

Brand Finance®



NFL 2022

The annual report on the most valuable and strongest NFL brands
September 2022



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Cowboys Win Inaugural NFL Brand Valuation Championship.

- + The **Dallas Cowboys** is world's most valuable sporting brand valued at US\$1.8 billion
- + The **Los Angeles Rams** are strongest **NFL** brand with brand strength rating AAA-
- + **Super Bowl** wins build on brand strength and brand value for **Kansas City Chiefs** and **Tampa Bay Buccaneers**
- + **Pittsburgh Steelers, Los Angeles Rams** and **Tampa Bay Buccaneers** lead in ESG

Brand Value & Brand Strength Analysis.



The Dallas Cowboys is world's most valuable sporting brand valued at US\$1.8 billion

The **Dallas Cowboys** have achieved a brand value of US\$1.8 billion to be the most valuable brand in the **NFL**. The Dallas Cowboys' brand value puts it narrowly ahead of Spain's **Real Madrid CF**, making the Dallas Cowboys the most valuable sporting brand in the world. The Cowboys' incredible brand value can be attributed to its rich heritage, positive fan engagement, strong revenue, and their long-standing label of "America's team".

The Dallas Cowboys is the only NFL brand to record 20 straight winning seasons and according to this ranking have the highest enterprise value of all NFL teams at US\$8.8 billion. The Dallas Cowboys brand value has been estimated at approximately 50% more than the second-ranked **Los Angeles Rams** (brand valued at US\$1.2 billion) and **New England Patriots** (brand valued at US\$1.1 billion).

The Los Angeles Rams are strongest NFL brand with brand strength rating AAA-

In addition to calculating brand value, **Brand Finance** also determines the relative strength of brands through a balanced scorecard of metrics evaluating brand investment, stakeholder equity and business performance. Compliant with ISO 20671, Brand Finance's assessment of stakeholder equity

The Cowboys' brand value reflects their standing as one of the most recognizable brands in American sports together with their colossal commercial and matchday revenue. They have built a brand value based on more than just their achievements on the sporting field, remaining popular despite not having won a Super Bowl since 1996 or having much playoff success.

Laurence Newell
Managing Director

incorporates original market research data from over 100,000 respondents in more than 35 countries and across nearly 30 sectors. On top of this, Brand Finance's sport brand rankings include bespoke research into the behaviors and perceptions of over 10,000 sports fans worldwide, and the influence of sports brands on sponsors.

The **Los Angeles Rams** may have been the brand value runners-up at US\$1.2 billion, but the Rams have pulled ahead of the **Dallas Cowboys** in terms of brand strength and is the strongest brand in the **NFL** with a Brand Strength Index of 84 and a AAA- brand strength rating.

Top 10 Most Valuable NFL Brands

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1		\$1.78bn
2		\$1.17bn
3		\$1.11bn
4		\$1.04bn
5		\$0.88bn
6		\$0.85bn
7		\$0.85bn
8		\$0.84bn
9		\$0.79bn
10		\$0.76bn

Having won the most recent Super Bowls, fans not only perceive the Rams, Bucs and Chiefs as among the most well run and star-studded brands, but that these are also perceived to be some of the most ambitious, innovative, and positive in local communities. These are attributes that sponsors are looking to align to and other brands will pay a premium to associate with sports brands that can offer such traits.

Hugo Hensley
Head of Sport Services at Brand Finance

The Rams' 2022 Super Bowl victory at its new home field, SoFi Stadium, has no doubt played an integral role in achieving this feat and this influence was apparent in Brand Finance's independent global research.

The **Los Angeles Rams** brand is recognized by people across the USA as a brand that appreciates its fans. Fans are equally as supportive of the owners and consider the brand expertly run on and off the field with a star-studded roster and a clear drive to be a positive force in its local community. The Rams performance across these metrics clearly indicates the relevance and ultimately importance of good internal organization, clear goals, and values beyond just winning.

Super Bowl wins build on brand strength and brand value for Kansas City Chiefs and Tampa Bay Buccaneers

As seen from the **Los Angeles Rams'** Brand Strength Index score this year, a **Super Bowl** victory can have a tremendous influence on a team's brand strength, and therefore its value.

Top 10 Strongest NFL Brands

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1		83.9 AAA-	2		83.6 AAA-	3		82.2 AAA-	4		79.0 AA+	5		75.3 AA+
6		75.1 AA+	7		73.3 AA	8		71.5 AA	9		71.4 AA	10		68.7 AA-

It's worth noting that the **Kansas City Chiefs** and the **Tampa Bay Buccaneers** – ranked 6th and 5th in the ranking in terms of brand strength respectively – have both been winners of the last 3 Super Bowls.

Pittsburgh Steelers, Los Angeles Rams and Tampa Bay Buccaneers lead in ESG

Based on the independent research conducted by Brand Finance, the **Pittsburgh Steelers**, the **Los Angeles Rams**, and the **Tampa Bay Buccaneers** lead the NFL in environmental, social, and corporate governance scores. These 3 brands were voted most likely to be sustainable, have a positive impact on the environment, and be an active force for good in local communities.

As social causes gain more prominence in American society, several NFL brands have taken the initiative to become involved in these issues to highlight economic and social disparity, environmental due-diligence, and corporate organization. Brand Finance's research shows that 62% of US sports fans feel sports teams and organizations should be involved in political issues.



Brand Value Ranking.

Top 32 most valuable NFL brands

2022 Rank	Team	2022 Brand Value (USD m)	Brand Strength Index	2022 Brand Rating	2022 Enterprise Value (USD bn)
1	Dallas Cowboys	\$1,776	AAA-	83.6	\$8.8
2	Los Angeles Rams	\$1,166	AAA-	83.9	\$5.2
3	New England Patriots	\$1,113	AA+	79.0	\$5.7
4	Green Bay Packers	\$1,044	AAA-	82.2	\$4.7
5	Kansas City Chiefs	\$881	AA+	75.1	\$4.6
6	Las Vegas Raiders	\$850	AA	71.5	\$4.9
7	Tampa Bay Buccaneers	\$846	AA+	75.3	\$4.6
8	San Francisco 49ers	\$844	AA	73.3	\$4.7
9	Pittsburgh Steelers	\$793	AA	71.4	\$4.6
10	New Orleans Saints	\$763	AA-	68.7	\$4.8
11	Philadelphia Eagles	🔒	🔒	🔒	🔒
12	Buffalo Bills	🔒	🔒	🔒	🔒
13	Arizona Cardinals	🔒	🔒	🔒	🔒
14	Seattle Seahawks	🔒	🔒	🔒	🔒
15	Denver Broncos	🔒	🔒	🔒	🔒
16	Tennessee Titans	🔒	🔒	🔒	🔒
17	Miami Dolphins	🔒	🔒	🔒	🔒
18	Chicago Bears	🔒	🔒	🔒	🔒
19	Cleveland Browns	🔒	🔒	🔒	🔒
20	Atlanta Falcons	🔒	🔒	🔒	🔒
21	Minnesota Vikings	🔒	🔒	🔒	🔒
22	Baltimore Ravens	🔒	🔒	🔒	🔒
23	Los Angeles Chargers	🔒	🔒	🔒	🔒
24	Indianapolis Colts	🔒	🔒	🔒	🔒
25	New York Giants	🔒	🔒	🔒	🔒
26	Houston Texans	🔒	🔒	🔒	🔒
27	Carolina Panthers	🔒	🔒	🔒	🔒
28	Cincinnati Bengals	🔒	🔒	🔒	🔒
29	Washington Commanders	🔒	🔒	🔒	🔒
30	Detroit Lions	🔒	🔒	🔒	🔒
31	Jacksonville Jaguars	🔒	🔒	🔒	🔒
32	New York Jets	🔒	🔒	🔒	🔒



NFL Most Valuable Brand.



Brand Strength Index

Rank
2nd

Rating
AAA-



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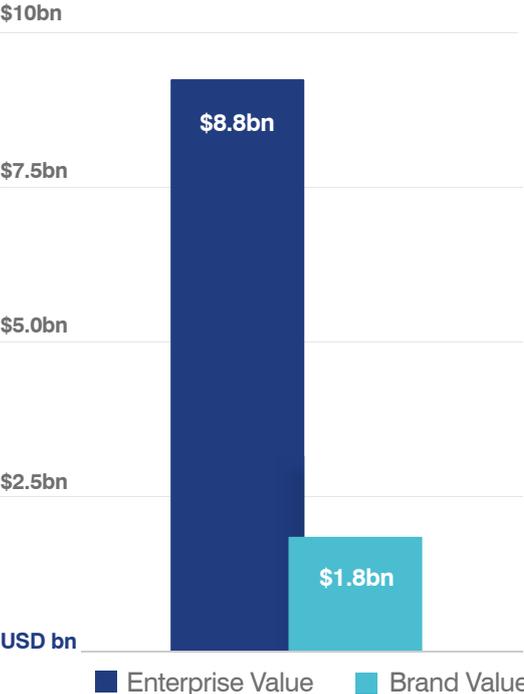
Stadium Sponsor Value



