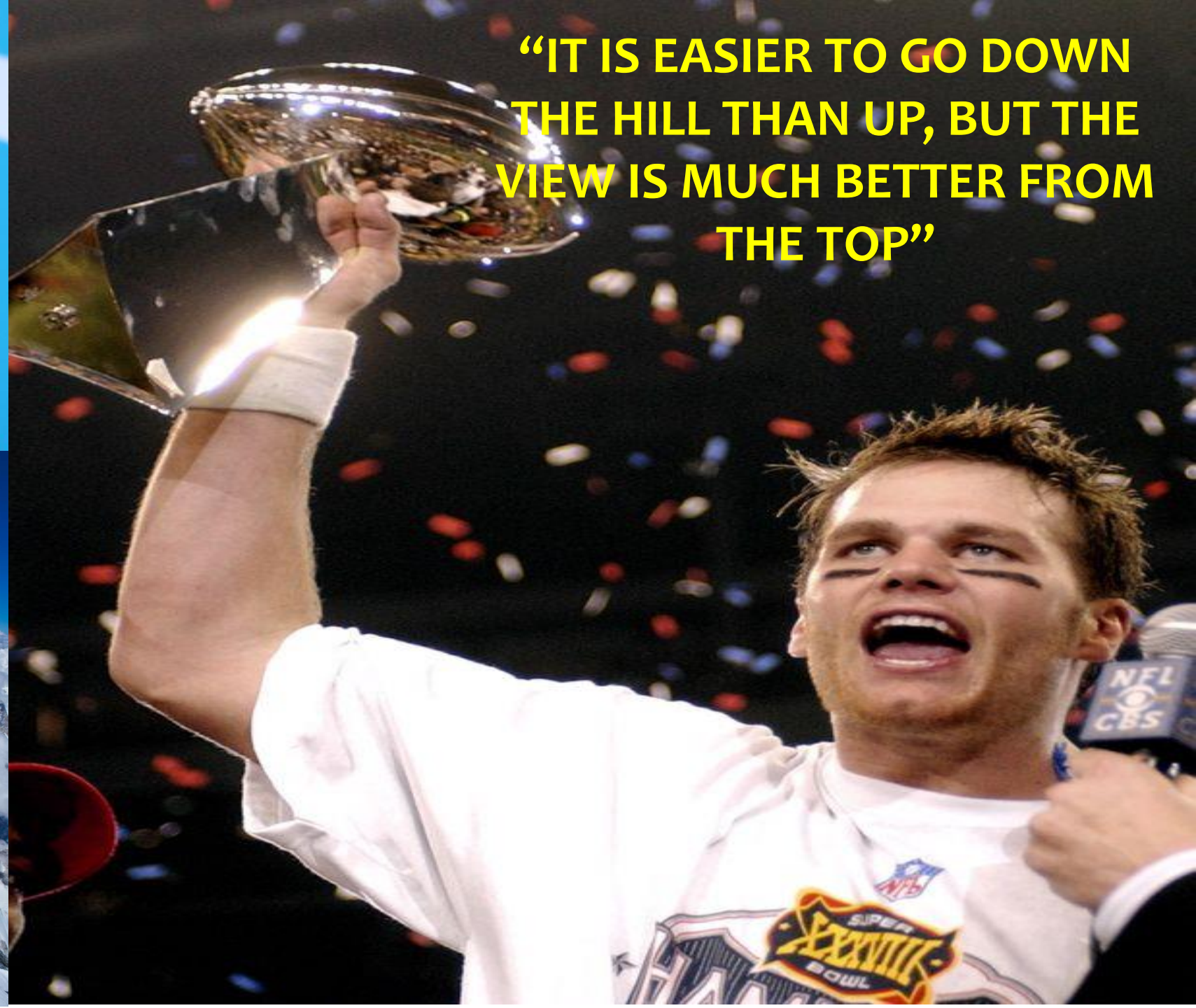


BARÓMETRO PATROCINIO DEPORTIVO 2016

Presentación



BARÓMETRO DEL PATROCINIO DEPORTIVO - 2016

EMPRESAS



Objetivos
Elementos clave en la activación
Inversión prevista 2017 vs 2016
Innovadores siguientes 5 años

FANS



Índice Notoriedad del patrocinio
Índice Asociación del patrocinio
Índice Deportistas con mejor imagen

TENDENCIAS



Principales tendencias a nivel de Sports Business.



