



An Inside Look at Sponsorship Pricing Across US Major Pro Sports

Powered by

SPND

About SponsorUnited

Launched in 2018, SponsorUnited is the leading global sports and entertainment intelligence platform, delivering actionable data and insights to build stronger marketing partnerships. We provide unrivaled knowledge across the sponsorship and media landscape so our clients can make impactful decisions that drive business.

With over 403,000 brands, 2.2 million deals, and 21.1 million data points across sports, entertainment, media, and talent, our SaaS platform enables brands, rights holders, and agencies to partner more effectively. By delivering real-time trends, on-demand research, and the most comprehensive data available, we connect the entire sponsorship ecosystem and are rewriting the partnership playbook.

SponsorUnited was ranked on the Inc. 5000—the most prestigious list of the fastest-growing private companies in America—in 2022, 2023, and 2024. Visit <https://sponsorunited.com/> to learn more and discover exclusive data and insights to make intelligent partnership decisions at speed and scale.



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We just launched SPND, the industry's only solution to unlock unprecedented pricing transparency for the sports sponsorship industry. Pricing insights from SPND were used to generate this report.

The sports sponsorship industry has historically lacked pricing transparency, leaving brands and teams without the visibility to accurately benchmark or assess deals—until now. Imagine having access to the most comprehensive and reliable pricing data to guide your sponsorship decisions.

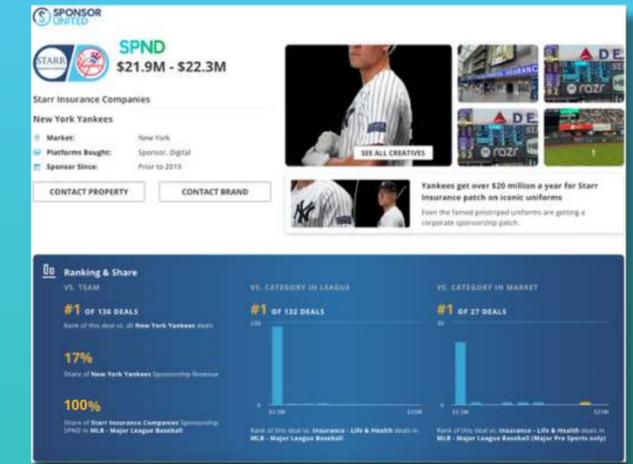
SPND is transforming sports sponsorships with unmatched visibility into deal structures and spending insights. Trained on the largest collection of sponsorship data, including over \$13.3 billion in actual deals, SPND uses advanced AI to deliver highly accurate insights, enabling brands and teams to make smarter, faster decisions—maximizing the value of every partnership.

SPND uncovers the sponsorship pricing that will empower you to:

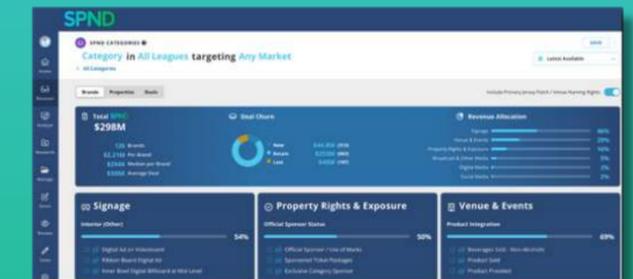
- ✔ **Benchmark and Negotiate:** Compare deal costs and portfolios against peers and market leaders.
- ✔ **Gain Market Intelligence:** Use deep insights obtained from transaction prices to make informed, data-driven decisions.
- ✔ **Analyze Competitors:** Leverage competitive intelligence to refine strategy.
- ✔ **Navigate Industry Trends:** Stay ahead with pricing insights that reveal shifts in the sponsorship landscape.
- ✔ **Justify Decisions:** Rely on transparent pricing to present data-backed strategies.
- ✔ **Optimize Deals:** Tailor and maximize deals for better returns.

Make every dollar count. Optimize your sponsorship investments and negotiate from a position of strength to secure smarter, more strategic deals with SPND. The game has changed.