\$18m / Year

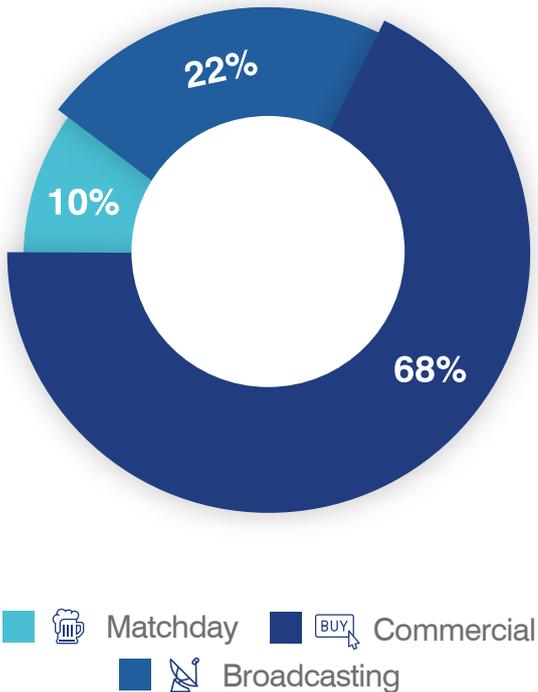
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Enterprise and Brand Value



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Estimated Revenue Breakdown

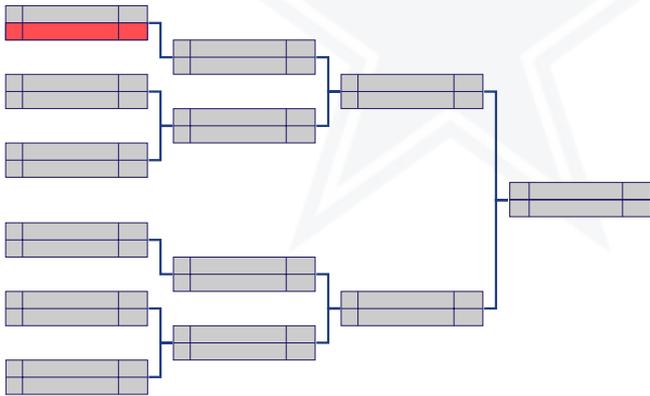


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Performance

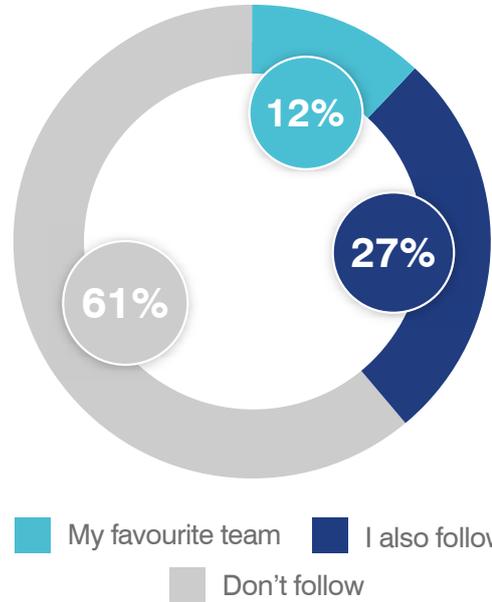
Record: 12 - 5

*Lost in Wild Card Round



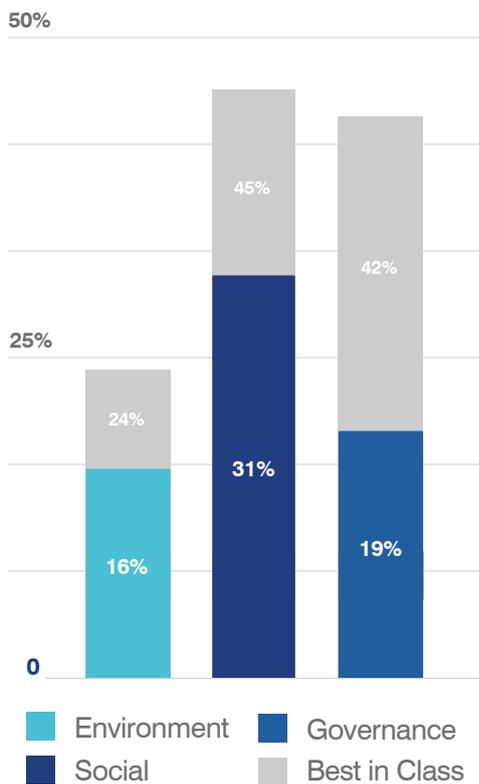
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Enterprise and Brand Value



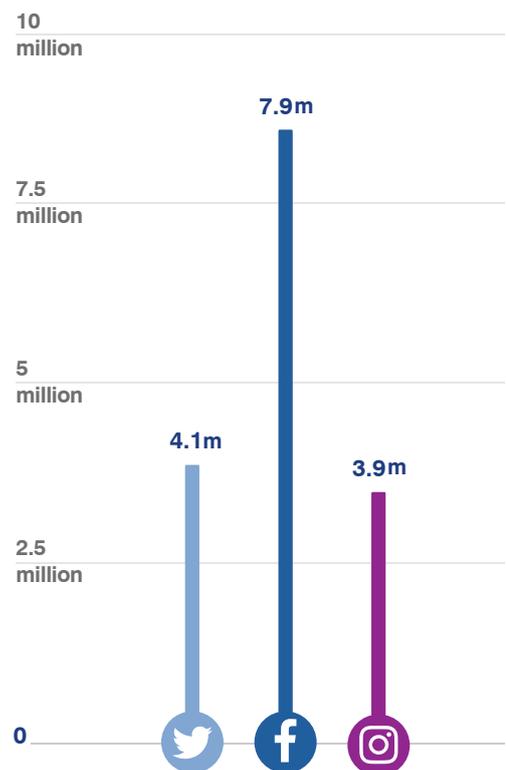
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ESG Perceptions



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Social Media Following (m)



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NFL Strongest Brand.



Brand Strength Index

Rank **1st**
Rating **AAA-**



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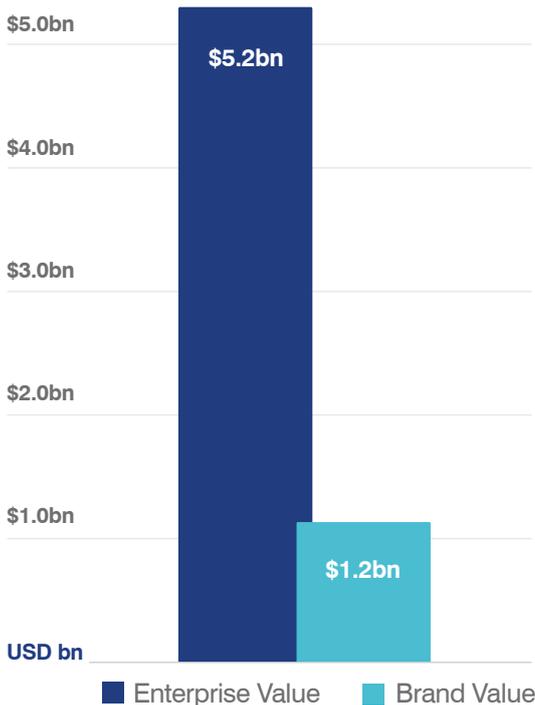
Stadium Sponsor Value

\$15m / Year



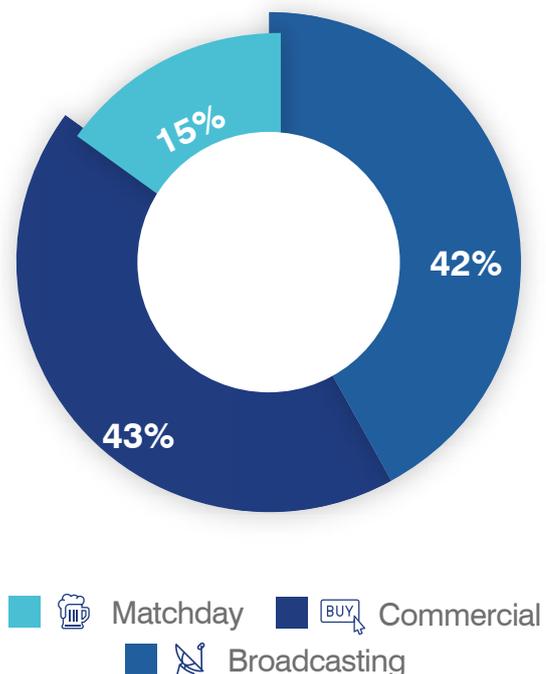
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Enterprise and Brand Value



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Estimated Revenue Breakdown



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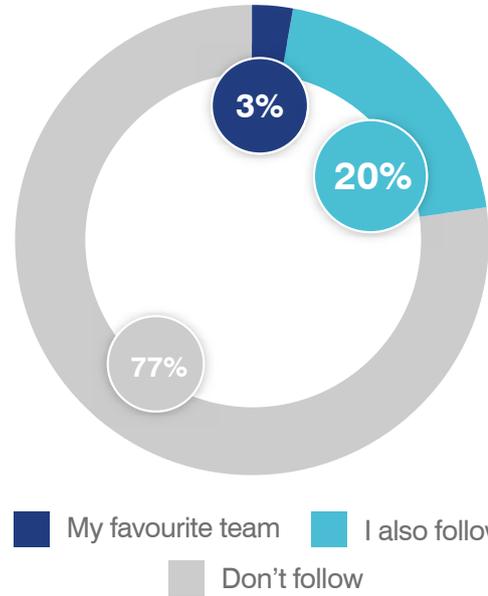
Performance

