

DATA REPORT:

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CHINESE SUPER LEAGUE – LEAGUE & TEAMS

2019



- PAGE 3: OVERVIEW
- PAGE 4: ABOUT CSL
- PAGE 5: EXECUTIVE SUMMARY
- PAGE 6: LEAGUE PARTNERS
- PAGE 9: TITLE SPONSORSHIP
- PAGE 10: FRONT-OF-SHIRT SPONSORSHIP
- PAGE 12: BEIJING REHNE F.C
- PAGE 13: BEIJING SINOBO GUOAN
- PAGE 14: CHONGQING DANGDAI LIFAN
- PAGE 15: DALIAN YIFANG
- PAGE 16: GUANGZHOU EVERGRANDE TAOBAO
- PAGE 17: GUANGZHOU R&F
- PAGE 18: HEBEI CHINA FORTUNE F.C.
- PAGE 19: HENAN JIANYE
- PAGE 20: JIANGSU SUNING
- PAGE 21: SHANDONG LUNENG TAISHAN
- PAGE 22: SHANGHAI GREENLAND SHENHUA
- PAGE 23: SHANGHAI SIPG
- PAGE 24: SHENZHEN F.C.
- PAGE 25: TIANJIN TIANHAI
- PAGE 26: TIANJIN TEDA
- PAGE 27: WUHAN ZALL
- PAGE 28: RANKING
- PAGE 29: SPONSORSHIP REVENUE RANKING
- PAGE 30: WEIBO POPULARITY
- PAGE 31: WHICH BRANDS ARE INVOLVED
- PAGE 32: ADDITIONAL BREAKDOWN
- PAGE 33: INTERNATIONAL SPREAD
- PAGE 34: AVERAGE ATTENDANCE
- PAGE 35: TEAM ATTENDANCE
- PAGE 36: WEEKLY WAGES
- PAGE 37: MANAGER WAGES

The Chinese Super League is a growing soccer league which continuously attracts a number of high profile soccer players every season. Much has been made about the leagues financial offerings.

Sportcal Sponsorship has analysed the sponsorship deals in place across the 16 teams to enter the 2019 league. Each team is profiled providing a brief synopsis of the club, its history, key players and its brand partners.

The teams have also been ranked across a number of areas of interest including social media presence, title sponsorship and the nationalities of its foreign players. The report will also provide some insight into the financial outgoings of the clubs, looking at 2018's player and manager wages.

China continues to look for growth in soccer at all levels of the game. This follows the country's overwhelming interest in sponsorship at last summer's FIFA World Cup, with Chinese brands making up 39% of the overall deals and accounting for \$835 million of the overall \$2.4 billion spent on advertising spend.

