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WHAT IS HOOKIT

We are in the business of providing data and insights to make sponsorships more effective.

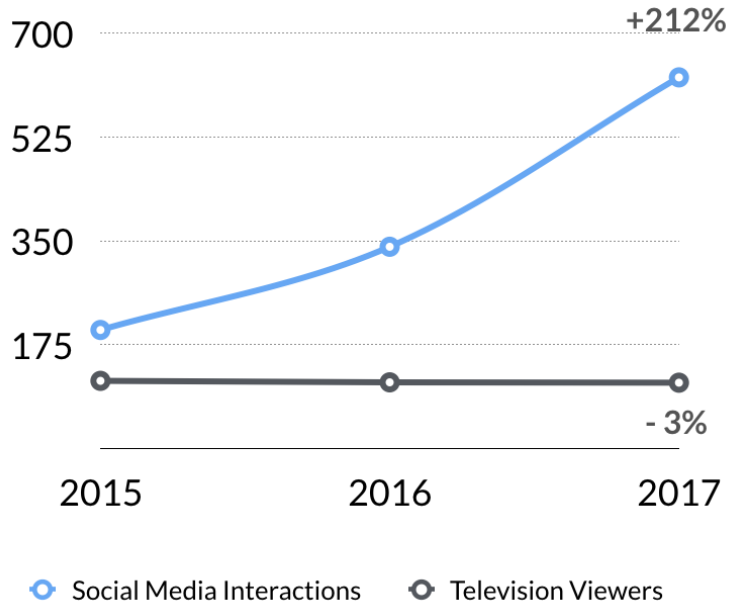
SPONSORSHIP



- How did we get here? How does sponsorship evolve
- Find out how performance based sponsorship will change the game

AUDIENCE & MEDIA SPEND HAS SHIFTED

Superbowl Engagements vs. TV Viewers (in millions)

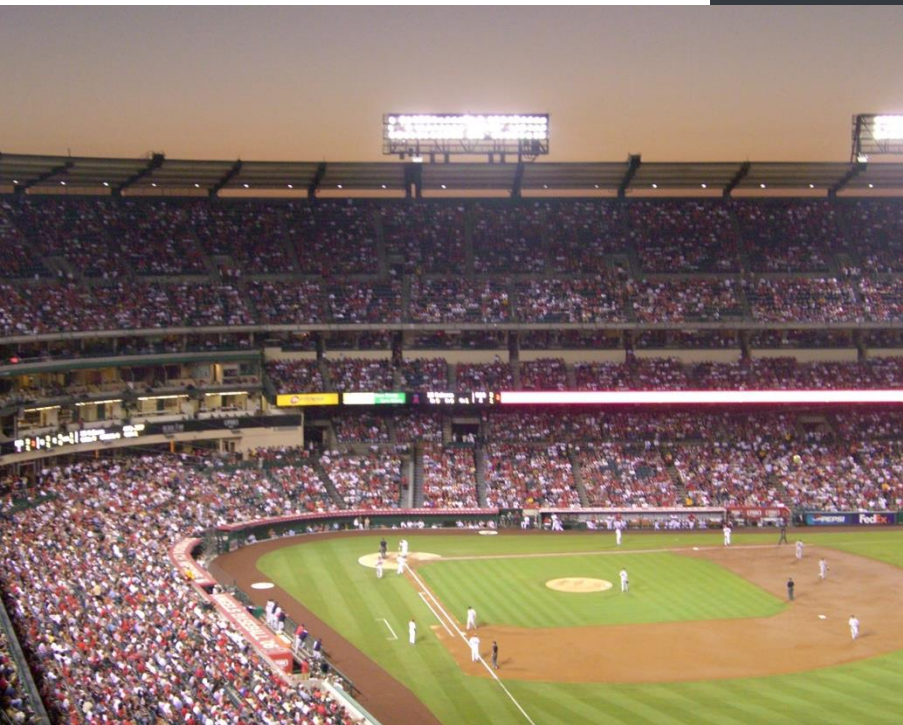


- Digital spend (as seen yesterday) is already beating TV spend
- Influencers (athletes, teams, etc.) are driving majority of the engagement around sporting events

A LOT HAPPENS IN ONE MINUTE

2018 *This Is What Happens In An Internet Minute*





TIMES ARE CHANGING

80%

of marketers report the need to validate sponsorship results.