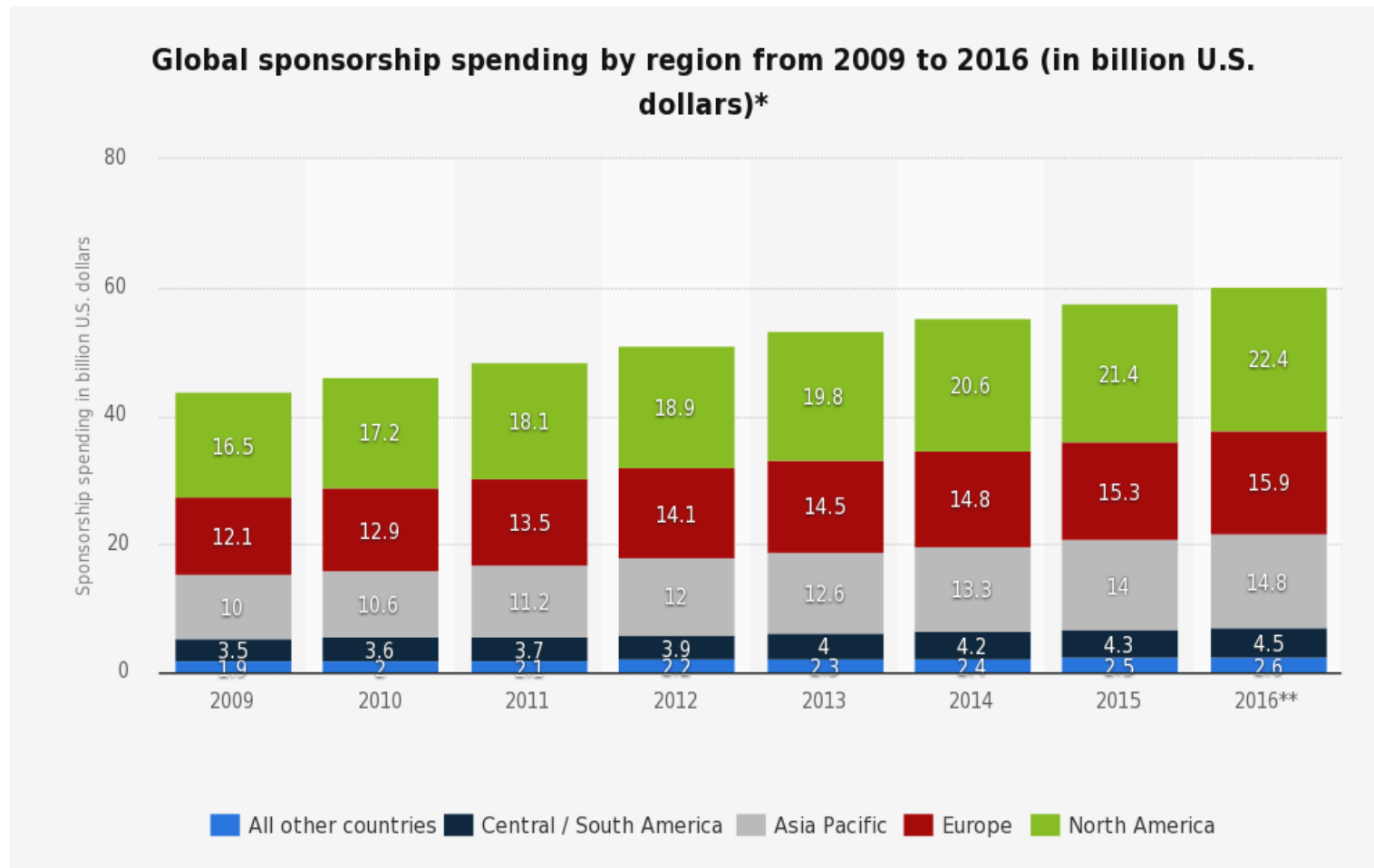
BARÓMETRO PATROCINIO DEPORTIVO 2016

BARÓMETRO PATROCINIO - EMPRESAS

BARÓMETRO PATROCINIO - EMPRESAS

GRACIAS A:

Santander, BBVA, CaixaBank, Telefónica, Iberdrola, Endesa, Red Bull, Mastercard, Opel, Hyundai, Kia, Mahou San Miguel, Damm, Caser, Zurich, Pelayo Seguros, Sanitas, El Corte Inglés, Herbalife, Danone, Cepsa, Shell-Disa, Iberia, Air Europa, Kumho, Teka, Gucci