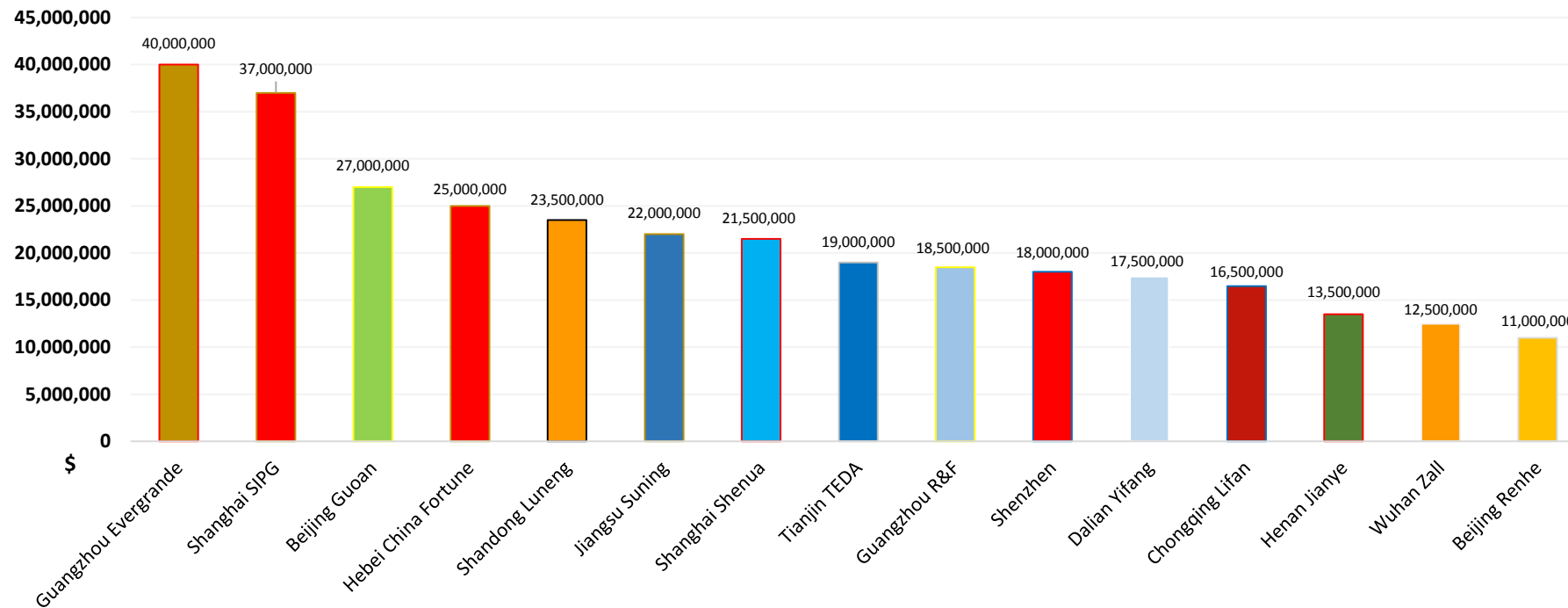


**All Data within this report has been collated from the Sportcal Sponsorship Intelligence Centre and is correct as of 27/03/2019 unless otherwise specified.
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- The Chinese Super League began in 2004, taking over from the previous top tier domestic competition, the Chinese National Football League.
- The league is comprised of 16 teams, each of whom play each other twice, home and away through the season. The competition ends with the relegation and promotion of two teams to/from China League One.
- The leagues three highest placed finishers will join the winners of the FA Cup in the following seasons Asian Champions League.
- Future plans include league expansion from 16 to 18 teams.
- Only three teams, Beijing Sinobo Guoan, Shandong Luneng Taishan and Shanghai Greenland Shenua have been remained in the CSL since its conception.
- The leagues transfer windows operate between January-February and June-July
- Latest league rules include a max 31-man squad which must include 27 Chinese players, with only three foreign players allowed on the pitch during a game.
- The league has adopted an under-23 rule, whereby at least three youngsters must be named in a teams starting line-up, as a means of helping to support domestic player growth in the game. The rule remains somewhat unsuccessful, with teams being made exempt if they have U-23 players away on national team duty.
- The leagues most expensive transfers:
 - **Oscar** (Chelsea to Shanghai SIPG, \$67 million) – **Hulk** (Zenit St Petersburg to Shanghai SIPG, \$63 million) – **Alex Teixeira** (Shaktar Donetsk to Jiangsu Suning, \$56 million) – **Jackson Martinez** (Atletico Madrid to Guangzhou Evergrande, \$47 million) – **Cedric Bakambu** (Villareal to Beijing Sinobo Group, \$45 million) – **Yannick Carrasco** (Atletico Madrid to Dalian Yifang, \$34 million)
- Following the state of increased transfer wages in the league, the Chinese FA introduced new steps to try and combat the rise in 2017 with a new rule that a team, spending in excess of \$6.5 million on an international player or \$2.9 million on a domestic player, must also pay the same amount to the CFA Youth development Fund.

Sponsorship Revenue (\$m)

Sponsorship Income



The bulk of the teams sponsorship money derives from its main/title sponsor, hence why Guangzhou Evergrande are able to top our sponsorship revenue table despite holding one of the lowest number of individual sponsors to its name.

Shanghai SIPG have backed up their government-supported title sponsorship, with one of the most commercially active list of sponsors to sit just below Guangzhou Evergrande.

Beijing Renhe has failed to keep pace with other teams in the league, possessing the lowest number of social media followers, lowest wage bill, and one of the lowest percentage stadium fill. This has all contributed to its lack of commercial competitiveness with the rest of the league.

Teams located within a commercially more viable city such as Beijing and Shanghai offer greater brand exposure thus are able to gain greater income from its sponsors. Due to the lack of clarity regarding the ownership and future direction of Tianjin Tianhai, the team has been excluded from the rankings.