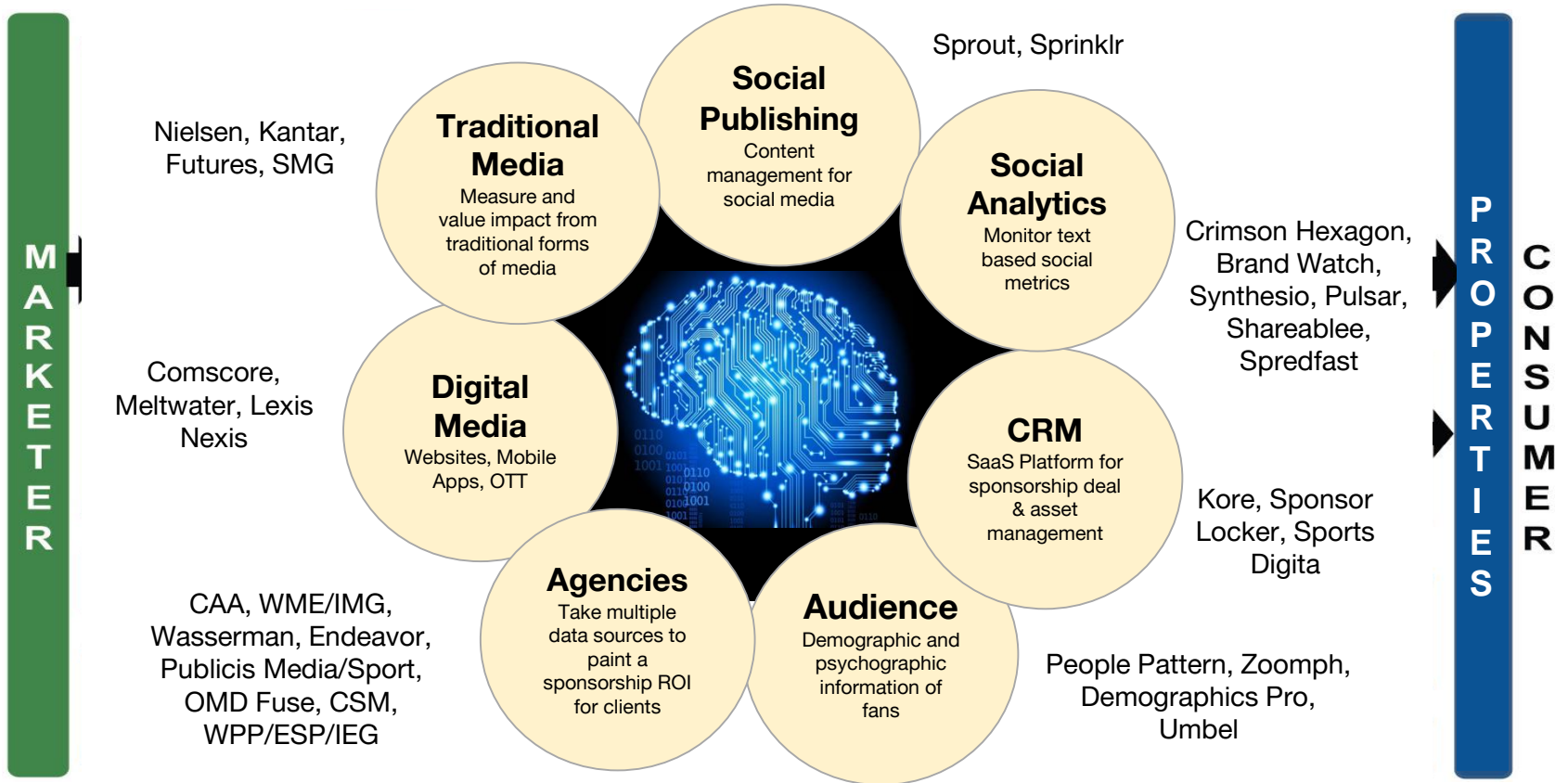
35%

actually have a way to measure

How do you prove it? Adtech & Martech can..