OBJETIVOS DEL PATROCINIO

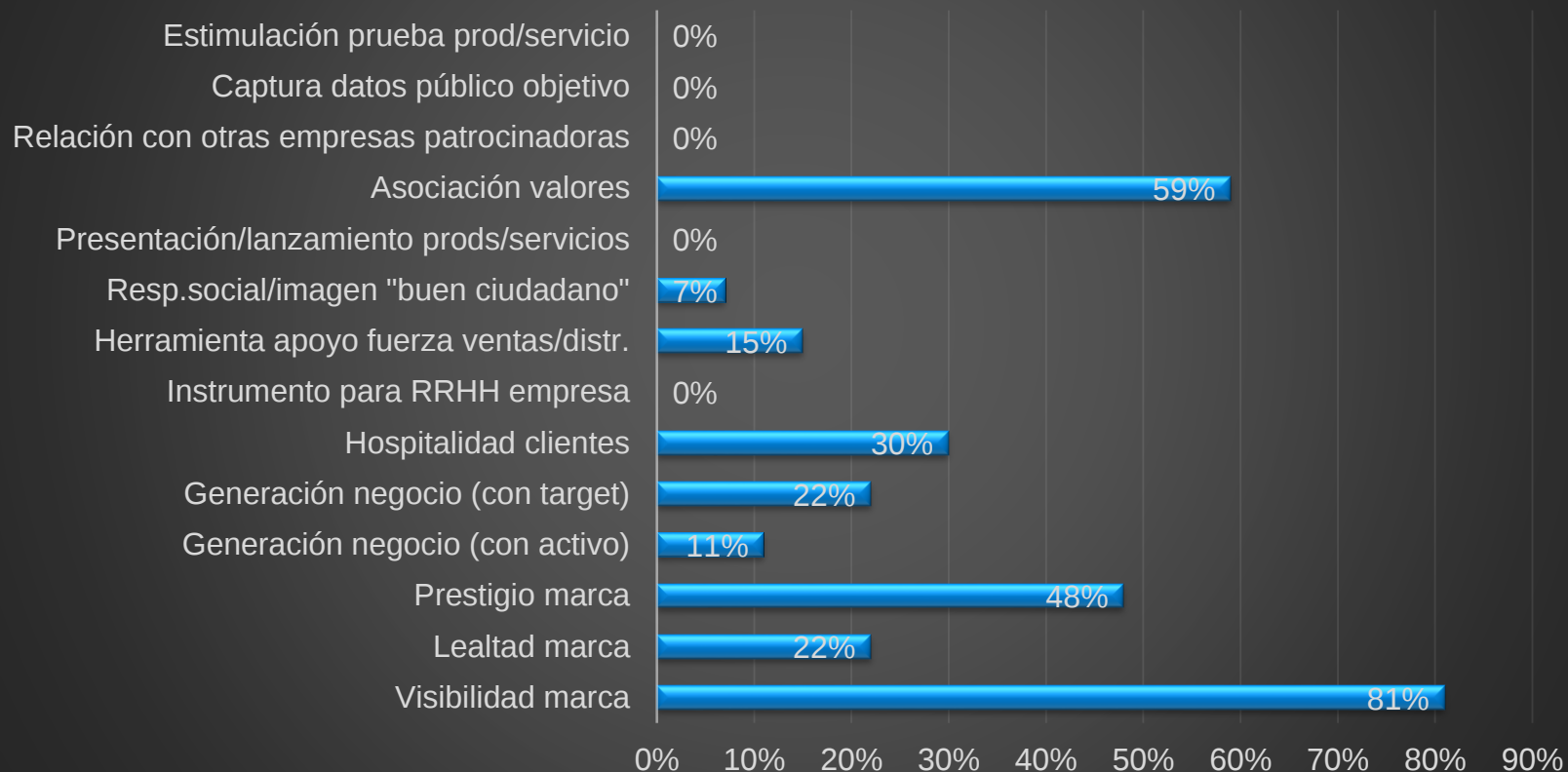
PREGUNTA: Por favor, marque los 3 OBJETIVOS que, normalmente, su empresa considera como MÁS IMPORTANTES cuando decide invertir en patrocinio (ya sea de eventos, de celebridades, de competiciones, de instalaciones y equipamientos, de equipos, etc.)