Record: 12 - 5
***Super Bowl Champions**



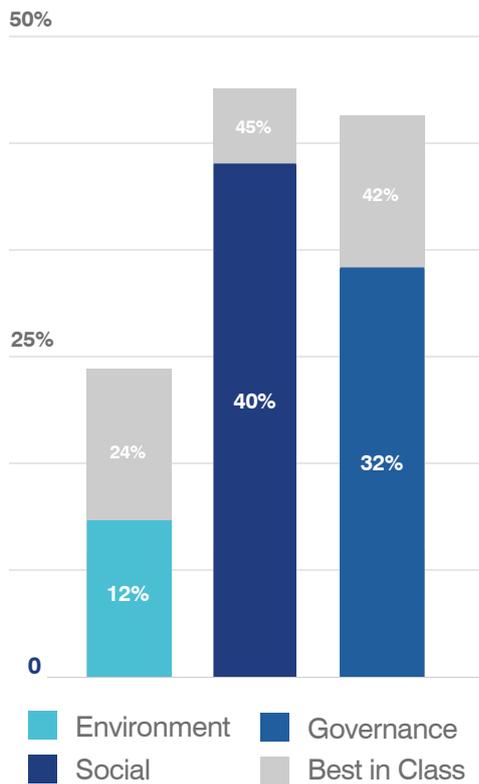
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Enterprise and Brand Value



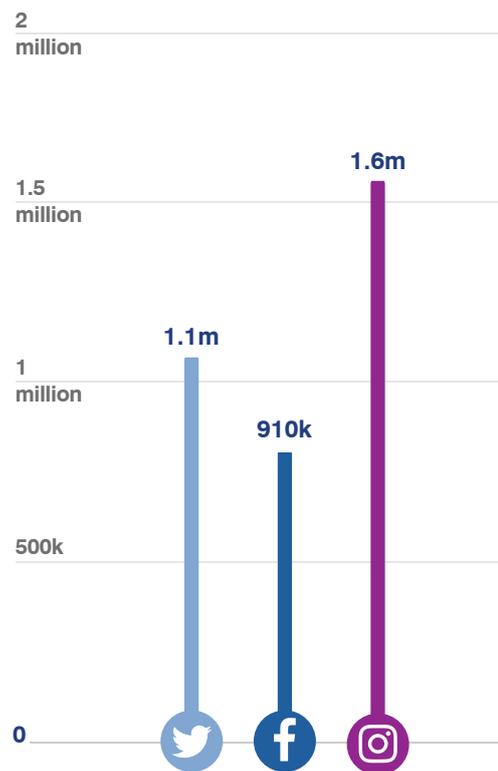
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ESG Perceptions



© Brand Finance Plc 2022

Social Media Following (m)



© Brand Finance Plc 2022

Deep Dive Analysis.



Football Fan Research.



2022 is the first year that **Brand Finance** has expanded rankings of the most valuable sports brands into the USA, to measure teams across the **NFL** and **NBA**. Apart from the USA, China was the other country included in the survey, as it represents an extremely large proportion of both NFL and NBA foreign viewership. Any American sports brand with aspirations to build a global fanbase will need to connect with fans in both countries.

Brand Finance conducted an online survey among 1,500 sports fans, demographically representative of the population, in each market. Our research assesses fans' perceptions of major leagues, competitions, and teams, and their level of engagement and enthusiasm towards them.

The research provides insight into how sports are consumed, how that consumption varies across markets and demographic segments, and fans' behaviours and engagement with sports in general. We identify the leagues and clubs that engage and excite fans the most, and the attributes which drive the greatest fan appeal. We also assess which sponsorships are most

salient among fans, and which sponsorships deliver the greatest returns for their business.

These insights enable teams and leagues to assess the underlying strength and appeal of their brand and 'product' to corporate stakeholders. Of course, on-field performance has a significant impact on this area, but as with brands in any walk of life, a strong brand and fan base ensures that the club's support and commercial performance has a degree of resilience that cushions the impact of a potentially disappointing season on the pitch. A prime example of this is the **Dallas Cowboys**, who despite last winning the **Super Bowl** in 1996, still earn some of the highest revenues in world sport yet also boasting one of the worlds' most recognisable sporting identities.

For potential sponsors of leagues and teams, our research is used to assess the value of partnering with both global giants (are the biggest teams as popular as their sponsor pitches suggest?), but also smaller leagues and teams heading in the right direction, where individual sponsors can target a specific audience and stand out from the crowd more easily.

Furthermore, teams and sponsors need to decide whether a multinational partnership generates the best returns, or a larger portfolio of national partnerships is more suitable. Potential sponsors must base their decisions on an independent assessment of how clubs and leagues are perceived and not on gut feel alone – it is, after all, a commercial decision.

Similarly, teams and leagues hoping to attract sponsors are increasingly aware of the need to present a business case for partnership and investment based on data and evidence that brand owners require before they commit their marketing dollars.

Football conquers all

Football is the most popular sport in the U.S., with 38% of the population following it, well ahead of baseball and basketball, each of which has a following of 29%.

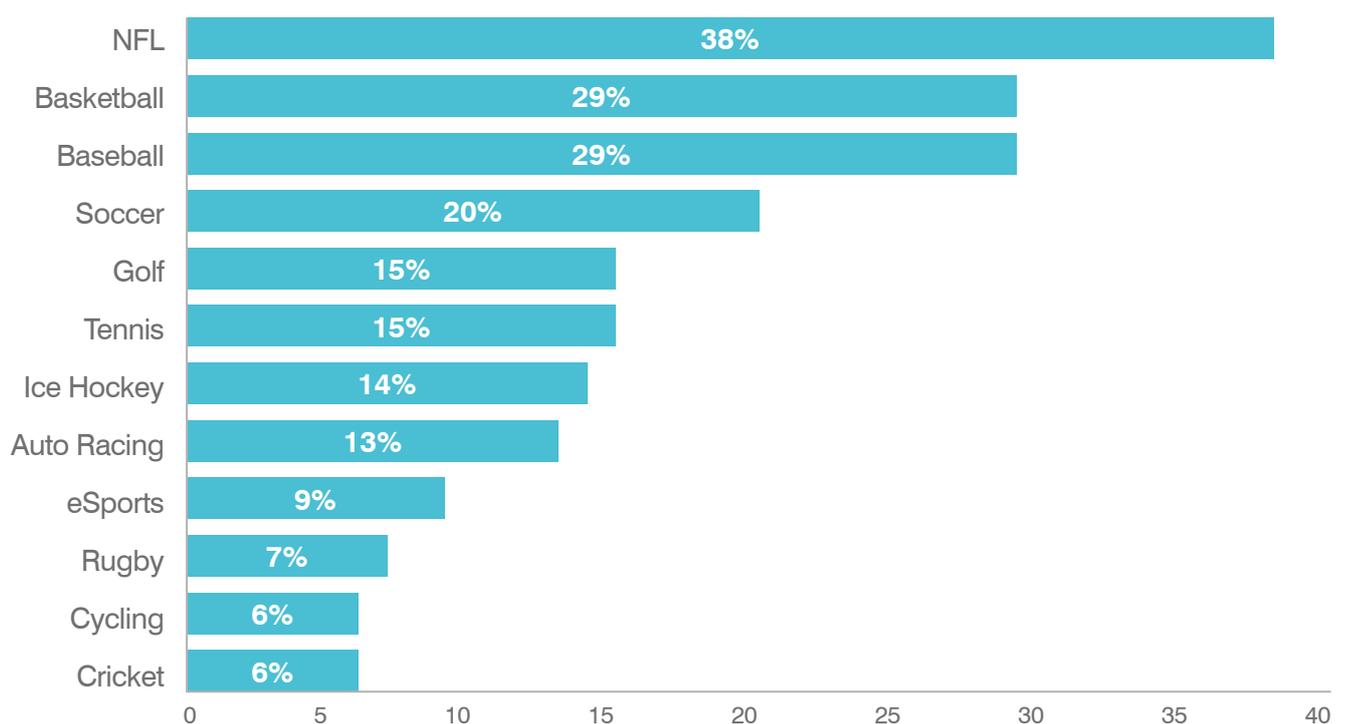
The **NFL** has a broad reach with fans around the world in countries across the Americas, Asia, Europe, the Middle East, and Africa all following the sport.

In an uncertain economic environment, it is more important than ever to understand the commercial benefit of any marketing investment, and a sponsorship is often the largest single marketing expense many businesses make. Our research and methodology assess monetary returns on sponsorship activity for both rights holders and commercial partners in a manner that is understood both in the marketing department and in the boardroom.

Declan Ahern
Valuation Director, Brand Finance

Population Following Sports in the USA (%)

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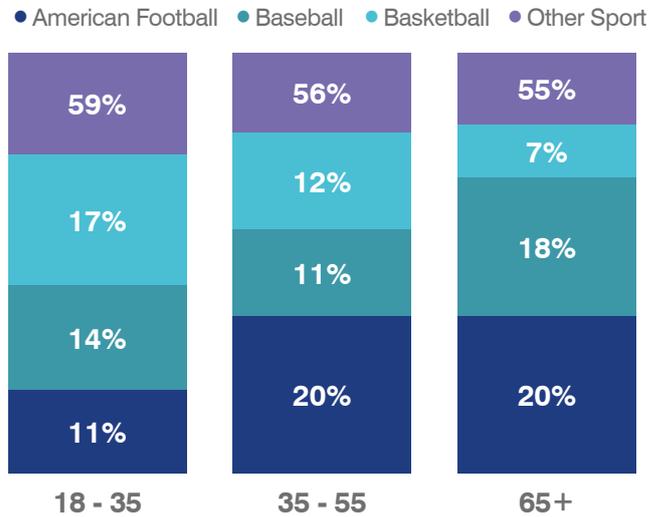


39% of Mexican respondents reported following football, still behind soccer at 69%, expectedly so. No sport in the USA achieves this level of ubiquitous attention, revealing how Americans are more divided or how multi-faceted their attention in professional sports they actually are.