Spontech is needed for sponsorship ROI



THE SPONSORSHIP RIPPLE-EFFECT

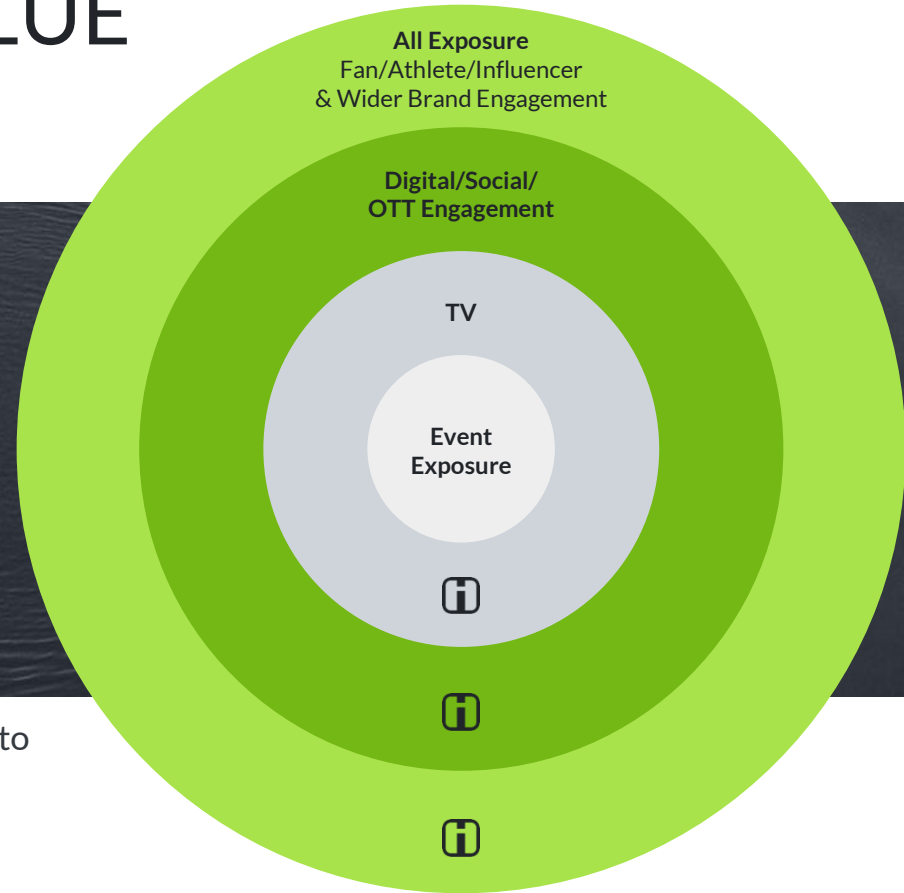


CAPTURE THE REAL VALUE

Right now, the market generally values TV/Venue for sponsorship impact. However, that's not the story. Sports creates a ripple effect that needs to be captured and valued.



Where most people measure to



The true value of sponsorship, as captured by **Hookit**



WORLD CUP 2018 SOCIAL MEDIA RECAP

SOCIAL SNAPSHOT

1.3M

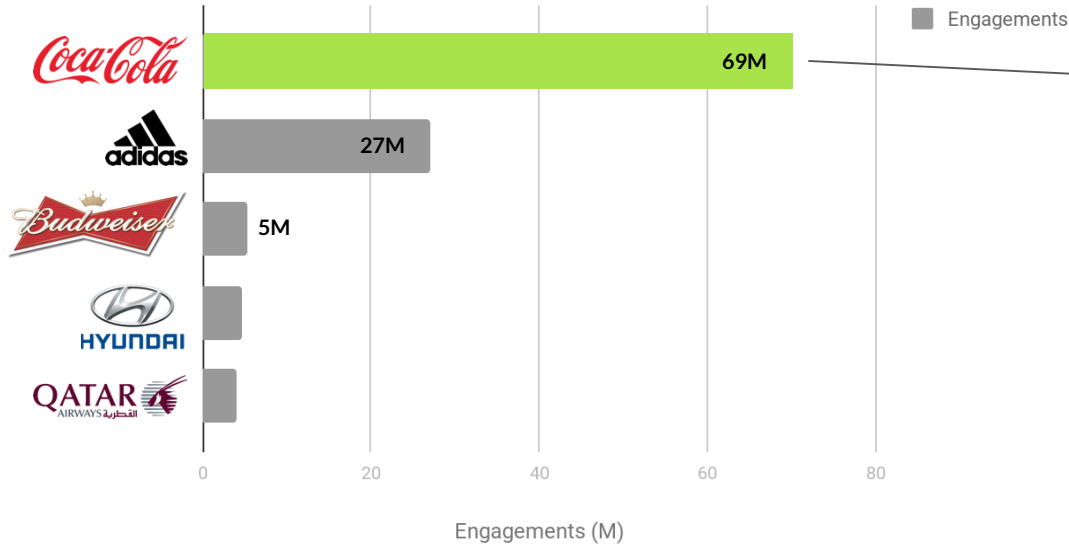
of **posts** by 573 athletes, 32 national teams, & 18 World Cup partners & kit sponsors (and their regional accounts)