2014 **2015**

12%	4%
0%	12%
0%	0%
40%	52%
4%	4%
20%	12%
8%	16%
0%	8%
24%	12%
44%	32%
24%	20%
32%	24%
20%	16%
72%	76%

NOTA: al considerarse una pregunta multi-respuesta, la suma de los porcentajes supera el 100%

OBJETIVOS DEL PATROCINIO



DERECHOS/BENEFICIOS DEL PATROCINIO

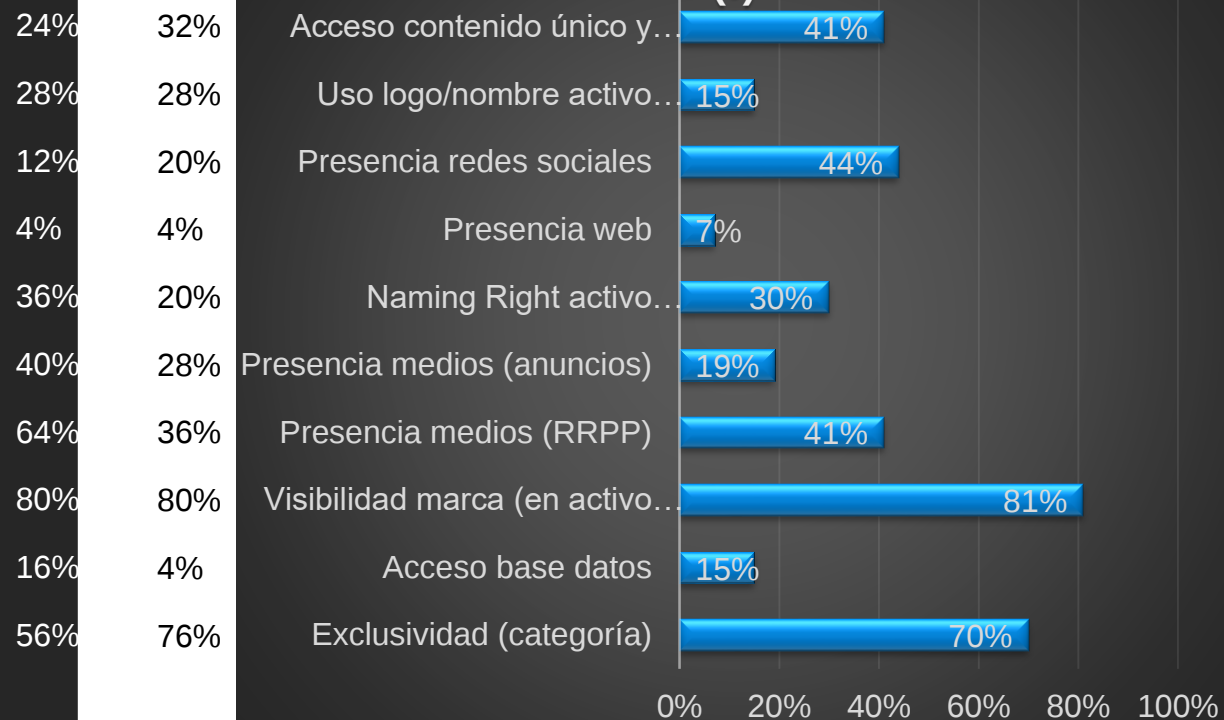
PREGUNTA: Por favor, marque los 5 DERECHOS/BENEFICIOS de patrocinio, en general, que más IMPORTANTES son para su empresa y, en consecuencia, normalmente mayormente activa

