



STADIA AND ARENAS

THE FLAGSHIP OF YOUR CLUB – REGION – BRAND

IN THE ASCENDENCY: STADIA AND ARENAS AS COMMUNICATION PLATFORMS

SPREAD OF NAMING RIGHTS IN EUROPEAN TOP MARKETS

More and more companies want to use stadia or arenas as efficient communication platforms to address their target groups – at the location itself and indirectly via broadcasting and reports in the media. Operators marketing their venues professionally open up completely new sources of income.

A particularly effective tool in this process is naming rights sponsorship.

In the USA, the concept has been implemented successfully for many years:

- 73% of the 122 clubs in the top professional leagues play in arenas with naming rights
- Average income of right holders from naming rights: EUR 3.5 mill. p.a.
- Average contract duration: 19 years

Naming rights sponsorship is also becoming more established in Europe. The tool provides both operators and sponsors with the opportunity to generate particular competitive advantages as first movers.

SELECTED SAMPLES OF STADIUM NAMING RIGHTS IN EUROPE

England
Emirates Stadium

Germany
Allianz Arena

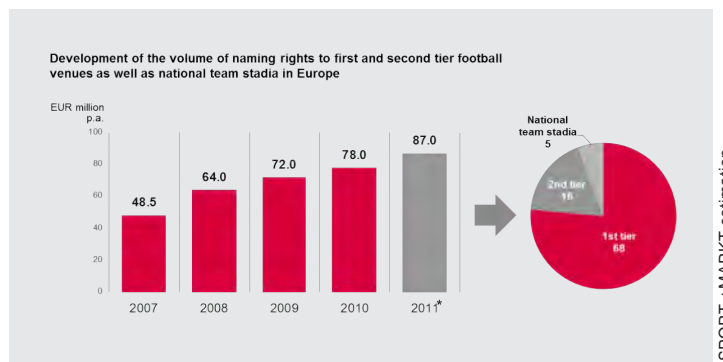
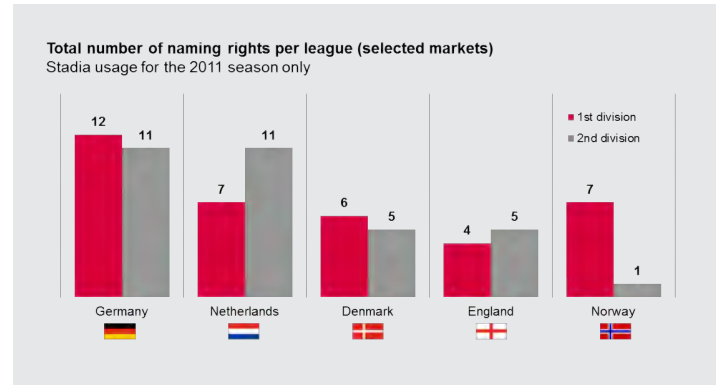
Netherlands
Philips Stadion

Schweiz
Postfinance Arena

Spain
Reyno de Navarra

France
MMArena

Italy
PalaLottomatica



BE WELL PREPARED IN ALL AREAS

FROM PLANNING TO ACTIVATION

Clubs and regions without modern stadium infrastructures will have to invest in this area in future to compensate for competitive shortfalls. The focus of the new generation of stadia is on functionality, comfort and marketing, as state financing is gradually reduced.

Stadia and arenas open a broad range of opportunities for sponsors to present their brand, products and services. Operators, on the other hand, can secure permanent additional income via optimum marketing of their venue.

Both parties have high expectations regarding a partnership. Consultancy based on valid market data makes sense during every phase of the project. SPORT+MARKT supports you in the optimum planning, usage and marketing of stadia and arenas.

OUR SERVICES FOR CLUBS, REGIONS AND SPONSORS



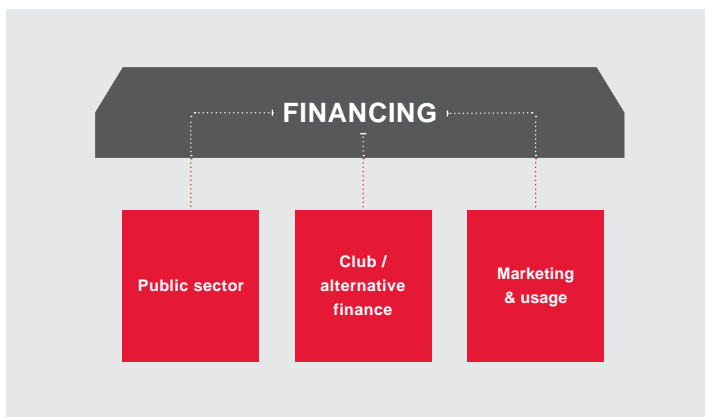
RESULTS OF OUR CONSULTANCY



TAP POTENTIAL FULLY AS AN OPERATOR

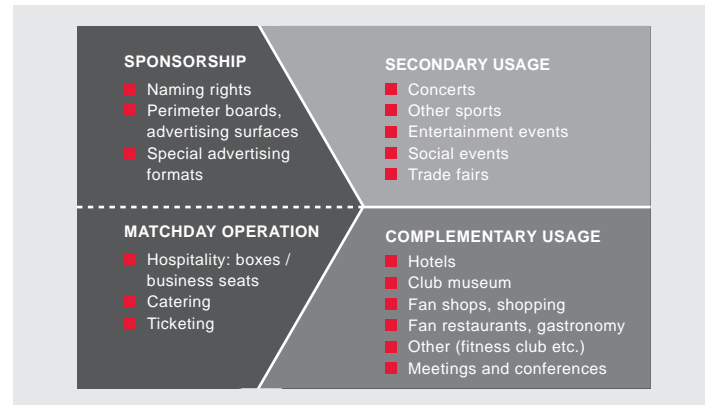
FINANCING

In the financing of modern stadia, increased market appeal and growing requirements enable operators to cooperate with a host of new investment partners.