3.2B

of **interactions** during the World Cup across Facebook, Instagram, Twitter, VK, Weibo, & YouTube

COKE MOST ENGAGING PARTNER BRAND

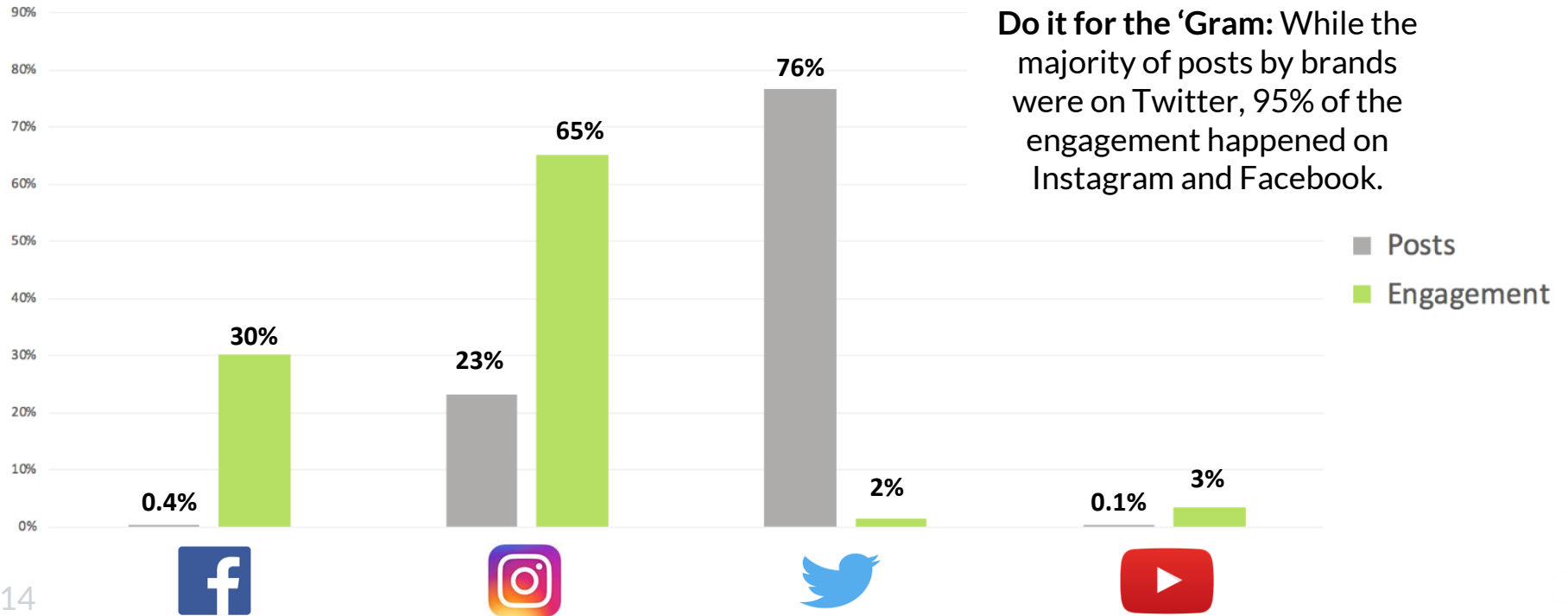
World Cup 2018 Top Brands by Engagement



Coca-Cola had more engagement than all other World Cup partner brands combined (44M)