EXPLORE THE FULL DEAL



SEE SPENDING BY INDUSTRY



VIEW SIDE-BY-SIDE COMPARISONS



DISCOVER HOW TOP DEALS STACK UP



Trends

Sponsorship Deal Size Across US Major Pro Sports

Average deal cost and median deal size by league



| | | | | | |
|-----|--------|--------|--------|--------|--------|
| Avg | \$760K | \$633K | \$527K | \$437K | \$350K |
| Med | \$176K | \$250K | \$235K | \$335K | \$77K |



2023



2023-24



2024



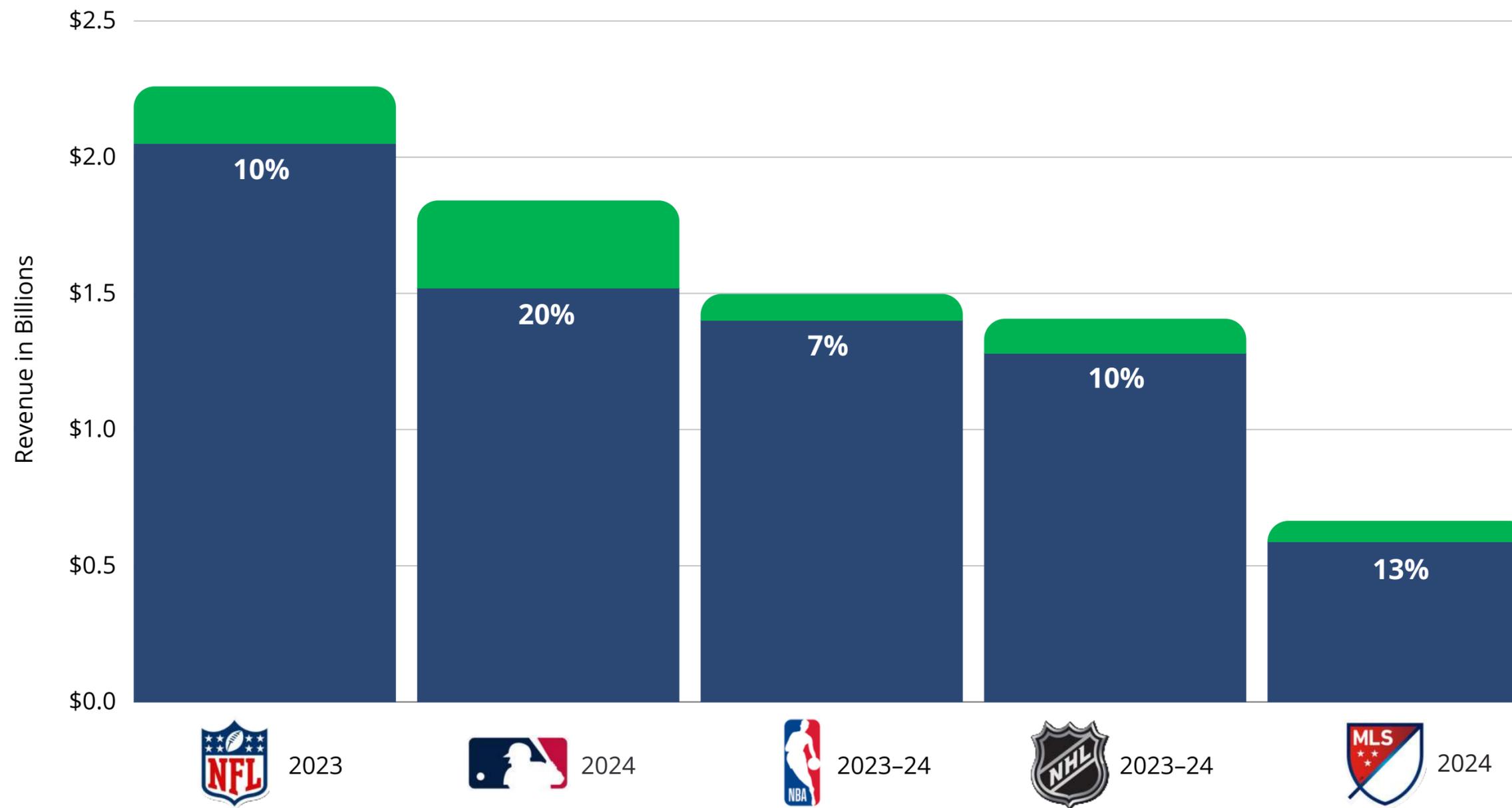
2023-24



2024

Team Sponsorship Revenue Across US Major Pro Sports

Includes YoY percentage of SPND data



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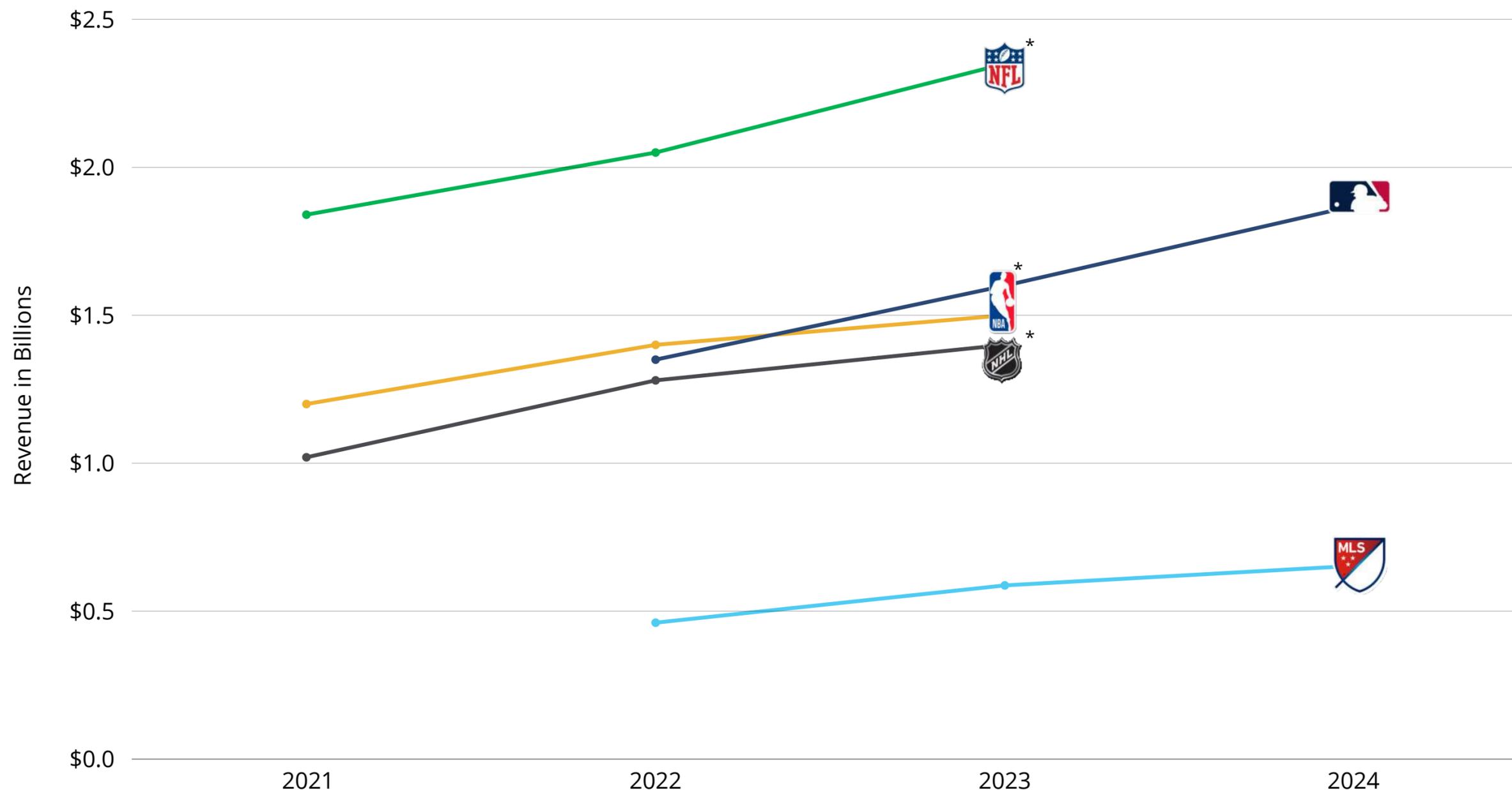
Uncover sponsorship revenue

SPND delivers unparalleled insights into sponsorship pricing across major pro sports, helping brands and teams uncover growth opportunities and refine their sponsorship strategies. By analyzing YoY revenue increases and industry benchmarks, SPND enables our partners to make data-driven decisions that maximize sponsorship impact.

SPND empowers brands and rights holders to benchmark and negotiate with precision.

Team Sponsorship Revenue Growth Across Leagues

SPND data from 2021 through 2024



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Revenue growth at the league level

