

SECTOR REPORT:

SPONSORSHIP IN THE FINANCIAL SERVICES INDUSTRY

2018

EXECUTIVE SUMMARY

You have downloaded a PDF of Sportcal Sponsorship's Financial Services Sector Report, summarising the key findings available within the report itself, as well as the full Table of Contents.

Find out more by contacting our Client Services team on +44 (0) 20 8944 8786 or clientservices@sportcal.com



Allianz  Arena

The Financial Services industry has a long history in terms of its relationship with sport through sports sponsorship. As part of a trillion-dollar industry, financial services firms have traditionally had the means to partner with the world's biggest sporting properties. This natural affiliation has led to almost every major sporting property being associated with the financial services sector in some way.

While the 2008 financial crash led to a change in regulations, ultimately impacting the way financial services companies operated, many still use sports sponsorship as a means of telling their brand story and rebuilding the trust that many lost in the sector. Using title sponsorships with the biggest sports as a means of driving name recognition to the use of brand ambassadors to present a more human face, the financial services industry has long been a key player when it comes to sports sponsorships.

With close to a billion dollars spent on sponsorship deals between financial services firms and rights holders, Sportcal Sponsorship has examined the Financial Services sector, focusing on 30 key brands responsible for over \$1tn worth of revenue, with a view to understanding the major trends, as they relate to partnerships with sporting rights holders as well as looking at potential future developments, all based on data from the **Sportcal Sponsorship platform**.

All tables included within the report have been highlighted in **bold**:

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- Gain a comprehensive knowledge of the **Financial Services industry** and how it relates to the business of sport - providing your organisation with a detailed understanding of latest industry activity
- Each **Brand Profile** contains a 'Timeline of Selected Announcements', 'Selected Key Deals', 'Sponsorship by Sport (%)' with an 'At a Glance' table allowing for easy comparison between brands, including 'Estimated Sponsorship Spend' for each featured brand
- Investigate current behaviour trends across the Financial Services industry in relation to '**Sports Sponsorship**', to identify the best opportunities for you to take advantage of
- Analysis of key players operating in the sector to **identify prospects** for future collaboration and partnership
- Track rights holder and brand activity across the sector to keep up-to-date with the **major players and potential competitors**

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