The demographic trends observed showed us that football fans skew older, compared to basketball, as it is the favourite sport for 20% of the 65+ age group, compared to 18% preferring baseball and only 7% for basketball. Conversely, more sports fans aged 18-35 follow basketball or baseball than football in 2022.

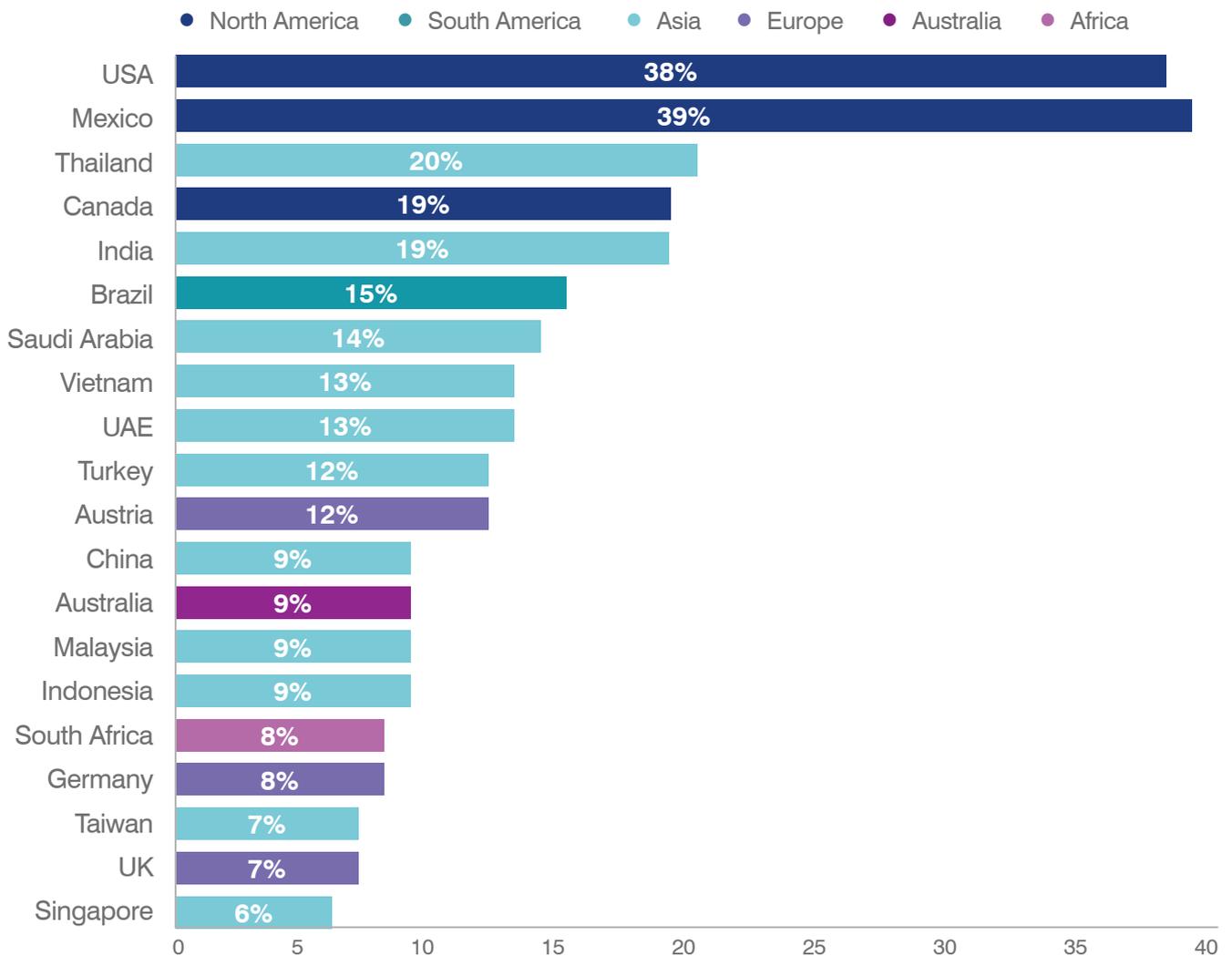
Favourite Sport by Age

© Brand Finance Plc 2022



NFL Following by Country (%)

© Brand Finance Plc 2022



Exposure through football

The appeal of the sport to women is an increasingly important selling point for teams, leagues, and sponsors. The gender split for the **NFL** is skewed slightly towards the male population (54:46) meaning there is an opportunity to capture more female fans for the sport. The leagues with the highest proportion of female followers are the WNBA and the NWSL; however, the NBA and MSL achieve parity in gender following.

Who attracts the most attention?

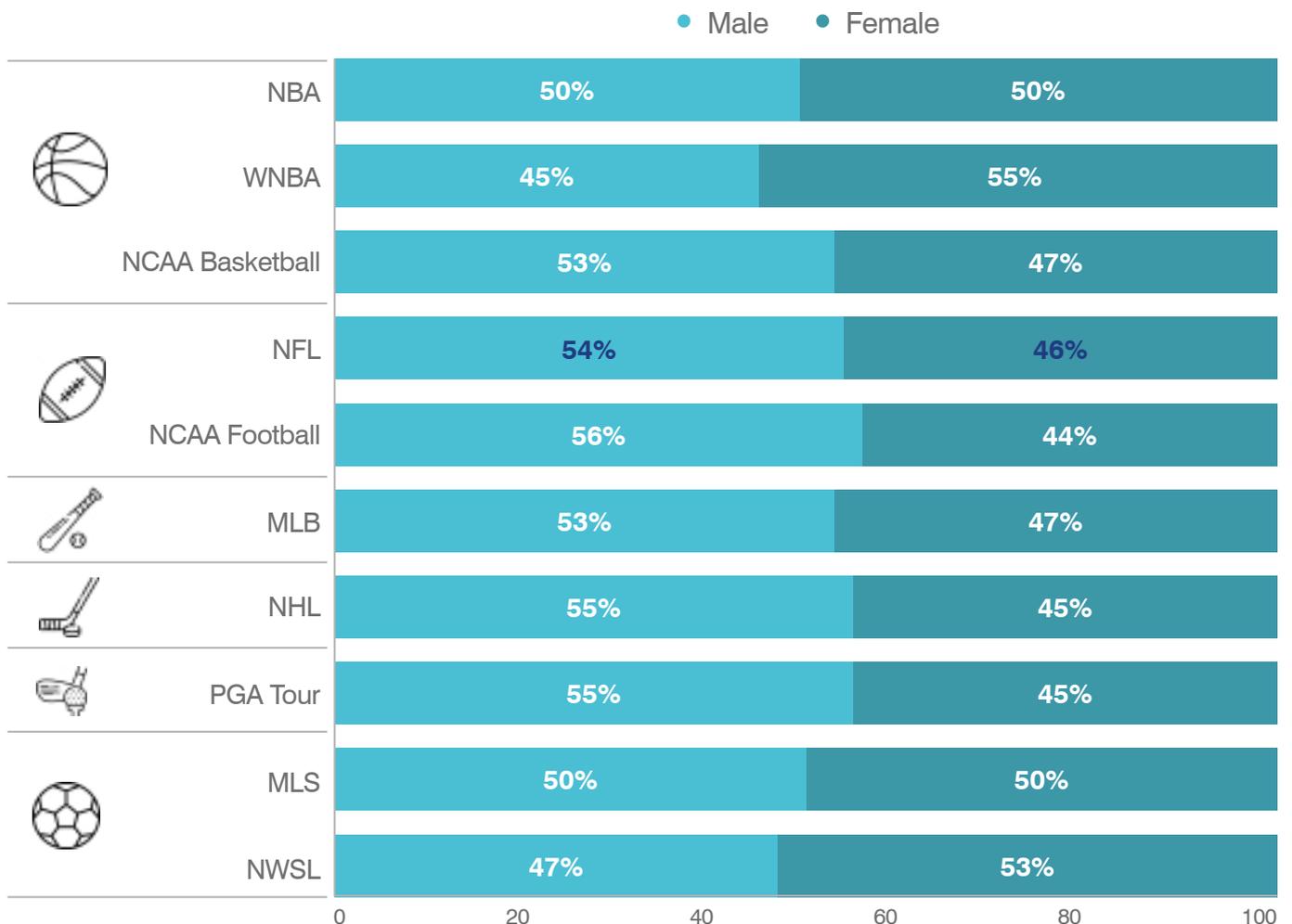
Among those that follow sports in the US, the **NFL** is the 2nd most followed league with a following of 82%, behind the **NBA** with a 85% following.

Looking at some of the key drivers as to why certain leagues appeal to fans more than others allows one to better understand the features of the 'product' they are sharing with the world. For example, image attributes such as 'has passionate fans' and 'has a strong heritage' are two key attributes that drive fans to follow the NFL over other leagues.

Understanding why fans follow teams is another insight we can take away from our recent market research study. The **Dallas Cowboys** are, by far, the most followed NFL team in the USA with 40% of all NFL fans following them to some degree. The attributes 'the club has a great stadium' and 'the team has a global following' were the image attributes most associated with the team.