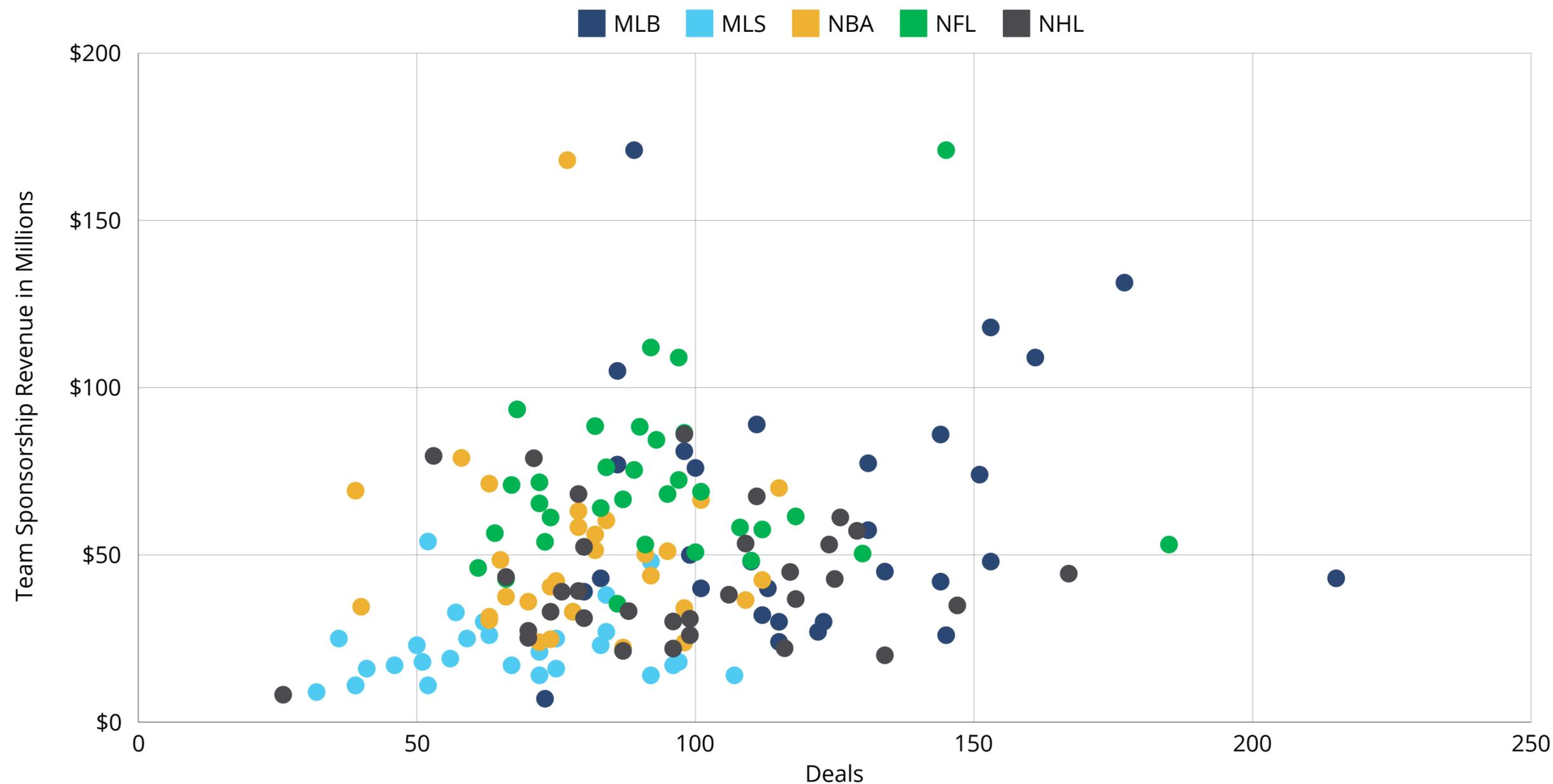
SPND unlocks league-specific sponsorship revenue trends YoY, providing a clear view of how each league is evolving. By analyzing revenue growth across the NFL, NBA, MLB, NHL, and MLS, SPND helps brands and rights holders identify the most dynamic opportunities and tailor strategies to capitalize on league-level trends.

Make informed, league-specific sponsorship decisions with SPND.

