

Sponsorship

“Sportcal acts as a credible source of news and information and provides a comprehensive overview of the global sports industry.”

Paras Sharma; Director - Marketing & Corporate Communications, ESPN Star Sports

The “Sports Sponsorship” service provides a comprehensive guide to sports sponsorship from a truly global perspective. Listing portfolios, latest deals and archive information this is an essential service for anyone involved in the sports sponsorship industry.

Sponsorship

The Sponsorship Service provides information on sponsorship deals worldwide and allows access to comprehensive portfolios of individual sponsors. Together with the latest deals this essential data is presented in a way that makes the service a valuable resource for all involved in sports sponsorship.

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Key features:

- Over 8,000 sponsorship portfolios
- Covering over 40,000 worldwide sponsorship activities
- Comprehensive search options to enable several ways to carry out extensive research by year, country or region, industry or sector and sport
- Identify sponsors' activities by country, market sector and sport
- Specialised articles highlighting latest sponsorship announcements and deals with a direct link to the relevant properties and companies
- Key guide to all the latest sponsorship rights deals

Contact Us

UK Office

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Sponsorship

The Sponsorship service offers clients valuable, up to date information on the latest happenings in the global sports sponsorship market. The section lists latest deals alongside sponsor portfolios and rights for worldwide events.

Barclays Premier League 2008-2009 Need More Information?

Spot: Soccer
 Nation: England
 Start Date: 16/08/2008
 Finish Date: 24/05/2009
 Website: www.premierleague.co.uk
 Frequency: Every Year
 Grade: 2

Owner | Organiser | Media | **Sponsorship** | Calendar | Teams | Notes | News

Sponsor | Team Sponsors

Series Title Sponsor

BrandName	Start Date/Finish Date	Contract Value	Notes
Barclays Bank	2007 May 2010	£55.8 million (\$124.7 million)	Title Sponsor. Three-year arrangement extends Barclays relationship with the FA Premier League and is worth £55.8 million (\$124.7 million) and runs until the end of the 2009-10 season

Series Associate Sponsor

BrandName	Start Date/Finish Date	Contract Value	Notes
Air Asia	2007 2010		Match Officials (Referee and Linesman) Sponsor
Budweiser	2007 2010		Official Beer Partner of the Premier League. Official Online

■ Sponsorship Rights

Key features:

- Featured properties showcasing sponsors for past, current and future events
- Contract details where available
- Event owner and organiser details
- Key contacts of marketing agency if involved
- Varying levels of sponsorship listed
- Links to team sponsors where appropriate
- Integrated database providing complete property and portfolio overviews

■ Latest Deals

Key features:

- Summary table of latest deals updated throughout the day
- Key data highlighting the announcement date, sponsor status, contract lengths and individual notes
- Clear links to related information allowing all data to be viewed in one place

Sponsorship << Latest Deals Need More Information? << Back to List

Olympics

Property: Olympic Winter Games 2010
 Brand Name: Port Metro Vancouver
 Estimated Value: C\$3 - 15m (Mk)
 Date Announced: 30/09/08
 Start Date: 2008
 Finish Date: 2010
 Sport: Olympics

Notes: The official supplier deal, which will be worth between C\$3 million (\$2.9 million) and C\$15 million in value-in-kind benefits, gives the organisers access to roads, property and parking facilities around Canada Place, the main press and broadcasting hub for the games. In return, the port receives sponsorship rights for the 2010 winter Olympics and to the Canadian team at the games and the 2012 London Olympics.

Related Properties

- Olympic Winter Games 2010

Related Brands

■ Brand Portfolios

Key features:

- Portfolio of sports sponsorship activities by brand
- Over 8,000 brands listed
- Ranges from federation sponsors to title sponsors and event suppliers.
- Valuable archive of information for past activities
- Analysis of future sponsorship activities
- Searchable by sport, teams and governing bodies and date
- Links to in-depth details of each event or organisation

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Sponsorship << Advanced Search

Search Criteria: Sponsor = nike

Property Year

- Italian Serie A 2010-2011
Soccer - Italy
- Barclays Premier League 2009-2010
Soccer - England
- Australian Open Championships 2009
Tennis - Australia
- Italian Serie A 2009-2010
Soccer - Italy
- Adidasissima 2008
Athletics - Switzerland
- Euroleague 2008-2009
Basketball - Various
- Euroleague: Final Four 2008
Basketball - Spain
- WNBA Playoffs 2008
Basketball - USA
- WNBA 2008
Basketball - USA

■ Sponsors by Sport

Key features:

- Covers over 150 major sports
- Ranges from major global deals through to local suppliers
- Includes team, series, federation and event sponsors
- Covers both past and future events

■ Sponsors by Industry/Sector

Key features:

- Searchable by over 50 different industry groups
- Ranges from Aerospace through to Watches and Jewellery
- Searchable within industry by different sectors
- Includes all levels of sponsorship from venue, team, series, federation and event sponsors
- Covers both past and future events

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