

SPONSORSHIP ACTIVATION SURVEY GENERATING MEANINGFUL RETURN ON SPONSORSHIP ACTIVATION

THE SURVEY

WHERE?

The Star in Frisco,
Dallas Cowboys
Headquarters

WHO?

3,108 sports fans
in the Dallas/
Ft Worth Area

WHAT?

Consumer Retailer
and Snack Brand
sponsorship activation
via interactive
gaming at The Star



WHAT DID WE LEARN? FROM THOSE PLAYING INTERACTIVE GAMES...

45%
AWARENESS
BOOST

37.4%
BRAND
EQUITY LIFT

19%
WILLINGNESS
TO BUY

AND THOSE
WHO JUST
WATCHED?

55%
OF VISITORS
TO THE STAR
WATCH THE
INTERACTIVE
GAMES

15%
WILLINGNESS
TO BUY



SPONSORS WANT TO KNOW WHAT'S IN IT FOR THEM.

THEY ARE INCREASINGLY DELIBERATE ABOUT HOW AND WHERE THEY SPEND THEIR MONEY.
AND THEY WANT A MEASURABLE RESULT ON THEIR SIGNIFICANT INVESTMENT.



Advent teamed up with an internationally acclaimed and published PhD in sports sponsorship and marketing to commission the 2018 Sponsorship Activation Tracker. This study looks into how fans engage with sponsored interactive gaming experiences at the Dallas Cowboys facility, The Star in Frisco.

WHAT'S THE RETURN
ON A PREMIUM FAN EXPERIENCE?

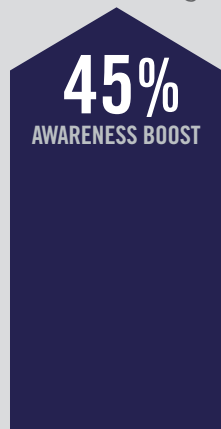
HOW DO YOU MEASURE
THE RETURN ON FAN INVESTMENT?

HOW MUCH IS IT WORTH
TO PROVIDE A GREAT FAN EXPERIENCE?

The **Sponsorship Activation Tracker** team measured the **Awareness, Consideration** and **Brand Equity** generated for interactive games sponsored by a Consumer Retailer and a Snack Brand at The Star, and then analyzed the data. They compared this with the effects of traditional activation used by an Automotive Brand, Fast Food Brand and Beverage Brand at the same facility.

AWARENESS

The Consumer Retailer and Snack Brand achieved awareness in excess of **45%** for visitors who played the interactive games.



CONSIDERATION

Playing the interactive games moved the needle by an average of **19 percentage points** across the Consumer Retailer and Snack Brand when it came to brand consideration, meaning those surveyed are more likely to purchase from those brands in the future. Just watching someone else play also has a significant effect. Those surveyed showed an average of **15 percentage-point-increase** in consideration. And, with **55%** of the visitors to The Star reporting that they watch these interactive games, that's a significant potential boost to sponsor sales.

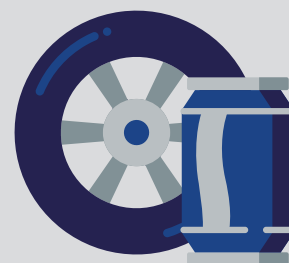


BRAND EQUITY

We examined the Brand Equity effect on three brands at The Star—an **Automotive**

Brand, a **Beverage Brand** and the

Snack Brand. All three are naming sponsors, with only the **Snack Brand** to sponsor an interactive game.



THE RIGHT FIT WILL EFFECTIVELY CONVEY THE BRAND PERSONALITY TRAITS OF YOUR BRAND TO YOUR SPONSOR. WHEN THE FIT IS STRONG, THE BOND BETWEEN THE TEAM AND THE SPONSOR GROWS GREATER IN THE MIND OF THE CONSUMER.