*Currently in season

Sponsorship Volume and Revenue

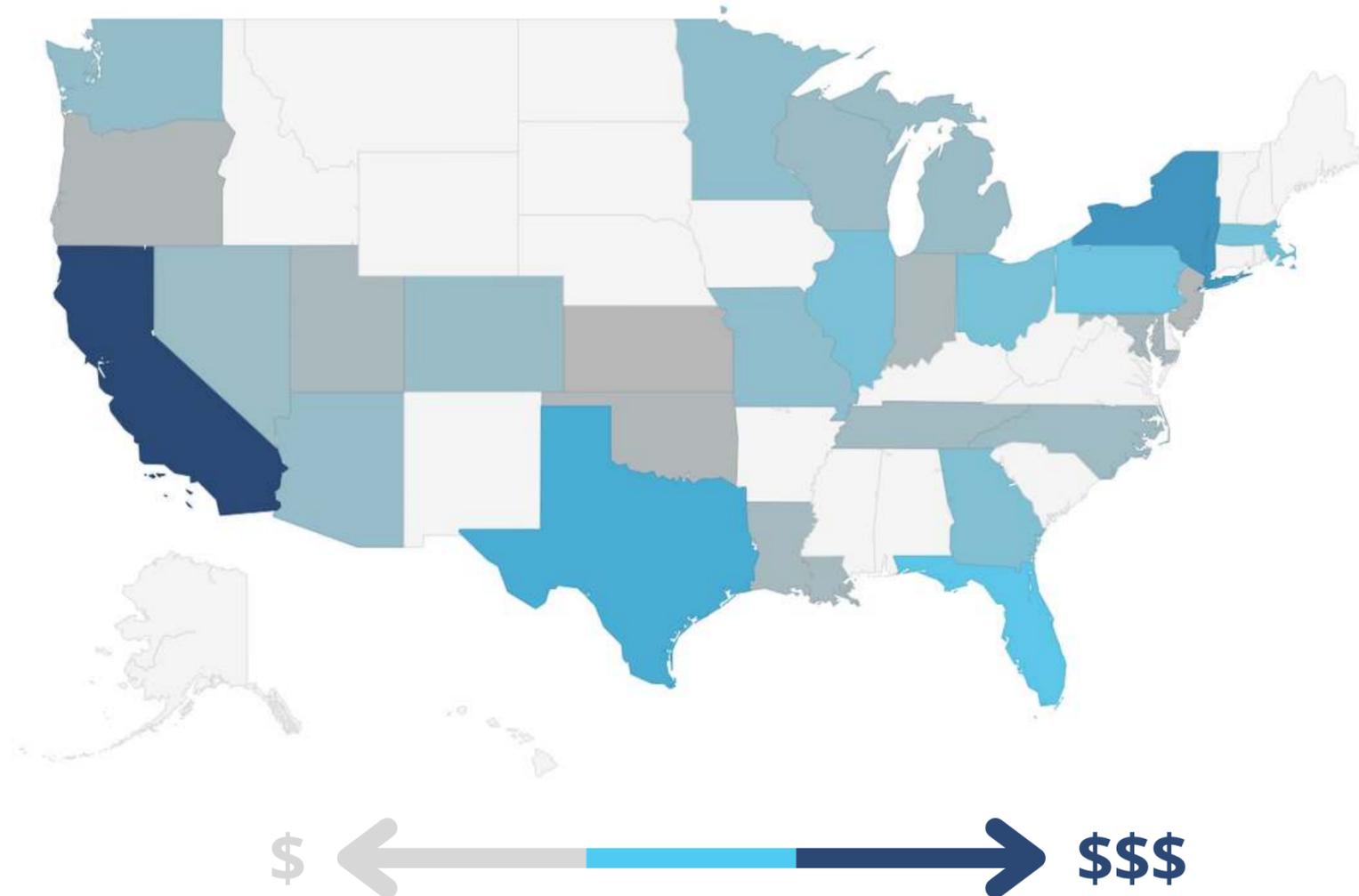
Relationship between deal volume and SPND data



Markets & Categories

Spend in Markets

Top markets and teams driving sponsorship dollars across the US



Los Angeles Market

Ranked by SPND data
(includes number of deals)

- 1  76 deals
- 2  90 deals
- 3  74 deals
- 4  39 deals
- 5  116 deals

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Key market insights

SPND provides our partners with detailed insights into sponsorship spending by market, revealing which teams, cities, and regions drive the highest revenue. With SPND, brands and rights holders can strategically target key markets and optimize their sponsorship investments.

Gain the clarity you need to make smarter market-driven sponsorship decisions with SPND.

