

SPORTS WORLD ON HOLD: WHAT SHOULD SPONSORS DO?

The unique value of sponsoring lies in building an emotional connection with consumers through sport. How is this possible if every event and competition is cancelled or postponed? It is important to realise that a strong relationship is not built in a day.

The bad times are just as important as the heights when it comes to proving the relevance of your brand to sports fans.

What do consumers expect from sponsors in this sport-free period?



**hope sponsors will remain
loyal to the sport**

and only 5% disagrees



**think sponsors will be crucial for starting up sports
events and competitions again after this crisis**

and only 5% disagrees

So how to get through this period as a sponsor?



Stay present and be relevant

The sports community expects sponsors to remain loyal to the sport and to play an active role in rebuilding every event and competition after this crisis is over. Do not fall off the radar, but instead be relevant. Communicate about the role you want to play. Think about ways to make fans happy and find new ways to be relevant (like esports).



Engage through the right channels

With everyone at home, media consumption of fans will intensify and will be different than we are used to. More than ever, sponsors should use digital channels to engage with fans. Make sure you know where the fans are, and connect with them through the right channels.



Create and pre-test content

It is only possible to engage with fans if you are able to create the right content in this unprecedented time. In this situation you want to make sure messages are appropriate and not tone deaf. More than ever it is crucial to listen to consumers and to pre-test content to make sure it hits the right chord with your audience.

Percentages shown are based on the results of an online survey conducted in March 2020 among n=1.000 respondents in The Netherlands (representable for general public)