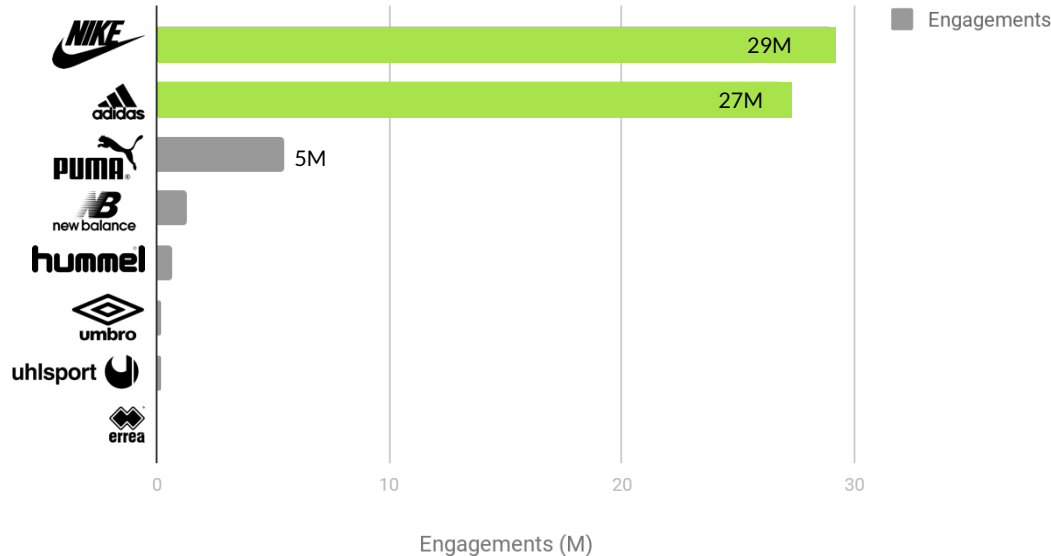
MOST EFFECTIVE CHANNELS FOR BRANDS



Do it for the 'Gram: While the majority of posts by brands were on Twitter, 95% of the engagement happened on Instagram and Facebook.

NIKE WINS BATTLE OF THE KIT SPONSORS

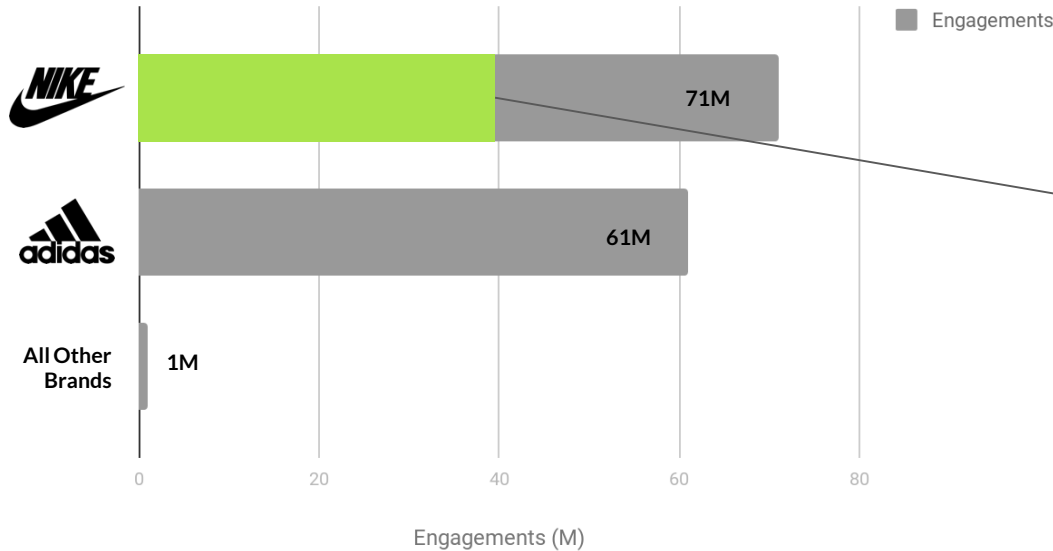
Kit Sponsors by Total Engagement



Top 2 Dominate: Sponsoring 22 of the 32 teams in the tournament, Nike (10) and Adidas (12) drove 5x more engagement than the next closest rival, Puma (4).

WHO ATHLETES WERE TALKING ABOUT

Engagement Driven by Sponsored Athletes



The Ronaldo Effect: Cristiano Ronaldo drove over half of the engagement for Nike from sponsored athletes during the World Cup even though Portugal exited after the Round of 16.

ATHLETE RANKINGS

- France's push to win the tournament helped propel stars Pogba & Mbappe to the top 5 most engaging athletes during the tournament

SOCIAL INTERACTIONS

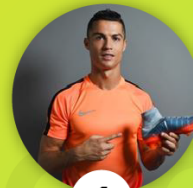
World Cup 2018



2

160M

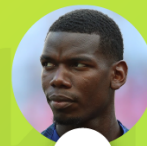
Neymar da Silva
Brazil



1

167M

Cristiano Ronaldo
Portugal



3

74M

Paul Pogba
France

4. Sergio Ramos	Spain	60M
5. Kylian Mbappe	France	43M
6. Lionel Messi	Argentina	37M
7. Marcelo Vieira	Brazil	35M
8. James Rodriguez	Colombia	34M
9. Ivan Rakitic	Croatia	30M
10. Philippe Coutinho	Brazil	29M

TEAM RANKINGS

- Sponsoring the winning team helps, but Spain's dedicated fan base helped their national team drive the 2nd most engagements of the World Cup

WORLD CUP 2018

TEAMS



France

153M



Spain

86M



England

57M



Uruguay

49M



Mexico

48M



HOW IS THE DATA USED?