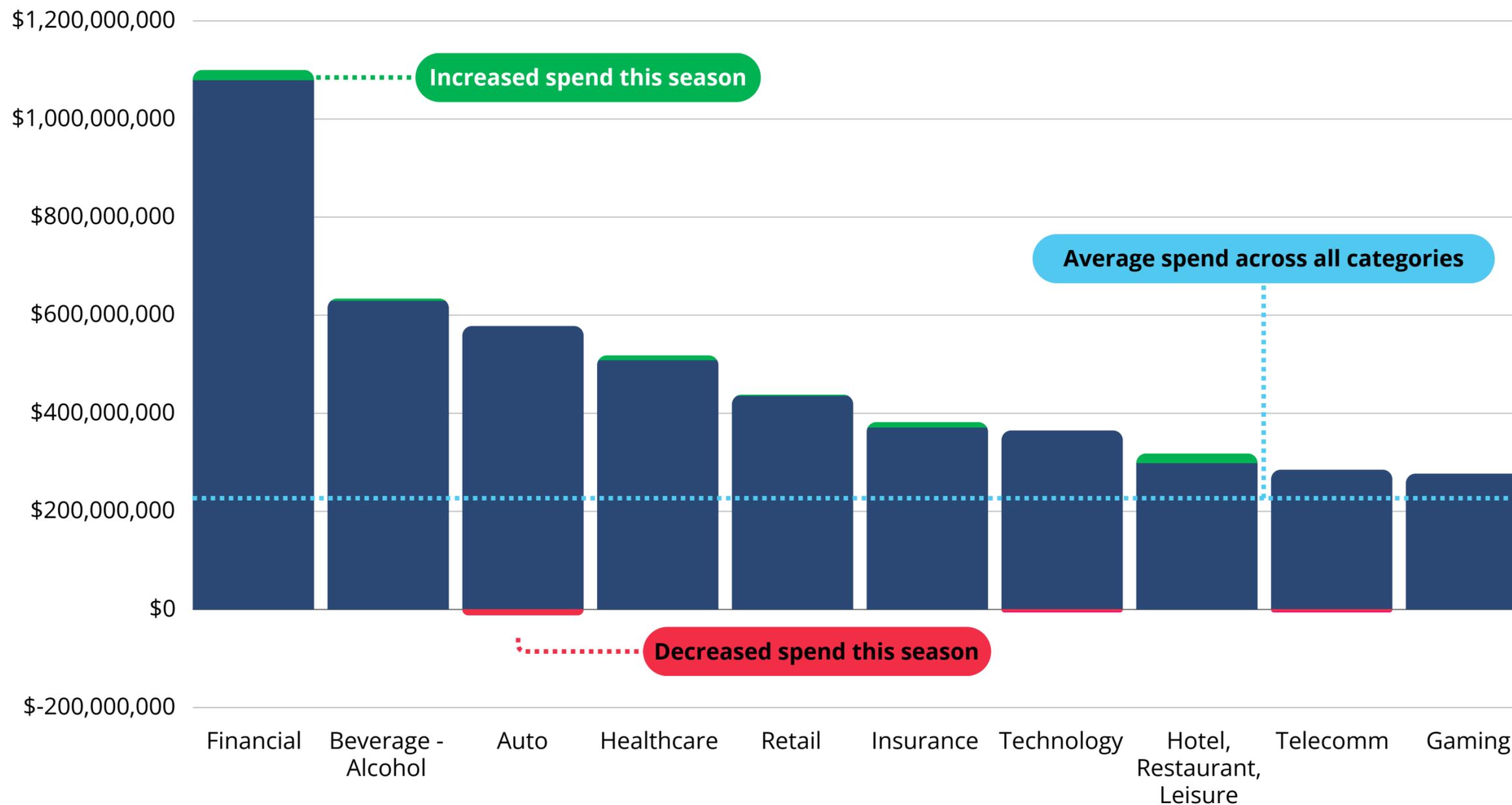
Sponsorship Investment Breakdown in Key Markets

By benchmark SPND data

| Market | New York | Los Angeles | San Francisco | Boston | Chicago |
|----------------------------|----------|-------------|---------------|--------|---------|
| Total Spend | \$699M | \$614M | \$391M | \$348M | \$321M |
| Brands | 624 | 614 | 392 | 394 | 431 |
| Average Deal Size | \$775K | \$614K | \$391K | \$348K | \$321K |
| Increased Spend | +\$101M | +\$90M | +\$37.6M | +\$30M | +\$47M |
| % of Brands Spending \$1M+ | 21% | 24% | 20% | 21% | 21.5% |