2014

2015

DERECHOS/BENEFICIOS PATROCINIO

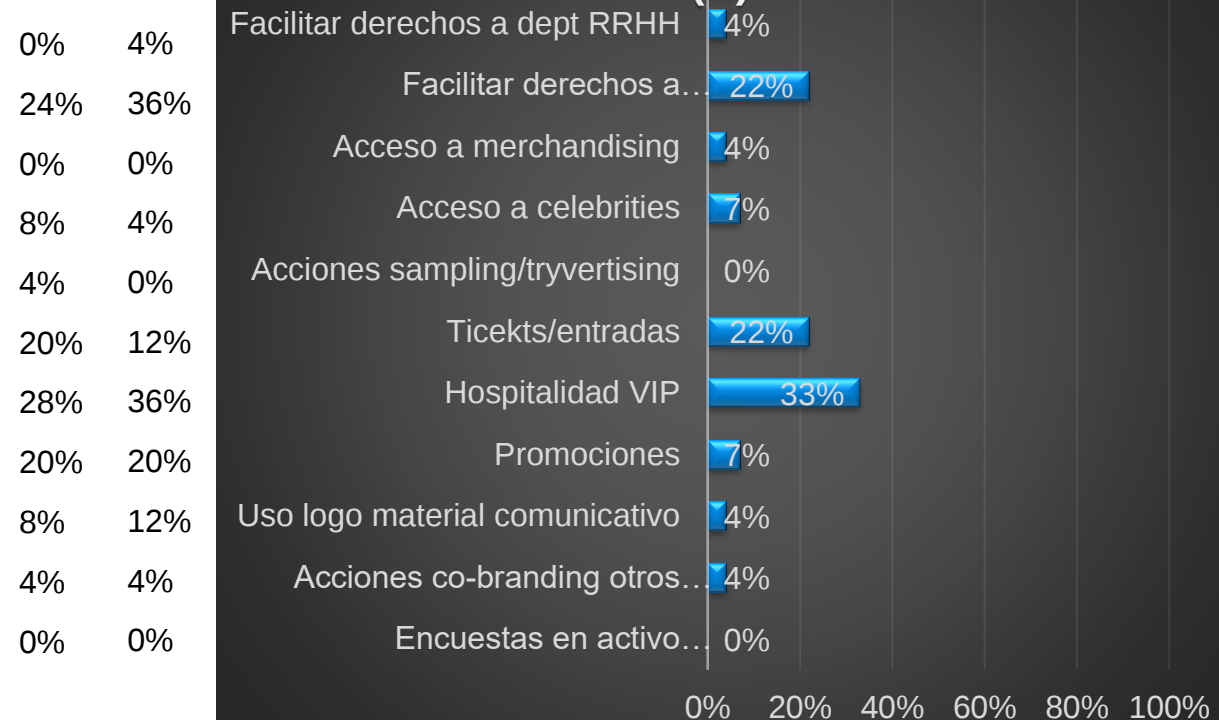
(I)



2014 2015

DERECHOS/BENEFICIOS PATROCINIO

(II)



INVERSIÓN EN PATROCINIO 2017 vs. 2016

PREGUNTA: Por favor, responda la opción que mejor representa la situación de su empresa:

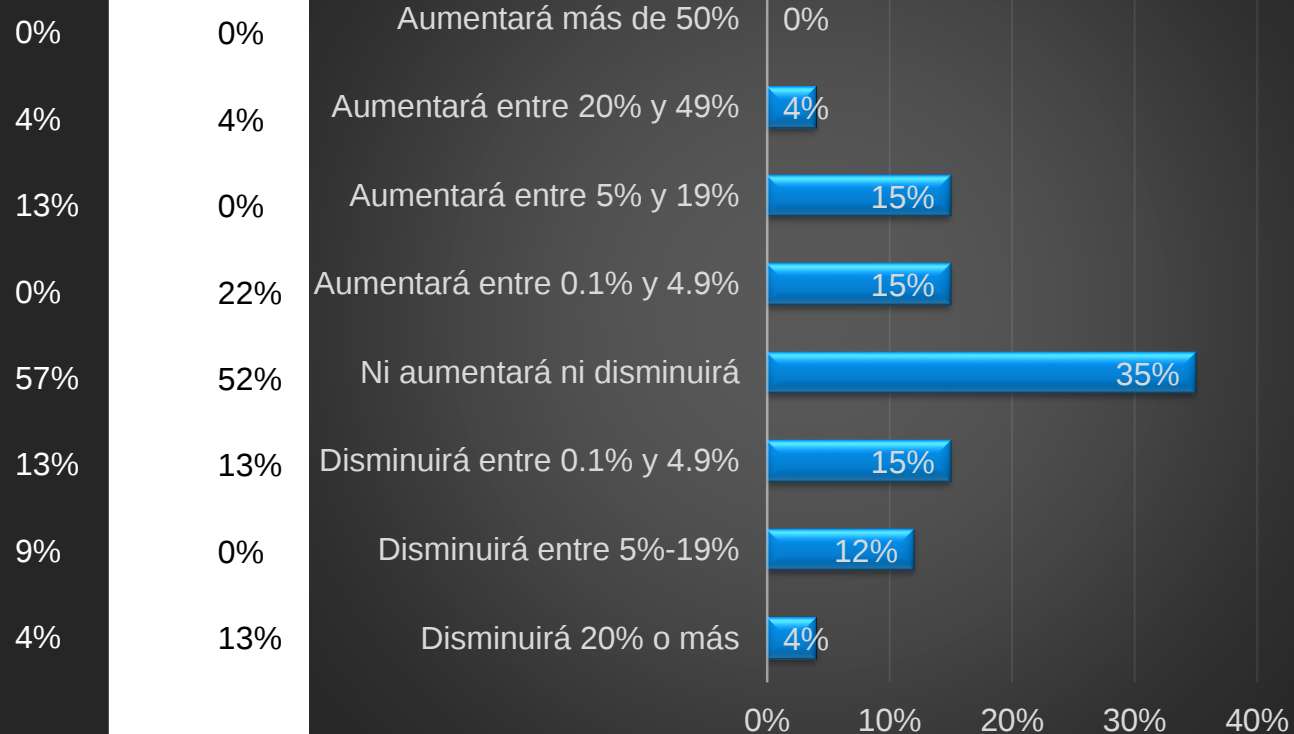
En 2017, y en relación con 2016, la inversión de la empresa en **DERECHOS de patrocinio**