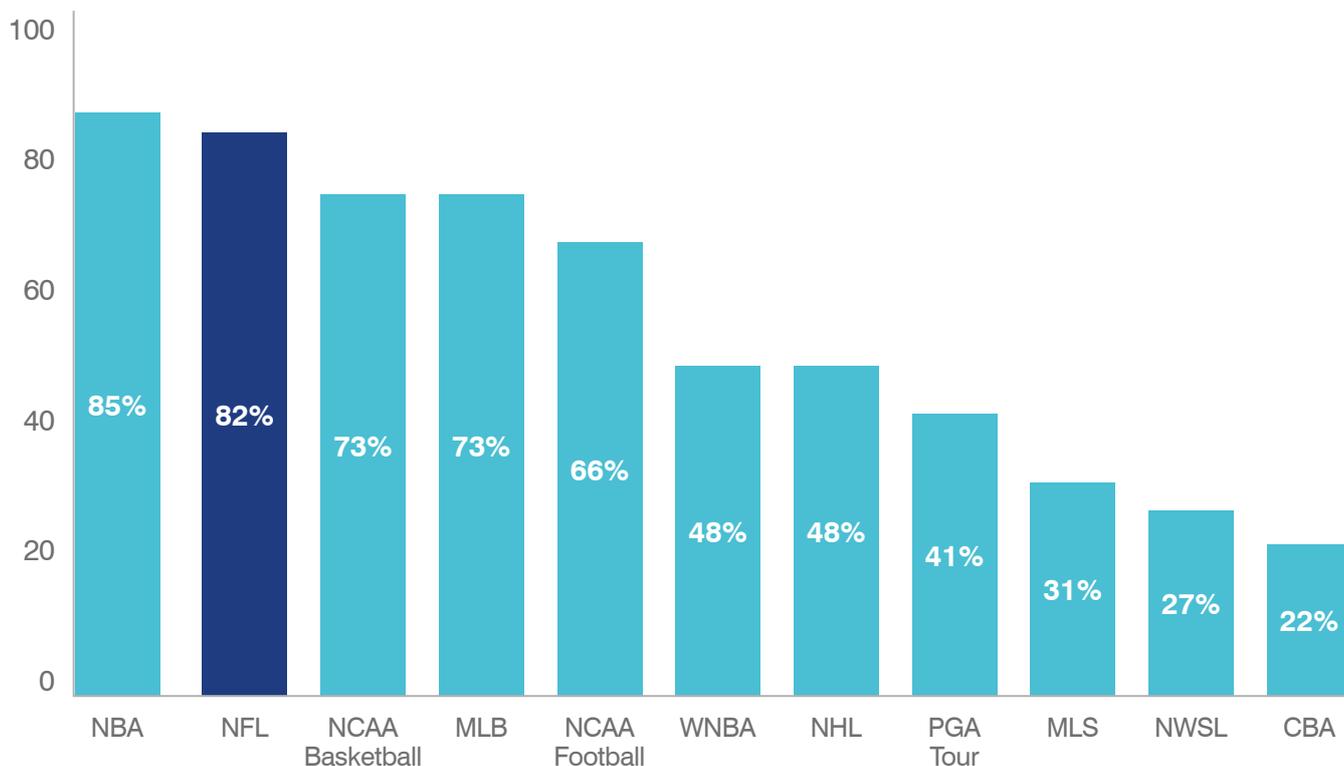
League Following Gender Split

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League Following by USA Sports FANS (%)

© Brand Finance Plc 2022



Despite only winning their most recent **Super Bowl** in 2011, the **Green Bay Packers** are most perceived as ‘regularly challenging for trophies’ (This is likely the case since the Packers have been in the playoffs 9 out of the 11 years since and often expected to win the Super Bowl.) Behind the Packers in this same attribute are the **Kansas City Chiefs** and the **New England Patriots**.

The **Tampa Bay Buccaneers** have come out on top for the team most associated with having a lot of star players. The arrival of Tom Brady, now a 7- time Super Bowl Winner, in 2020 has had a large influence on this attribute since the Buccaneers have a combined squad value of \$186m have one of the lowest aggregate squad values in the NFL. Teams such as the **LA Rams**, **Kansas City Chiefs**, and **Green Bay Packers** also perform well in this attribute.

The **Chicago Bears**, the 2nd oldest team in league history, is the team most associated with having ‘a rich heritage & history’. The strong heritage of the Bears was fostered in their 64-year golden era where the



Fans' Perceptions of Top Sports Leagues

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League	Has world class clubs / teams	Has world class players	Has passionate fans	Has strong national heritage / tradition
NFL	32%	38%	48%	34%
NBA	35%	49%	45%	30%
NCAA Basketball	19%	23%	41%	28%
MLB	34%	37%	42%	36%
NCAA Football	24%	26%	44%	34%
WNBA	20%	24%	30%	20%
NHL	32%	33%	37%	25%
PGA Tour	24%	32%	30%	27%
MLS	24%	25%	29%	22%
NWSL	22%	24%	29%	20%



player, coach, owner, and general manager, George Halas, had instrumental influence over their rise to the top. The Halas family still has majority ownership of the Bears today.

The **Kansas City Chiefs** are branded the most innovative team in the **NFL** after its constituent, the city of Kansas City, embarked on their own drive to becoming a “smart city”. The Kansas City Smart City Corridor is evidence of significant progress towards achieving their target of becoming a “smart city” while successfully associating the Chiefs as being an innovative team.

Although the NFL has a very low association with being sustainable or positive for the environment, teams such as the **LA Chargers** and **Tennessee Titans** have made efforts to detach themselves from these negative perceptions. For example, the Chargers now have a well-developed sustainability program which includes their electric vehicle program “Charge up LA”. As a result, the LA Chargers are perceived as the most sustainable team for the environment in the NFL.

While many NFL teams are regarded as not being environmentally sustainable, the league is the most associated with having a positive impact on the

community among US sports fans. **The Packers**, for example, have a stadium just smaller than the population of their hostcity, and yet they have been sold out on a season ticket basis since 1960 with a waiting list that has been estimated at 30+ years. . The Packers also have one of the highest stadium utilization rates in the country at an average rate of 96%.

Shift to digital engagement continues

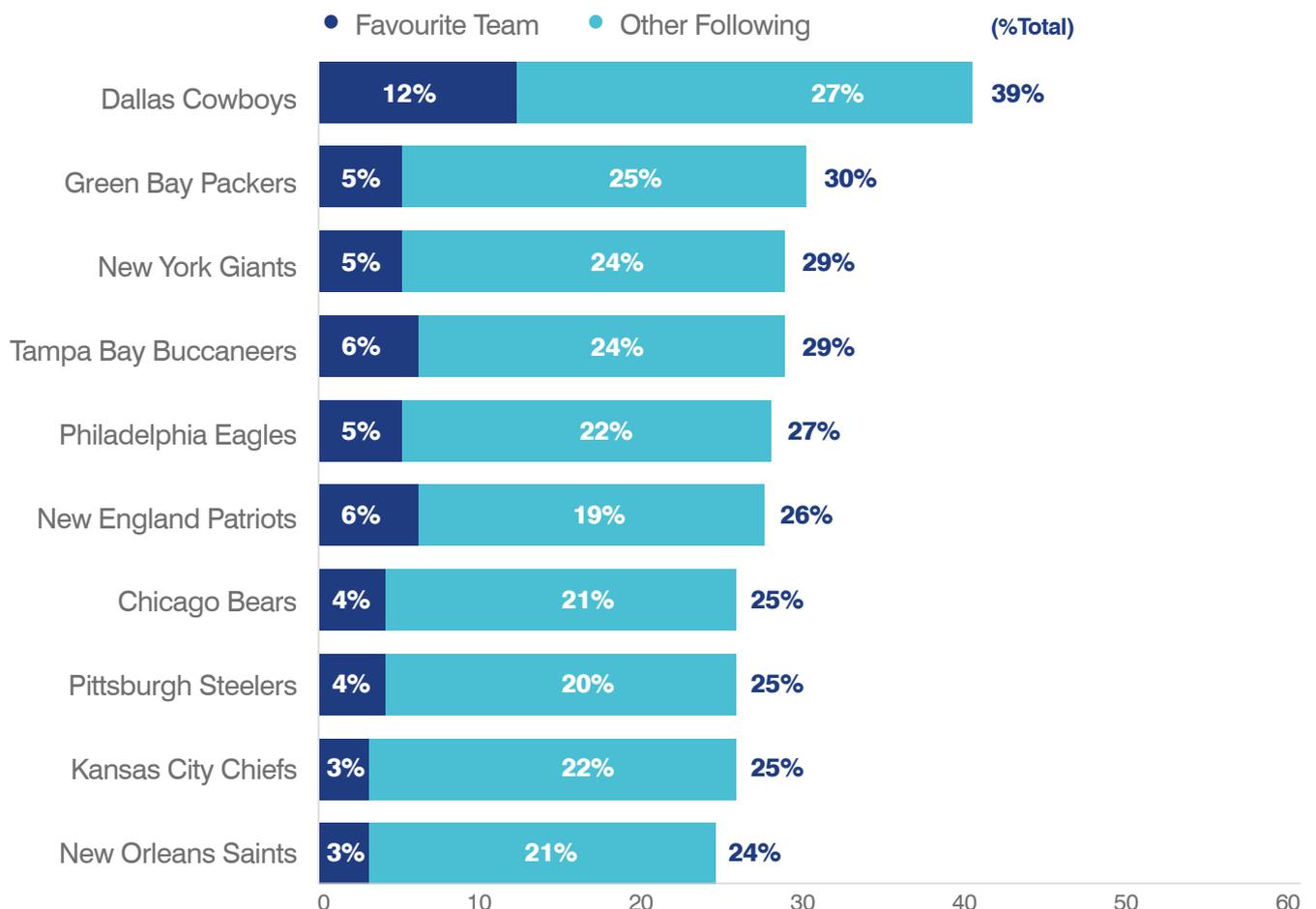
Broadcast TV continues to drive engagement alongside social media – it remains the #1 way for fans to follow live football despite digital channels disrupting the sporting and entertainment industry worldwide. However, increasing numbers of fans are streaming games online, and the dominance of broadcast is gradually diminishing globally.

