



CONSULTANCY

MARKET RESEARCH

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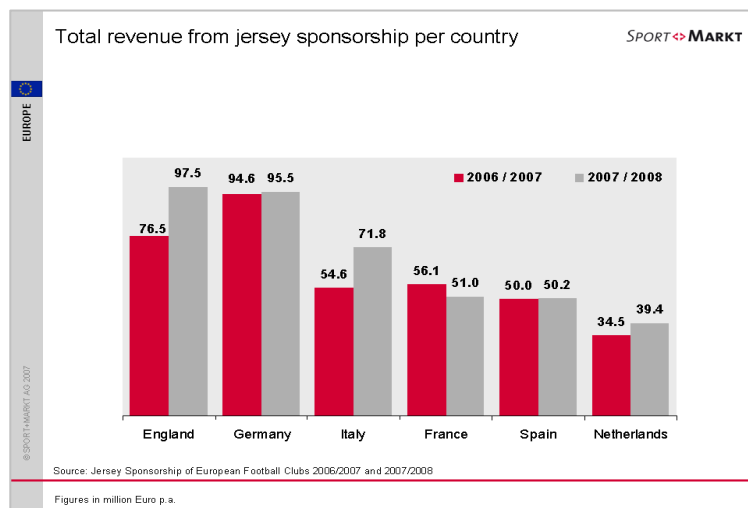
INTEGRATED SOLUTIONS

Jersey Report 2008/2009

Do you have insight into the major sponsorship communication tool?

In recent years, sport sponsorship has become established as an effective component of marketing communication and generates new record revenues on an annual basis. Jersey sponsorship forms the centerpiece of these engagements.

- What are the current trends in the jersey sponsorship market?
- How much money is spent in the top six markets?
- Do the key markets exploit their sponsorship potential?
- What are the average fees and top deals in the market?
- To what extent is each economic sector involved in the jersey sponsorship market?
- What is the status of the kit supplier market?



More and more players in sports business have realized how relevant detailed market insight is to successful communication strategies. SPORT+MARKT AG provides your company with this insight into the sponsorship market to ensure safe, targeted and effective deployment of your sponsorship communication tools.

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Jersey Report 2008/2009

Content The Jersey Report 2008/2009 provides you with the relevant information on the six European key markets and documents e.g.:

- Market volumes
- Top spending in Europe and respective leagues
- Income development and total income in European leagues
- Share of sponsorship market
- Price structures and average prices in comparison
- Branch analysis jersey sponsors
- Branch analysis spending and fee development
- Spread of kit suppliers and national comparison

Method Our internal and external databases, combined with superior key contacts in the business, provide the relevant information that puts you one step ahead. Furthermore, we exclusively offer interpretation and assessment of results by SPORT+MARKT's team of sponsorship experts.

**Market Intelligence:
Further Services** In our Market Intelligence department relevant market and competitor information is expertly researched and evaluated in detail. Therefore, our clients can rapidly identify and assess sector and sponsorship trends:

- Global market and competitor analysis
- Screening of secondary and primary sources as requested
- Preparation and analysis of required data
- Continuous tracking of markets, sectors and companies
- Expertise and recommendations for action

Do you require further information?

Do not hesitate to contact us!

Call us on: +49 (0) 221 430 73 0

www.sportundmarkt.com