2023–24 Spend by Category

Top categories and YoY changes



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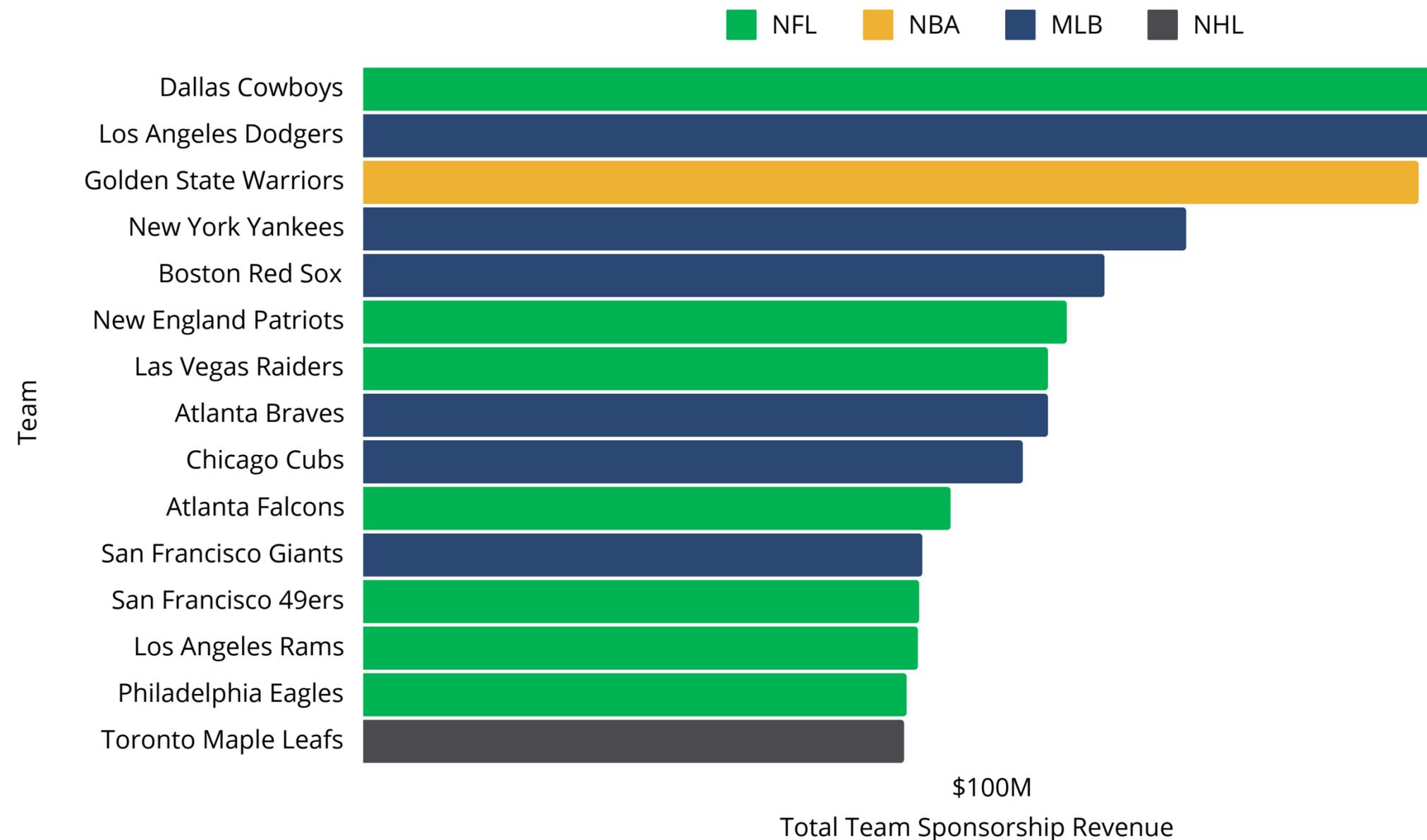
Discover top-spending categories

SPND reveals the brand categories driving the highest sponsorship spending, giving our partners the ability to pinpoint top-performing sectors and emerging opportunities. With access to detailed category-level insights, brands can benchmark against competitors and rights holders can tailor outreach to align with the most lucrative industries.

Elevate your sponsorship strategy with SPND's category-specific spending insights.

Top Earning US Major Pro Sports Teams

Ranked by SPND data



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Explore team-level sponsorship insights

SPND provides sponsorship revenue insights beyond the league level, empowering our partners to explore details down to specific teams and brands. With SPND, you can identify the teams driving the highest sponsorship revenue and uncover opportunities to optimize your partnerships at every level.

Go beyond the surface to make smarter, team-specific sponsorship decisions with SPND.