Roughly 35% of respondents have also claimed to have watched documentaries or behind-the-scenes programs presenting a new potential revenue stream for clubs and the league as well as the significant indirect impact that can be enjoyed through increased viewership and engagement. A great example outside of football is ‘Drive to Survive’ – the Formula 1 series on Netflix which has reportedly seen viewership of the sport increase by approximately 50% a year since its inception in 2019.

On the betting front, only 13% of fans have actually placed a bet in the last month, an impressive feat when comparing to soccer in Europe where nearly one third of fans place a bet each month – the question around the ethics of this remains a hot topic of debate with many teams calling for Gambling sponsors to be banned.

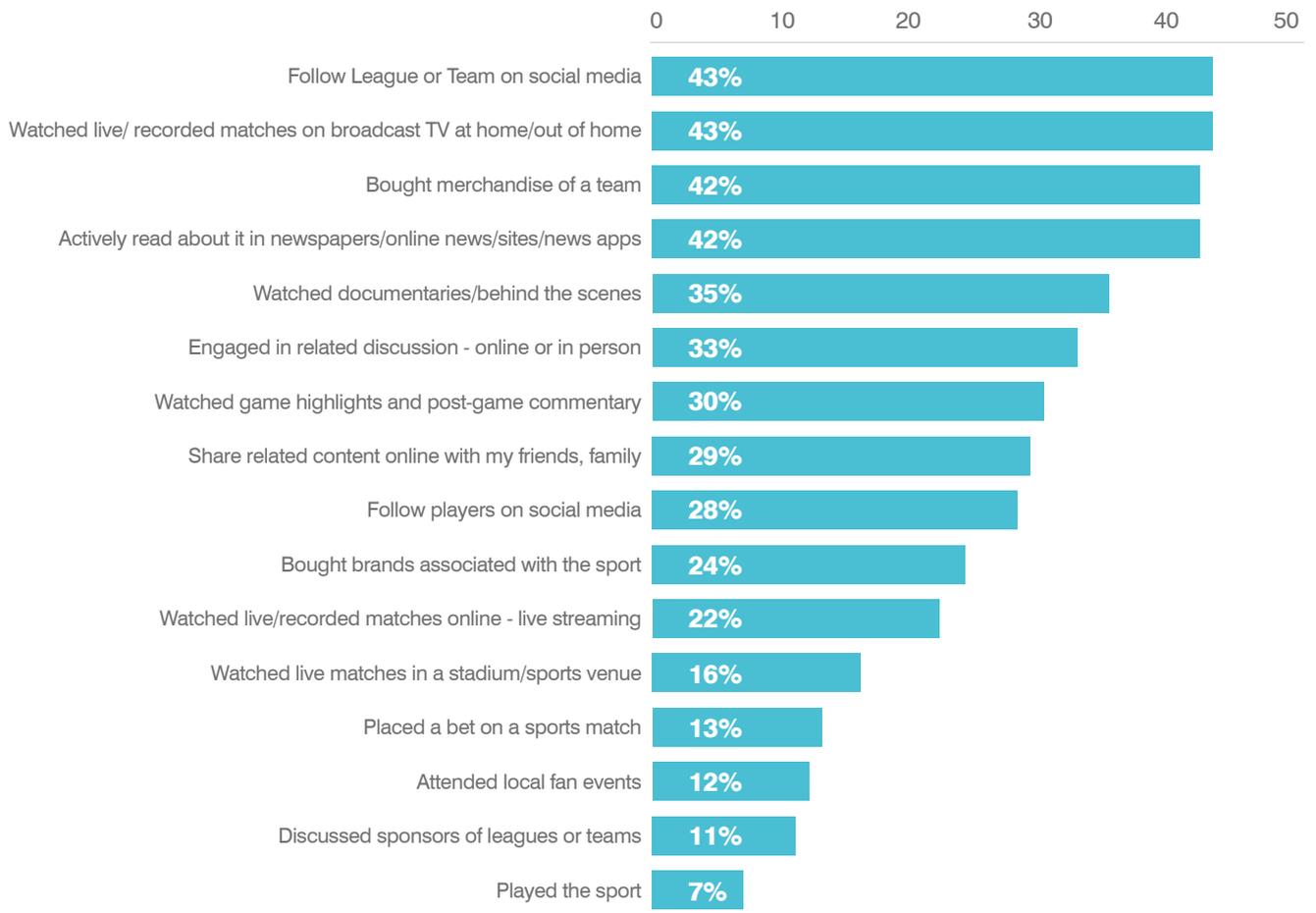
Team Following in USA (%)

© Brand Finance Plc 2022



Fan Engagement - Activities done in the past month

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For more information on our football research, please contact enquiries@brandfinance.com

Precision and structure in Sponsorship Evaluation – Best Practice.

Why is tracking corporate sponsorship a critical management practice?

Brand Finance defines sponsorship as “the financial, or similar support, of any individual, company, team, activity, or event which is used primarily to achieve specific business goals through association with the rights holder. For a brand, these goals typically include building awareness and equity through positive association”

Whilst sponsorship is by no means limited to sporting ventures, the sports sponsorship market alone was estimated to exceed to €55bn in 2021 and is expected to grow considerably over the next 5-years reaching approximately €100bn by 2027. With many corporates investing six-figures annually, the importance of rigorously managing and evaluating these sponsorships is simply a must. Yet, despite increased levels of sponsorship investment, one in four practitioners has no confidence at all in measuring business return from sponsorships whilst less than 10% said they were very confident. (Source: WARC)

To help instil confidence, and provide clear and concise structure to sponsorship tracking, Brand Finance has created a robust framework which links sponsorship activities to brand and business performance and identifies how sponsorship activities effect customer perception, acquisition and loyalty – and critically it assesses both non-financial and financial performance to provide a 360-degree view.

Setting up a sponsorship evaluation framework

Step one is to identify the core brand objectives and whether sponsorship can help achieve those objectives. Typically, this is done through mapping these objectives to brand equity measures so that performance can be tracked over time. For example, if brand awareness is the objective, putting your brand name on an NFL stadium or a player endorsement would certainly contribute to this result (but at what cost?).

Secondly, it's important to have a base-line evaluation taken prior to key sponsorship activations so that there is a clear benchmark from which future performance and tracking can be measured.



Precision and structure in Sponsorship Evaluation – Best Practice.

Market research among the appropriate stakeholders can be used to assess successful activations and highlight where activation strategy can be adjusted to achieve the desired results. Through this, rights-holders can provide feedback to their brand partners to:

- + Exhibit the impact of the brand partnership on fan perceptions of the partner
- + Understand how sponsorship exposure affects different audiences
- + Measure past activations and assist in planning and strategy for future activations
- + Compare to the market and understand what works and what doesn't

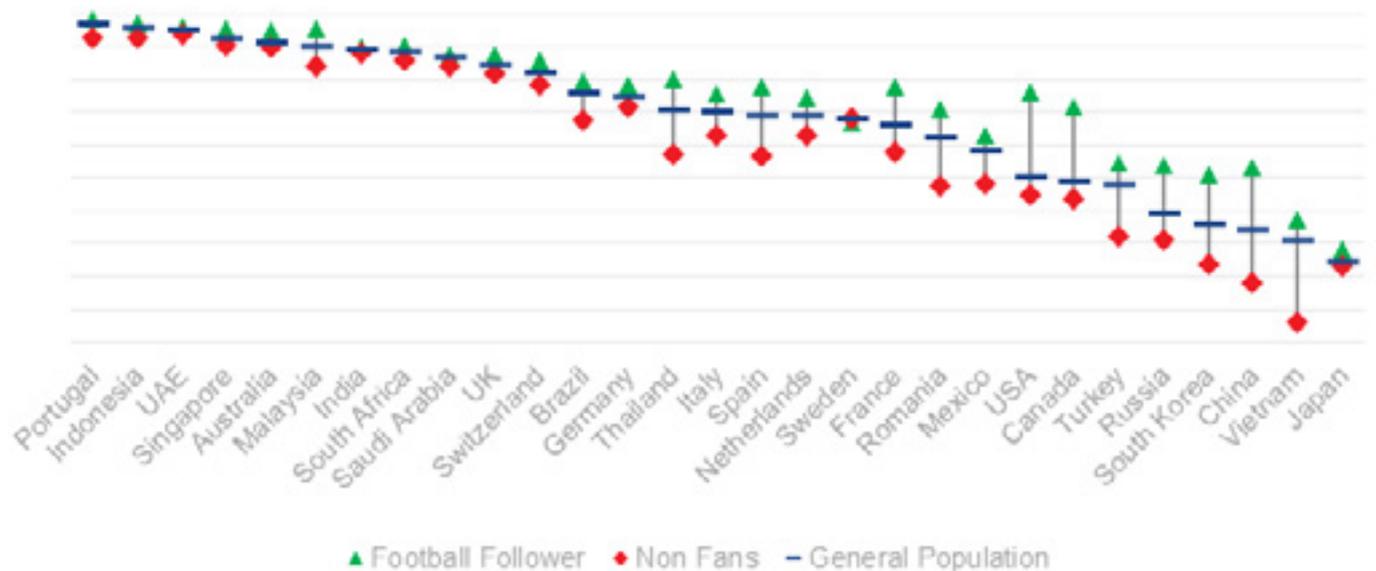
The below example examines the difference in brand consideration for the airline Emirates, a brand that has been and remains associated with some of the biggest clubs in European Soccer. The results from our research **exhibits higher levels of consideration in 28/29 markets** for the airline among soccer fans than non-soccer fans.

