

Sponsorship & TV Rights Correlation

An analysis of the relationship between media and sponsorship marketing

Share the unique know-how and data of the most authoritative and independent media and sponsorship marketing specialists

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- » 1. Typology of sponsorship rights
- » 2. Critical criteria for valuation of sponsorship rights
- » 3. Examples of media coverage and associated rights – large events and properties
- » 4. Calculation of correlation between sponsorship rights & TV right prices
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Features

- » **Full details of key examples worldwide, including their TV coverage**
- » A comprehensive description of sponsorship marketing methods for highly valued properties

Benefits

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- » **Adopt a winning sponsorship strategy thanks to the most accurate market information**

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