



TRENDS IN INTERNATIONAL SPONSORSHIP

Joachim Lange, COMASCO



JOACHIM LANGE. SPONSORSHIP COMPETENCE. SINCE 1995.

PERSONAL INTRODUCTION

CONSULTING *in* MARKETING , SALES *and* COMMUNICATION 

PERSONAL INTRODUCTION



COMASCO

COMASCO SERVICE PORTFOLIO (SAMPLE PROJECTS)

MARKETING

SALES

COMMUNICATION

AUDIT

Average Duration: 2-4 weeks

Seasonal
Performance
Audit

Market
Segment
Analysis

Social
Media
Monitoring

WORKSHOP

Average Duration: 3-2-1 days

Rights
Activation
Workshop

Cross-/Up-
Selling
Workshop

Content
Strategy
Workshop

PROJECT

Average Duration: 2-4 months

Process
Efficiency
Project

Social
Selling
Project

Internal
Ambassador
Program

nrg stadium



THE ROAD
ENDS HERE

AND THEN THERE WERE FOUR



NCAA BASKETBALL FINAL FOUR 2016 (HOUSTON, TX)



NCAA FINAL FOUR FANFEST (DOWNTOWN HOUSTON)

NCAA FINAL FOUR FANFEST (DOWNTOWN HOUSTON)







SPORTS



FANS



TECH



BRANDS



GOLF

- „old school image“
- sport for old executives
- time consuming
- difficult rules
- high maintenance courses









ESPORTS

- Phenomenal growth
- Attractive audience demographics
- Sponsors increasingly non-tech
- Online *and* offline/live
- Traditional clubs (e. g. Besiktas) involved



RIGHTSHOLDERS

- Data are a key partnership asset
- Data is about small numbers (1:1 comm.)
- Creation of new rights
- Activation becoming more important
 - From assets to audiences
 - From awareness to engagement
 - From logos to content and experiences
- Distribution is key: multi-channel strategies





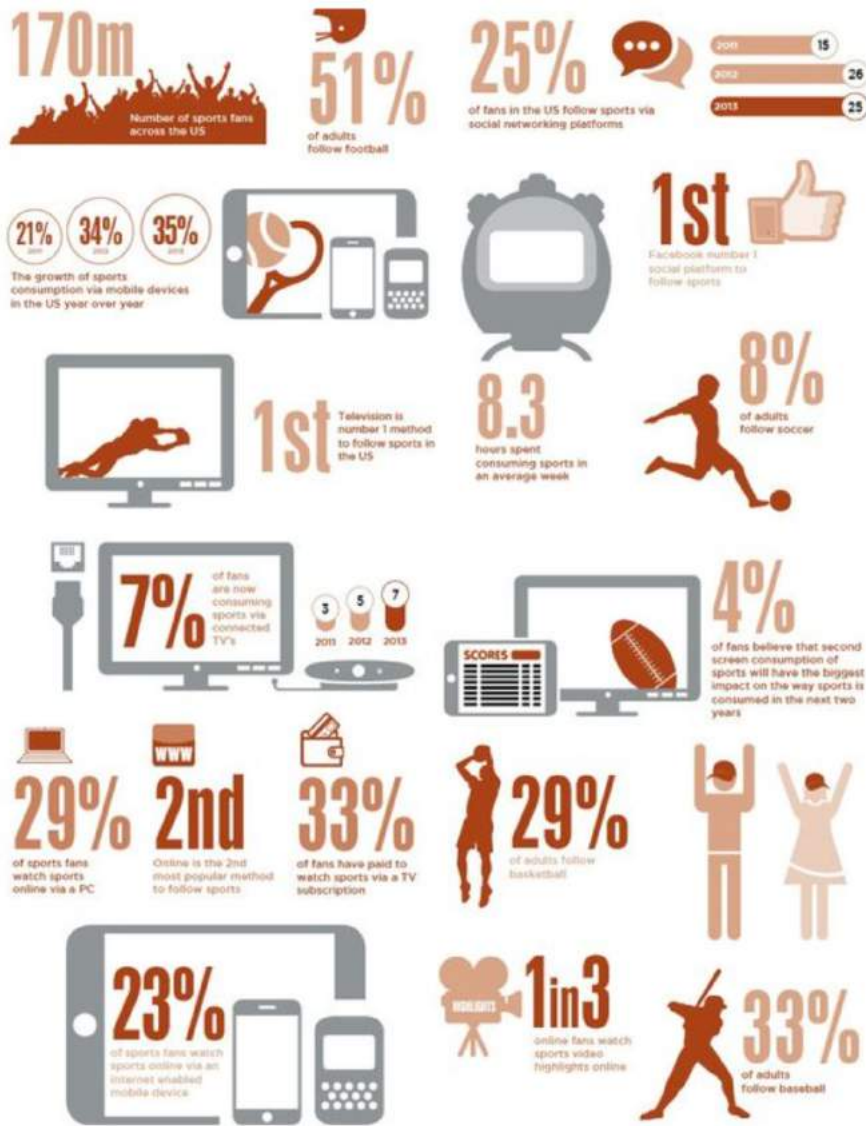
FANS

- From *passive* to *interactive*
- From pure sports to sportainment
- From individual to shared experience