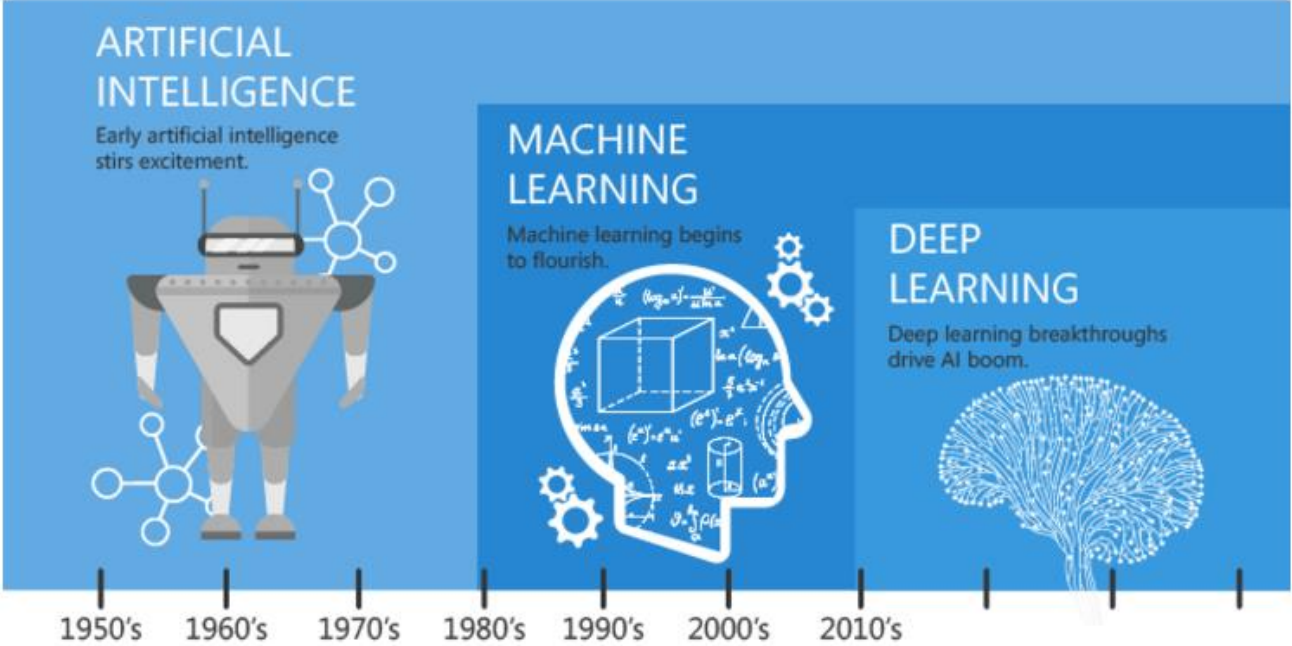
Brands & Rights Holders use data & insights to:

- Identify the right athletes & federations to sponsor
- Align campaigns with top influencers
- Prove value to their sponsors
- Monitor sponsorship effectiveness in real-time