In particular, SPORT+MARKT supports you in terms of marketing and usage with potential-orientated stadium planning.

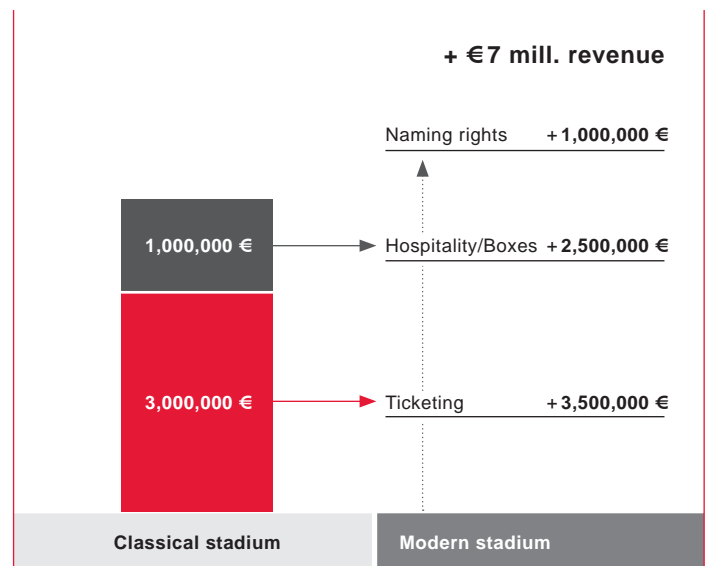
POTENTIAL-ORIENTATED STADIUM PLANNING



Whether you require consultancy on primary usage as a sport stadium with defined sponsors, secondary usage e.g. for concerts, trade fairs and other events, or complementary usage e.g. with networked hotels, restaurants and shops: SPORT+MARKT is your partner for market-driven evaluation and commercialisation of all stadium-related rights.

ESTIMATED REVENUE INCREASE

The financing and management of modern stadia and arenas is a complex task presenting challenges at various levels. Permanently up-to-date stadium infrastructures lead to significant increases in revenue, particularly regarding stadium-related rights. We help you to identify and tap potential.



Estimation for an average small stadium.

MAKE THE NEW NAME A SUCCESS FOR ALL PARTIES

ACTIVATION OF YOUR PARTNERSHIP AND RIGHTS

Many factors must be observed and executed correctly during the planning and implementation phase to publicly establish a new naming rights engagement. New target groups must be gained and long-term fans must not be deterred. The naming rights sponsor can only achieve its communicative targets if the name is accepted by the media and fans.

SPORT+MARKT accompanies operators and sponsors on the path to success amongst target groups – in planning as well as practical implementation. Positive and negative examples observed in over 20 years of experience serve as a benchmark for success.

From analysis of potential to the award of naming rights, corporate design, identification of an appropriate price and activation of target groups: SPORT+MARKT ensures that operators and sponsors permanently benefit from each other.

WE CAN PROVIDE YOU WITH BENCHMARKS FOR THE CRITERIA FOR SUCCESS

1.	Potential analysis
2.	Infrastructure
3.	Logo / signing
4.	Advertising tool analysis
5.	Pricing evaluation
6.	Marketing communication
7.	Individualised benefits for sponsors
8.	Activation

EXAMPLES OF SUCCESSFUL NAMING RIGHTS



THE PARTNER FOR YOUR SUCCESS

STADIA CONSULTANCY

As the leading research and consultancy company in international sport business, SPORT+MARKT has been analysing the developments and factors for success on the sponsorship and advertising markets for 25 years. In addition to expertise in market, media research and strategic consultancy, our clients have access to one of the most extensive global databases for sport, sponsorship and communications.

With our own Stadia Consultancy Unit, we have developed innovative services for arena and stadium operators, clubs, rights agencies and the public sector, such as models for potential analysis, evaluation of stadium related marketing rights, as well as financial and constructional issues.

OUR CLIENTS

Our clients in the area of stadia consultancy include e.g. Allianz Arena, Postfinance Arena, Lanxess Arena, Euroborg Groningen, Stadio Olimpico Rome, Ado den Haag, Stadio delle Alpi Turin, Juventus FC, Liverpool FC, Feyenoord Rotterdam, FC Bayern München, Legia Warsaw, VINCI, LOSC Lille Metropole, SPORTFIVE, Anschutz Entertainment Group and several players from the public sector.

KEY FACTS STADIA AND ARENAS

- Stadia without a modern infrastructure are not competitive in the medium term
- Inappropriate planning makes construction more expensive and reduces marketing opportunities
- Hospitality areas present the most important components in refinancing
- Professional marketing of naming rights is a further significant source of refinance
- The requirements of fans and sponsors are essential factors for success



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