Assets

Investment Benchmarks for Premium Sponsorship Assets

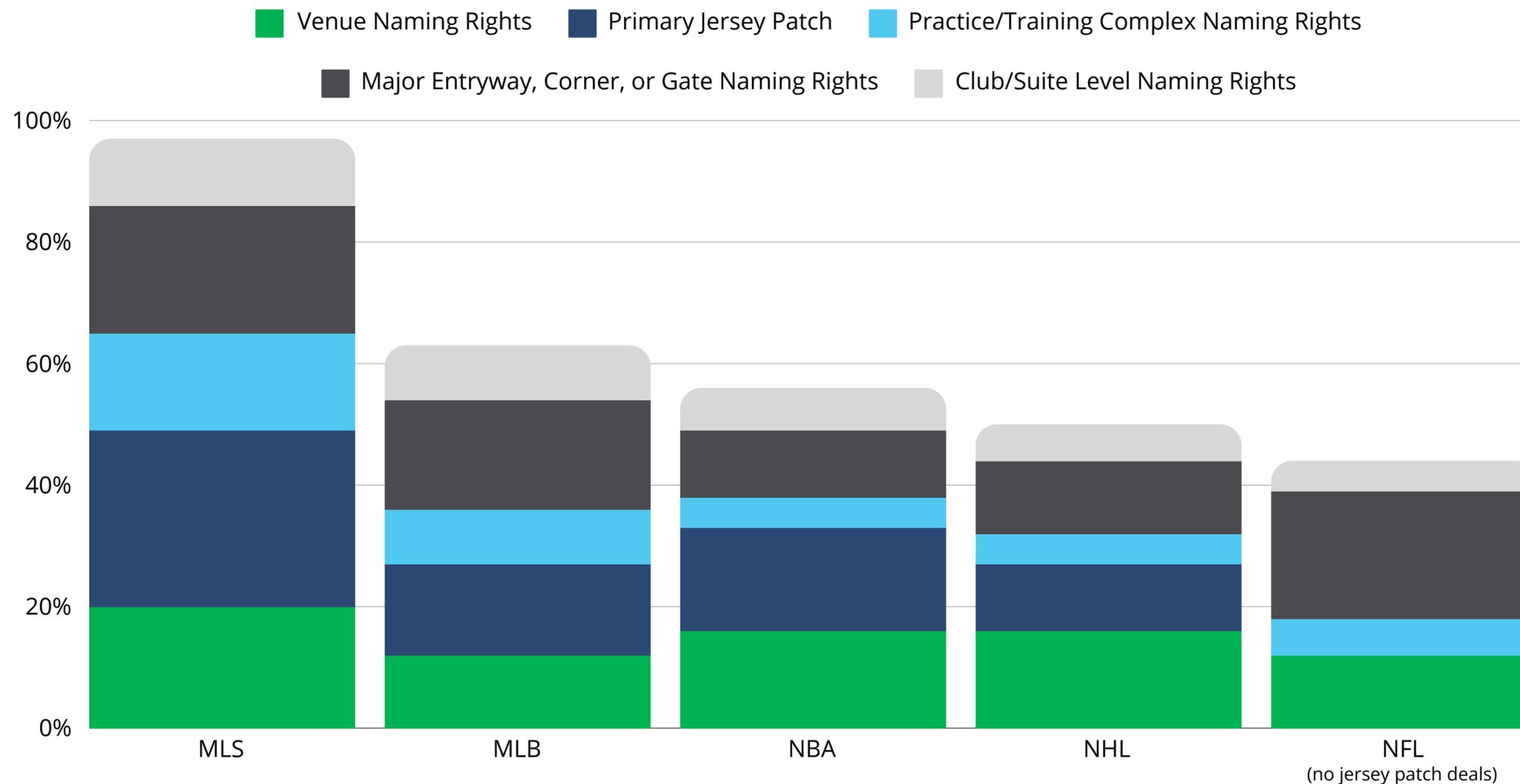
Includes the assets most frequently bundled with the purchase of a premium asset



Note: The length of each gold bar represents the frequency with which an asset is included in deals alongside a premium asset. Longer bars indicate higher inclusion rates (as the gold bar reflects percentage out of 100).

Distribution of Spend

Analyzing the share of premium asset types



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Uncover pricing and trends for premium asset deals

SPND provides unparalleled insights into premium sponsorship assets, revealing not only their estimated pricing but also the assets most frequently purchased alongside them and the share of asset types across leagues. This level of detail helps brands and rights holders identify bundling trends and craft strategic deals that maximize value.

Unlock the full picture of premium sponsorship deals with SPND.

Methodology

This Inside Look at Sponsorship Pricing Across US Major Pro Sports provides a detailed analysis of team sponsorship revenue data for the MLB, MLS, NBA, NFL, and NHL. The revenue data reflects the most recently completed season for each league. The methodology for the major asset breakdown examines all deals involving the specified major asset, with consideration for deals that may also include additional major assets.

The Inside Look at Sponsorship Pricing Across US Major Pro Sports was jointly authored by SponsorUnited's Marketing, Business Intelligence, and Analytics teams, using data from January 1, 2021 to November 18, 2024. Data for this report was sourced from the SponsorUnited SaaS platform—specifically using the SPND product—which tracks and analyzes sponsorship revenue and activity across all US major pro sports teams.

SponsorUnited's SPND product estimates sponsorship deal pricing using a proprietary algorithm. The methodology combines AI technology with multiple data sources, refining estimates continuously based on new inputs. The SponsorUnited model integrates all platform-tracked marketing assets, rights holder characteristics, market and category trends, and over \$13.3 billion in actual sponsorship deal transactions.



Thank You

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Email info@SponsorUnited.com

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