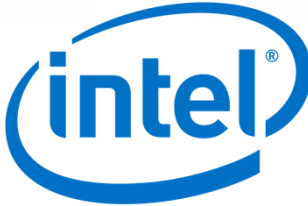


TOP 5 WAYS SPONTECH WILL CHANGE THE GAME

1. Big Data & AI tech will revolutionize sponsorships

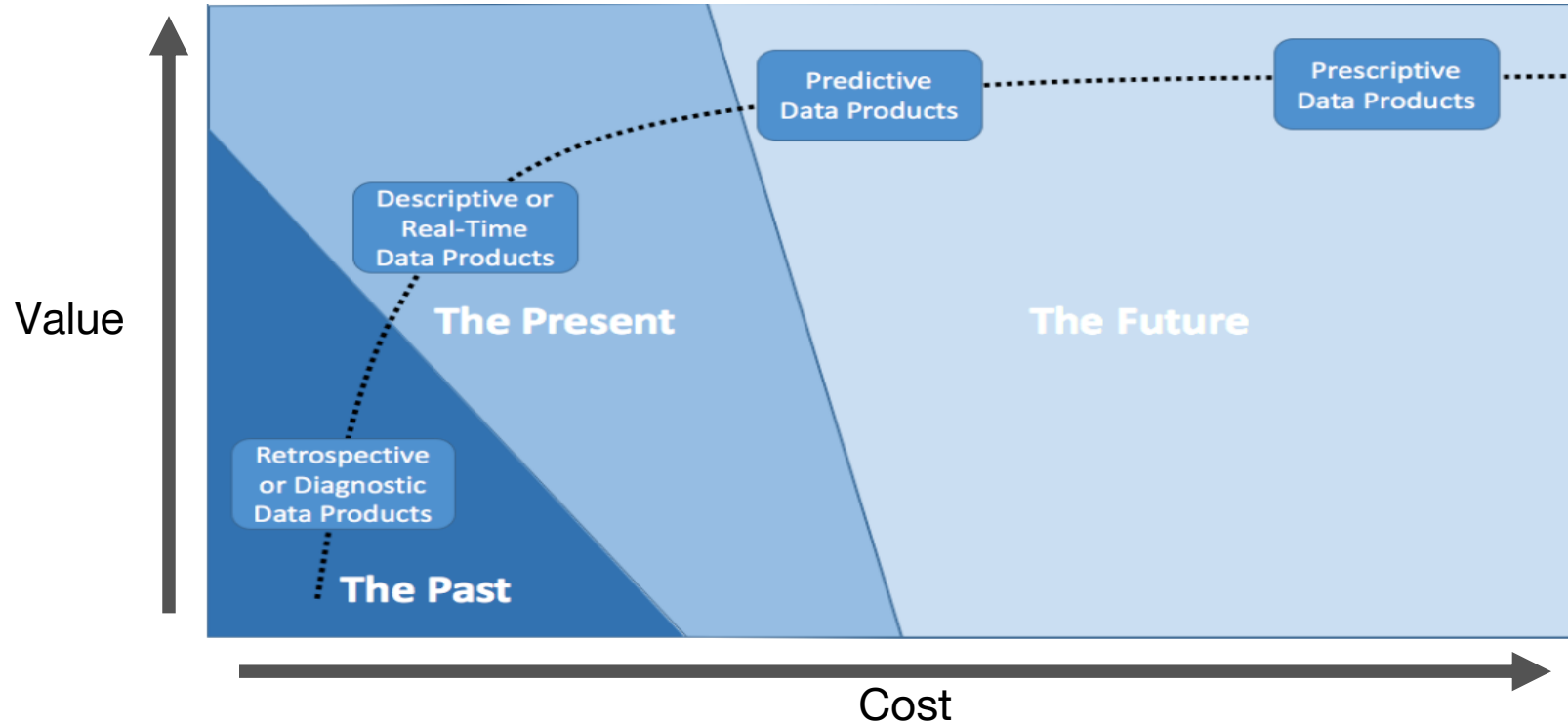


Since an early flush of optimism in the 1950's, smaller subsets of artificial intelligence - first machine learning, then deep learning, a subset of machine learning - have created ever larger disruptions.



2. Sponsorship deals will become prescriptive

Sponsorships will evolve from responsive to prescriptive using big data, machine learning and AI



3. Responsible use of data will be paramount



4. Sponsorships will be measured in real-time

98%

Marketers will activate sponsorships through social media in 2018

5. Performance-based sponsorships will be the new normal

Forbes

Anheuser-Busch Launches Revolutionary Incentive-Based Sponsorship Model

 **Kurt Badenhausen**, FORBES STAFF 
I cover sports business with rare dips into b-schools, local economies [FULL BIO](#) 

Anheuser-Busch has been the dominant beer company in the U.S. for half a century, with market share recently at 45%. The company has used its sports sponsorships to raise awareness and promote brands like Budweiser, Bud Light, Busch and Michelob, spending an estimated \$350 million on U.S. sponsorships in 2016, according to consultancy ESP Properties, with PepsiCo the only bigger spender at \$360 million (Coca-Cola ranked third at \$265 million).



