the management of the brand content unit until 2019 before becoming a partner and taking over the sponsorship department at LCDS.

Hello Guillaume. We recently saw La Centrale Du Sport, a purchasing platform for sports equipment, on a field where we didn't necessarily expect it, that of sponsorship, notably with the Unibet operation "Au coeur du football". Where did this idea come from?

During my previous experiences, and particularly at Deezer, I have sensed a desire among advertisers to communicate in a more societal, committed and closer to the people in order to create value locally. In the end, they always ended up buying display and programmatic advertising campaigns*. At the same time, I took part in LCDS board meetings; they had the ability to send messages to a community of 17 million amateur sportsmen and women, all of whom were very involved locally with a strong attachment to their club. And if you look at the figures, 60% of the jerseys ordered on LCDS included a sponsor logo on the face, which proves that this space has always been a great area for brands to express themselves. Naturally, the meeting was created between clubs and their need for equipment on the one hand, and advertisers looking for a space to express themselves and for authentic brand ambassadors on the other. The idea was born that way, even if at the beginning I had enormous doubts about our ability to bring clubs onto our platform. This doubt was quickly dispelled by the very positive reception of the clubs, who today are in trouble when they have to buy equipment while at the same time the volunteers are doing a monstrous job that deserves to be rewarded. So when you come with a jersey + shorts + socks pack and a national advertiser, they're over the moon. Later, digital and social media assets arrived to reinforce the visibility offered by the jersey.



How did this idea materialize with advertisers?

Very early on, low-budget operations began to germinate, notably with Uhlsport, Justin Bridou and Crédit Agricole, who came to seek our expertise from the amateur world. The stakes were twofold for LCDS: to open a new source of economic income and to position LCDS as a real player in amateur sport, by equipping and considering clubs as professionals. The objective was then to amplify this approach.

We're getting there. What was your method of structuring your sponsorship offer?

La Centrale Du Sport's sponsorship offer is the natural combination of a growing demand and a strong offer. We have 3 main value propositions. The first is digital on an offer where we know perfectly our ultra-engaged target, players all present on social networks which makes them powerful micro-ambassadors. The second is Real Life; our strength will be to be present every Sunday on a very strong moment of conviviality. Finally, there is the social media where our role will be to give the club all the weapons to be able to create content in a qualitative way and thus engage their own audience. This goes from the media book to the different templates and is directly managed by our teams.

How did the advertisers react? What were their first returns?

Our approach has been well received by advertisers. Brands understood that it was necessary to gradually divert the massive investments made in programming (which generate quantity) to the benefit of a much more qualitative acquisition of fans in an environment as positive as amateur sport. Penetrating this universe also makes it possible to weave an extensive territorial network, which is not possible with the sponsorship of big clubs, which are often divided on a national scale. We have therefore identified 3 types of advertisers who would be interested in creating a history with amateur sport: those who are involved in professional sport (e.g. Unibet with Paris SG), those who have a network of distributors and who have an interest in activating locally such as BigMat or Land Rover and finally those who want to be involved in CSR but who do not have the legitimacy to do something ecological for example and who find in sport an interesting way to get involved.

What were the arguments that were decisive for the conclusion of the first deals?

Our best argument is to be turnkey. Today, if you want to sponsor 135 amateur clubs on your own, it's impossible because it requires a lot of resources. When they come to us, advertisers rely on our expertise in the distribution of sports equipment and our knowledge of the amateur world. Secondly, the proximity and the local aspect; we are known to amateur clubs, which makes it easier for them to get in touch with us when we solicit them. And of course, digital KPIs are important. Even if we are not destined to become an acquisition company, it is important to be able to give our sponsor the benefits of its operation.

What were the results?

Commitment rates are monstrous. On average, one out of every two people visiting a program's landing page will sign up. The digital KPIs are very simple: the time spent on the platform, the commitment on posts and the number of clubs registered (from which we deduct the CPL, cost per licensee). But in the end, we're more of a brand content operation than a performance operation. We don't come to us to buy leads, we come to us to buy an image and a strong concept. Among the successes, we can cite the ^{first} year of the "At the heart of football" operation with Unibet, which expanded from 50 to 100 clubs a few days after the launch, in response to strong demand from clubs. This year, 135 amateur clubs are sponsored by Unibet.

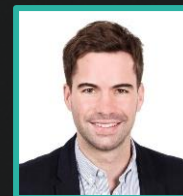
In opening, what is your vision of the relationship between brands and their consumers?

Consumers who gravitate around the amateur world (sportsmen and women, but also family members, relatives, local spectators) will attach importance to a brand that is committed to something concrete. We have gone so far in the virtual and digital world that it often raises questions of credibility. Our answer is to be present on Sunday morning, at the local stadium, in the daily life of the sportsmen and women and to have this concrete link with the people. Today, a brand cannot ignore its social responsibility. Conversely, the CSR commitments it makes must also serve it. By creating one of the largest media spaces at the heart of amateur sport, we have established a contributory media model where brands that buy visibility participate in the amateur sport economy. This is a necessary return towards useful, involving and above all local communication!

ABOUT US



Arenamatrix is the French leader in the sports data market. **Arenamatrix** is a Customer Data Platform specially developed to meet the needs of sports organisations. Its technological architecture combined with Data Marketing expertise ensures the urbanization, centralization and activation of data while supporting operational teams in their marketing operations - CRM, digital customer journey, acquisition of new audiences and retention of existing audiences. From Revenue Management to Data Sponsorship, including digital acquisition and inbound marketing, Arenamatrix offers a range of solutions to support commercial growth, create new business models and increase the profitability of professional sports players.



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Time For Biz is a consulting structure for the commercial development of live show producers, and in particular sports clubs. Its intervention includes the elaboration of the global commercial strategy of the professional structures, the overhaul of the product portfolios to adapt them to the requirements of the new generations of customers, on the marketing strategies of these offers and the commercial restructuring to be undertaken to achieve these objectives, in particular through the Time For Biz Academy, the 1st sales school dedicated to live show activities and more particularly to ticket sales.



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The Metrics Factory is a digital marketing consultancy with a core expertise in data analytics. For the past 10 years, it has been assisting the marketing and communication departments of groups such as BNP Paribas, Orange, Michelin, L'Oréal in the evaluation and optimisation of their digital activations. The Metrics Factory has developed a methodology for evaluating sports sponsorship based on our ability to analyse data from digital platforms such as Facebook, Twitter, YouTube Instagram, Twitch, TikTok, Reddit, etc.



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