

# DATA REPORT:

## FORMULA ONE TEAM SPONSORS - 2018 SEASON

### EXECUTIVE SUMMARY

You have downloaded a summary of Sportcal Sponsorship's Data Report on the Formula One Team sponsors in the 2018 season, including the full table of contents. Find out more by contacting our Client Services team on +44 (0) 20 8944 8786 or [clientservices@sportcal.com](mailto:clientservices@sportcal.com)



For some brands, Formula One sponsorship provides a platform to market themselves to a global audience. However, there is a large proportion of sponsors in the sport that sign deals to transcend 'badging' and displaying logos on a car. Partnerships are established in which brands provide teams with specialist services which will enhance the team's performance throughout the season.

Sportcal Sponsorship has analysed all 234 team deals across the 10 teams participating in the 2018 FIA Formula One World Championship. A team fact file accompanies the list of sponsors for each team, with the sponsors broken-down into categories.

The teams have also been ranked in three different categories: estimated sponsorship revenue; number of sponsorship deals and estimated title sponsor value.

The data has been presented to show the leading brand industries and the leading nations with regards to where a brand is headquartered.



- There are **202 different sponsors** accounting for **234 deals** across the **10** Formula One teams
- Sahara Force India have the highest number of deals with **40** and Haas have the lowest with **7**
- McLaren and Renault are the only two teams without title sponsors, whilst Ferrari is unable to promote its title sponsorship with Philip Morris due to restrictions on tobacco advertisements
- The sponsors cover **64** different industries which include: Computing & Software (10.3 per cent); Aftermarket & Auto Parts (8.5 per cent); Athletic-Clothing (6.4 per cent); Internet & IT Services (6.0 per cent) and Engineering (5.1 per cent)
- The **202 sponsors** are based in 25 different countries across five continents
- American brands are the most active making up 22.3 per cent of the 234 sponsors. Followed by brands based in the United Kingdom (18.8 per cent), Italy (9.4 per cent), Switzerland (7.4 per cent) and Japan (6.4 per cent)
- The Formula One season has representation in **28** different countries through its owners, bases, drivers and race

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- Every F1 team sponsor listed, with each team's **sponsorship portfolio valued**
- Access the very latest information for anyone looking for F1 **sponsorship data**
- Understand the **social media footprint** of every F1 team
- **Detailed sector analysis** – discover which sectors are partnering with F1 teams
- View the spread of each individual brand's HQ by their location

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