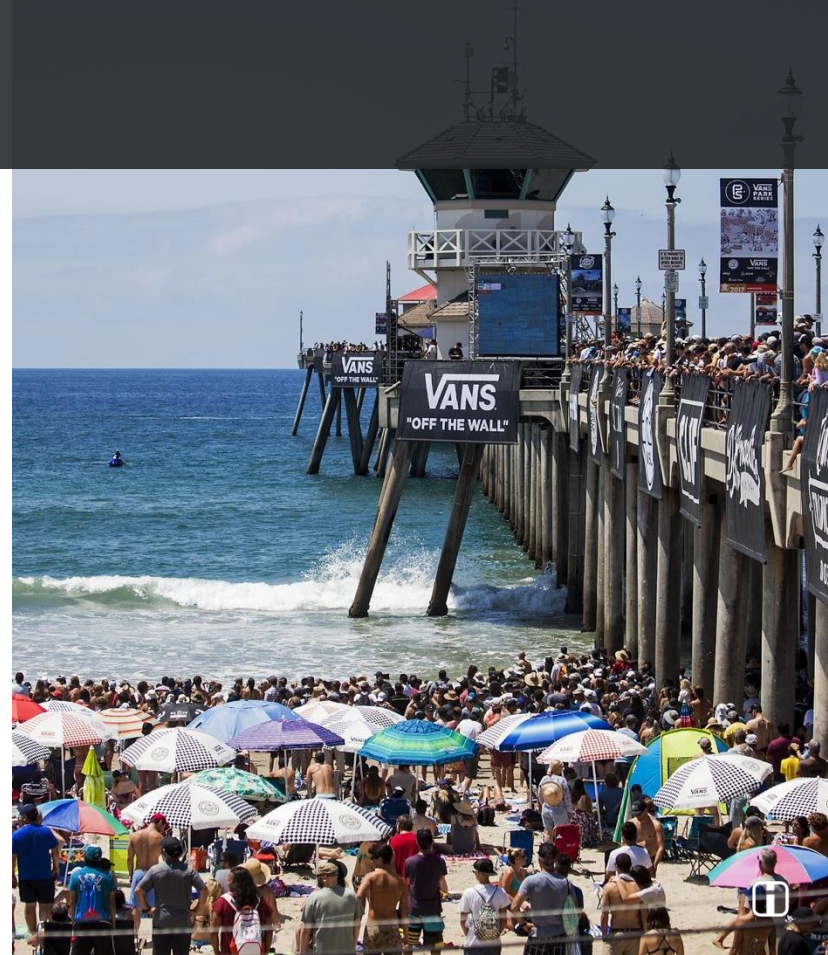
Forbes Article: April 2, 2018

Yet the beer giant thinks the old sponsorship model is broken, and it is set on redoing all of its endorsement deals. “Those are legacy [sponsorship] models that were created on a consumer behavior that is no longer there,” says Joao Chueiri, vice president of Consumer Connections at Anheuser-Busch InBev. “We need to evolve the model, and as the leaders in the industry, we are pushing for that evolution.”

Anheuser-Busch is rolling out a new sponsorship model that promises to shake up the industry. It is built on incentives for performance on the field, pitch or court, as well as off of it.

SUMMARY

- Technology is key in sponsorships
- Sponsors will require proof, and good data will take the industry to new heights. Make sure to capture it properly using Spontech
- Pay attention to the top 5:
 - Big Data & AI tech will revolutionize sponsorships
 - Sponsorship deals will become prescriptive
 - Responsible use of data will be paramount
 - Sponsorships will be measured in real-time
 - Performance-based sponsorships will happen



OUR PLATFORM

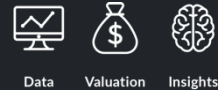
Sport Graph tracks entire ecosystem



Measure & Value: HVM*



Deliver reports & insights



PROVIDE ACCESS TO LIVE DASHBOARDS, DATA,
INSIGHTS & REPORTS

TRUSTED STANDARD IN GLOBAL MARKETPLACE

BRANDS & AGENCIES (Buy Side Customers)

Intelligence to maximize ROI on athlete, team & event sponsorships



LEAGUES, TEAMS & EVENTS (Sell Side Customers)

Quantify team, athlete, event or venue value to drive sponsor revenue



MEDIA (Market Influencers)

Use insights for reporting and feature stories in marketplace





QUESTIONS?

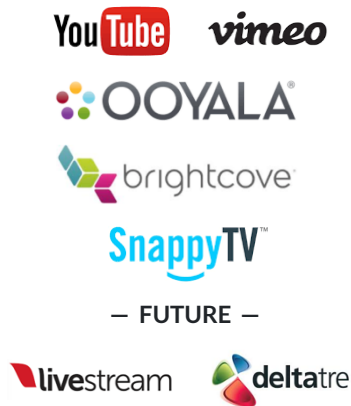
WHAT WE TRACK - HOOKIT SPORT GRAPH™

Hookit actively tracks **500,000** entities across multiple platforms and data sources

SOCIAL MEDIA



VIDEO/OTT/LIVE STREAM



DIGITAL/WEB/MOBILE



SPORTS DATA/SPONSORSHIP