This analysis also allows brand owners and sponsorship managers to see the difference across other key brand perceptions or attributes which are often identified as key drivers of customer acquisition and loyalty.



Emirates Consideration by Market & Soccer Following

© Brand Finance Plc 2022

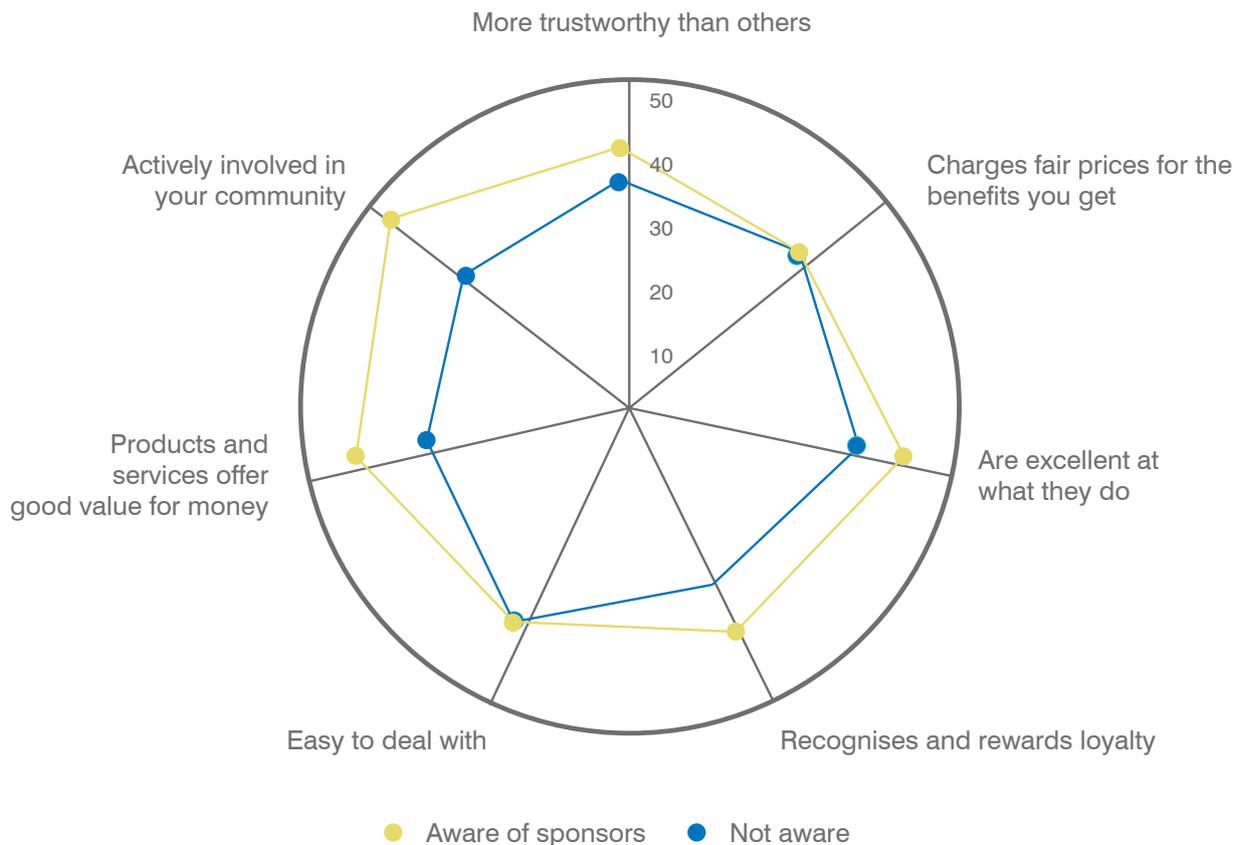


The below example exhibits more favourable results in each attribute for a corporate brand which sits on the

front of the shirt of a top-division team covered in our research.

Brand Image Perceptions: Sponsorship Impact

© Brand Finance Plc 2022



Sponsorship uplift and return on investment

The next level of sponsorship analysis is to determine the financial return and uplift to business metrics resulting from the investment, and to be able to express this in a way that allows a brand team to communicate the partnership benefits to the CFO, CEO and Board. This requires determining the bottom-line effect, and asking the questions that would be asked if investing in a new factory or machinery asset:

- + How does this investment pay back over the short and long term?
- + Has this investment increased the value of the business for the shareholders?

+ Are we getting good value for money?

A valuation-based approach to sponsorship evaluation provides a practical, logical, and commercially driven basis for assessment. Through an approach that establishes linkages between changes in brand equity, stakeholder behaviour and ultimately business and brand value, it provides a solid platform of insight to inform future sponsorship decision making.

There are typically two sides to this analysis:

1. Return on historic sponsorship

The return on historic sponsorship is calculated by determining whether the sponsorship has had a significant effect on consumer perceptions of the brand.

The perception changes are then used to estimate what the future customer numbers and costs would look like if the sponsorship had never taken place, all else being equal.

This can then be used to adjust the business valuation model of the partner to see how much more valuable the business is, having conducted the activities. This difference is the return on investment.

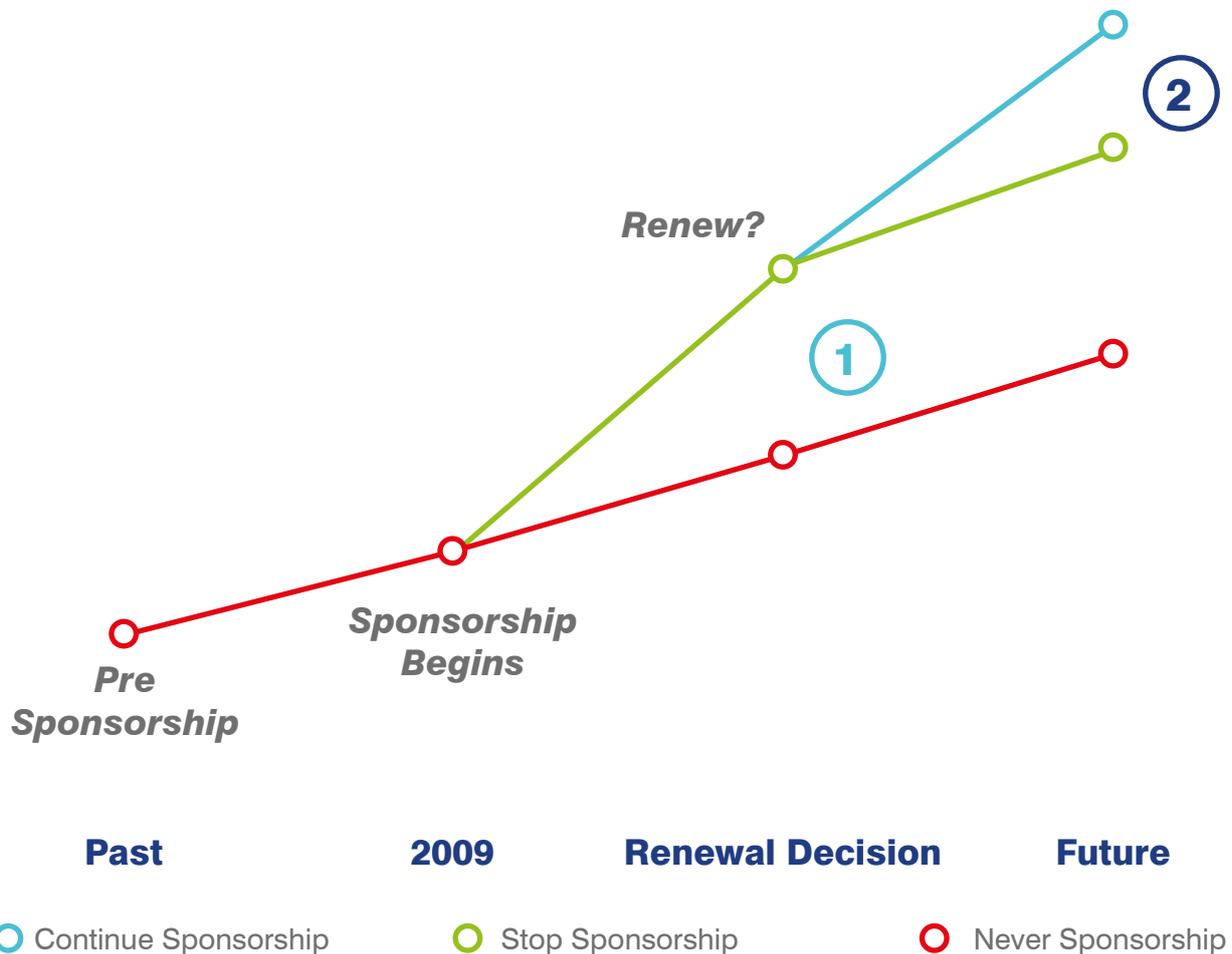
2. Future return on sponsorship renewal

Forecast customer numbers and revenue growth can be applied to a valuation model to reflect heightened consideration and perceptions associated with the sponsorship continuing.