SPORTS FANS MEDIA CONSUMPTION

- Multiple screens
- Active involvement
- Social network
- Short attention span (esp. Video)





TECH

„There isn't another industry that is being so fundamentally transformed with data and digital technology like sports.“

Microsoft CEO

Satya Nadella





VIRTUAL REALITY

- Potentially a huge game changer
- Helps players prepare better
- Improve mobile experiences for fans/brands
 - ... Being on the field for Super Bowl halftime show
 - ... Experiencing games from curtsied seats - at home
- Oversized headsets will eventually shrink to „Oakley wrap-around glasses“

„For an international league like the NBA, whose fans span 200+ countries, virtual reality is the answer for giving a majority of fans the best ‚live‘ experience.“

HYDRATION CUSTOMIZATION PLATFORM

SMART CAP TRACKING TECHNOLOGY

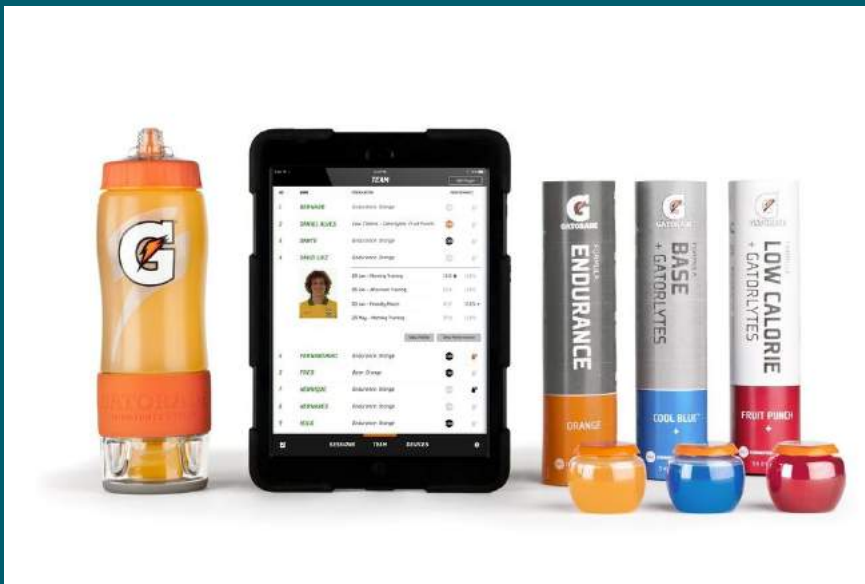
Smart Caps come preconfigured to team and wirelessly communicate with the platform.



SMART EQUIPMENT

- Each bottle linked to individual player
- Drink corresponds to player's sweat type
- Microchip measures every sip
- LED lights help pace his drinking

In the elite world of high performance, marginal gains matter.



SMART VENUES

- Connectivity
- Experience
- Services



Terry Hibberd
@HoylandOwl

 Follow

Besiktas' new stadium has some swanky areas... TV's in the back of the seats... WiFi... Will anyone look at the pitch?

9:19 AM - 13 Apr 2016

   1



3D / FREE-D



SPORTS



FANS



TECH



BRANDS

BRANDS

„Sponsorship is joining the digital age.“

QUOTE FROM [SPORTSPROMEDIA.COM](https://www.sportspromedia.com)

**MORE SATISFYING
THAN ITALIAN.**



#LUISSUAREZ

REAL-TIME-CONTENT

- Scenario planning
- True to the brand



CONCLUSION



TAKEAWAYS

- *Clarity and priority of $S_{pecific}$ $M_{easurable}$ $A_{ttainable}$ $R_{elevant}$ $T_{ime-based}$ objectives*
- *Smart digital transformation*
- *Write YOUR story*
- *Understand your fans + manage your relationship with them*



2 VILLANOVA

74

BONUS+

1 N CAROLINA

74

POSS BONUS+

tbs

2016
NCAA NATIONAL CHAMPIONSHIP

2ND

4.7

THANK YOU FOR YOUR ATTENTION!

Joachim Lange

E-Mail jl@comasco.de

+49 1625 700 300