Sponsorship ROI - Partner Business Value

© Brand Finance Plc 2022



The difference in business value with and without the sponsorship shows the future return on investment of renewing the sponsorship contract.

Building an appealing prospectus

For rights owners, packaging these key benefits derived from sponsorship into a prospectus offers a highly impactful toolkit which can be used to:

- + Inform and impress existing sponsors
- + Justify past and future investment
- + Attract new sponsors.

To achieve this, Brand Finance focusses on the two key areas:

- + **Brand Evaluation** – Communicating the unique attributes and brand strengths that complement the

vision of a brand - How the sponsorship will improve important brand attributes.

- + **Value potential analysis** – Quantifying the financial benefit possible from partnership – how will this impact revenue and business value?

In summary, without appropriate methodologies for sponsorship evaluation and valuation, properties are undersold by clubs, leagues and competitions, and brands are unable to appreciate the full suite of benefits that are possible from an engagement.

Brand Finance has developed methodologies to express the return on sponsorship investment in a way that makes sense to both brand and financial audiences.



Speak to us today to find out more: enquiries@brandfinance.com

Sport Services.

POWER

SPEED

FOOTBALL

VICTORY

TDOWN !

TOUCHDOWN !

TOUCH

5

0

Sponsorship Services.

Addressing the following questions provides practical commercial insight and negotiation support for decisions around the future arrangements of a partnership.



What impact is the partnership having on long-term brand building metrics (awareness, brand equity)?



Is the partnership a good fit for our commercial objectives?



What impact is the partnership having on short-term business performance?



What is the ROI dollar value from the sponsorship investment annually and over the term of the deal?
Is it money well spent



Is the organisation paying too much?



Should the partnership be renewed, and if so at what fee?

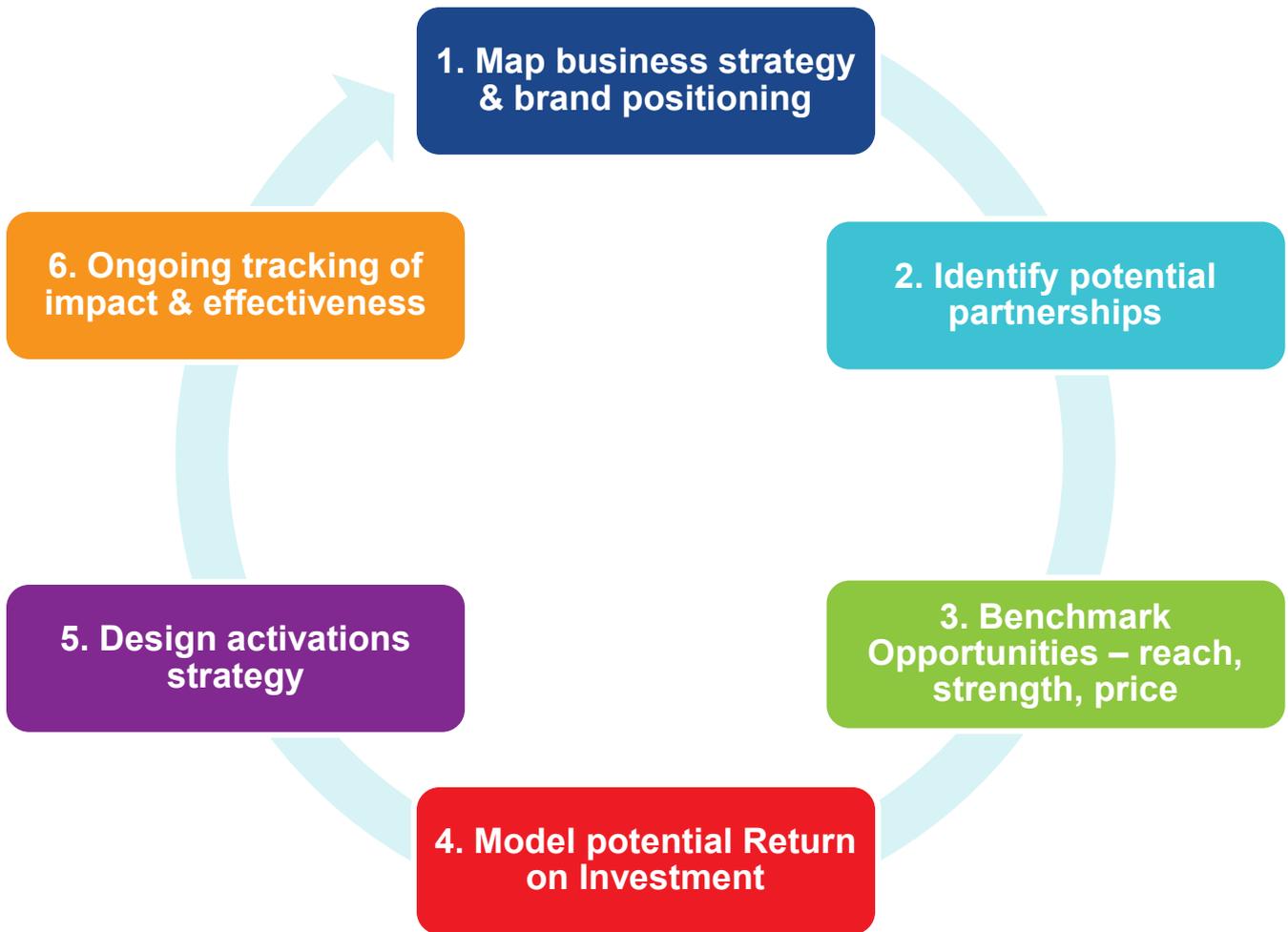


How does the partnership ROI compare to other similar sports partnerships?

Advertising equivalency and traditional research interpretation fail to adequately address these key questions, missing the strength and relevance of different partnership opportunities.

Sponsorship Strategy Roadmap

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Strong sponsorship strategy starts with the business' goals and uses a quantitative approach to select, assess, negotiate, operate and measure partnerships.

Brand Finance's services to sponsors are designed to address each of these key aspects of sponsorship strategy.

League & Club Services.

Brand Finance offers a wide range of Sports Services which can be tailored to meet specific needs and outcomes. Some are developed directly from this report's analysis, and some are bespoke to each scenario.



1 Football Fan Research

Design and manage bespoke research or review existing football fan research programmes.

Access to existing Brand Finance annual football research



2 Brand Evaluation

Understanding what drives Brand Strength and highlighting how this can be improved is key to secure a successful long-term commercial future



3 Competitor/Peer Benchmarking

How is your brand/league performing against its peers/competitors in your respective markets?



4 Brand Strategy & Positioning

Help develop brand strategy to drive growth and achieve business goals. Positioning of the League within the context of the market it operates in.



5 Brand & Business Valuation

Brand and Business valuation services for M&A / Sale and Fundraising purposes



6 Partnership Tracking

Continuous research to track the reach and effectiveness of sponsorship activities. This is an invaluable service to partners, and a must have to professionalise the partnership offering.

7



Sponsorship & Activation Strategy

Use sponsorship tracking to drive strategy and future relationships with the rights holder, and the activations used to maximise their partnership effectiveness.

8



Sponsorship Return on Investment

Are existing sponsors seeing a good return on investment?

Sponsorship opportunity analysis & Comparable Deal Benchmarking

9



Sponsorship Prospectus

A strong sponsorship prospectus can elevate a leagues offering above that of the competition and professionalise the commercial strategy



About Brand Finance.

Brand Finance is the world's leading brand valuation consultancy.

We bridge the gap between marketing and finance

Brand Finance was set up in 1996 with the aim of 'bridging the gap between marketing and finance'. For 25 years, we have helped companies and organisations of all types to connect their brands to the bottom line.

We quantify the financial value of brands

We put 5,000 of the world's biggest brands to the test every year. Ranking brands across all sectors and countries, we publish nearly 100 reports annually.

We offer a unique combination of expertise

Our teams have experience across a wide range of disciplines from marketing and market research, to brand strategy and visual identity, to tax and accounting.

We pride ourselves on technical credibility

Brand Finance is a chartered accountancy firm regulated by the Institute of Chartered Accountants in England and Wales, and the first brand valuation consultancy to join the International Valuation Standards Council.

Our experts helped craft the internationally recognised standards on Brand Valuation – ISO 10668 and Brand Evaluation – ISO 20671. Our methodology has been certified by global independent auditors – Austrian Standards – as compliant with both, and received the official approval of the Marketing Accountability Standards Board.



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Our Sports Services Team.



Hugo Hensley
Head of Sports Services



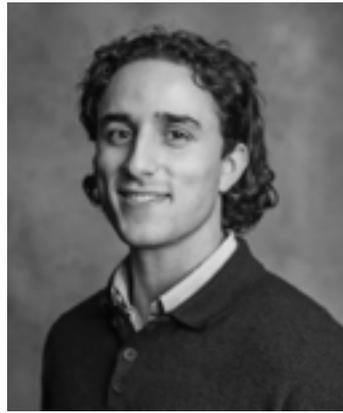
Laurence Newell
Managing Director



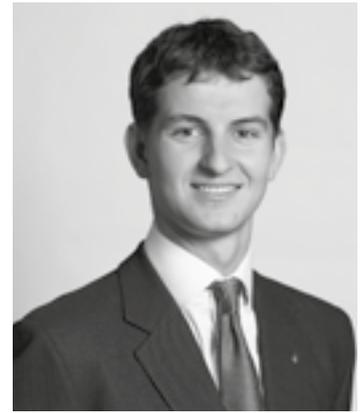
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