En 2017, y en relación con 2016, la inversión de la empresa en **ACTIVACIÓN de patrocinio**

2014

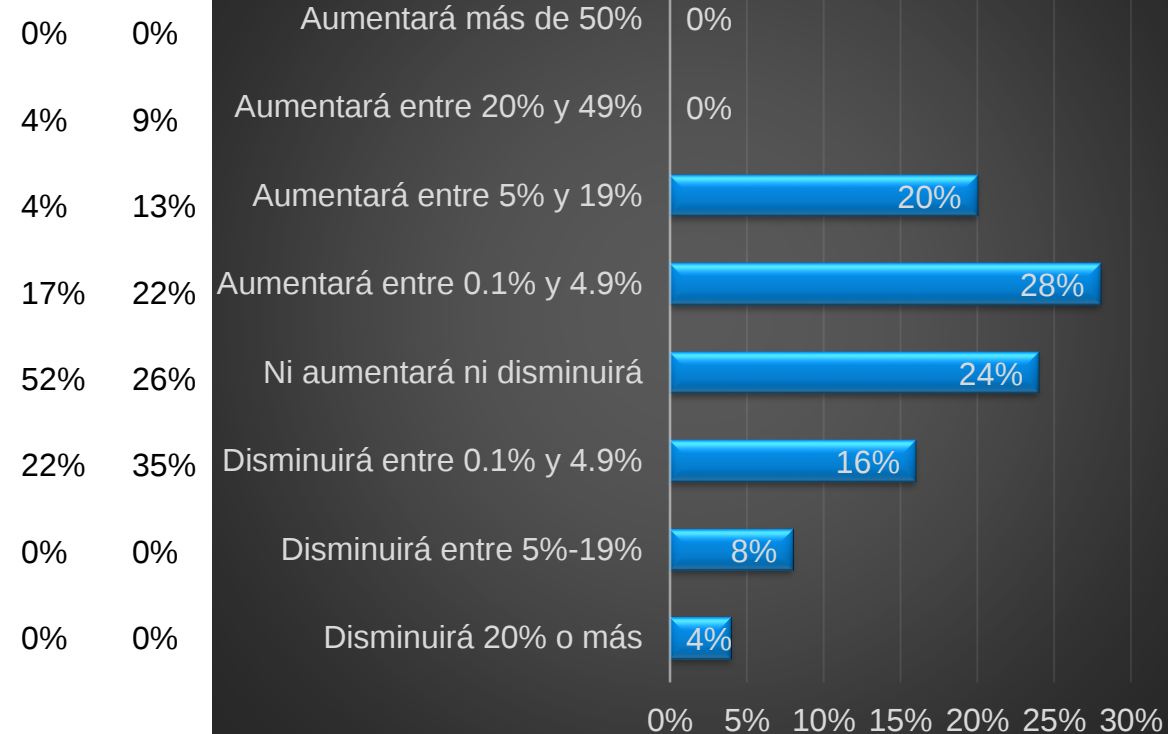
2015

INVERSIÓN PATROCINIO 2017 vs 2016 (DERECHOS)

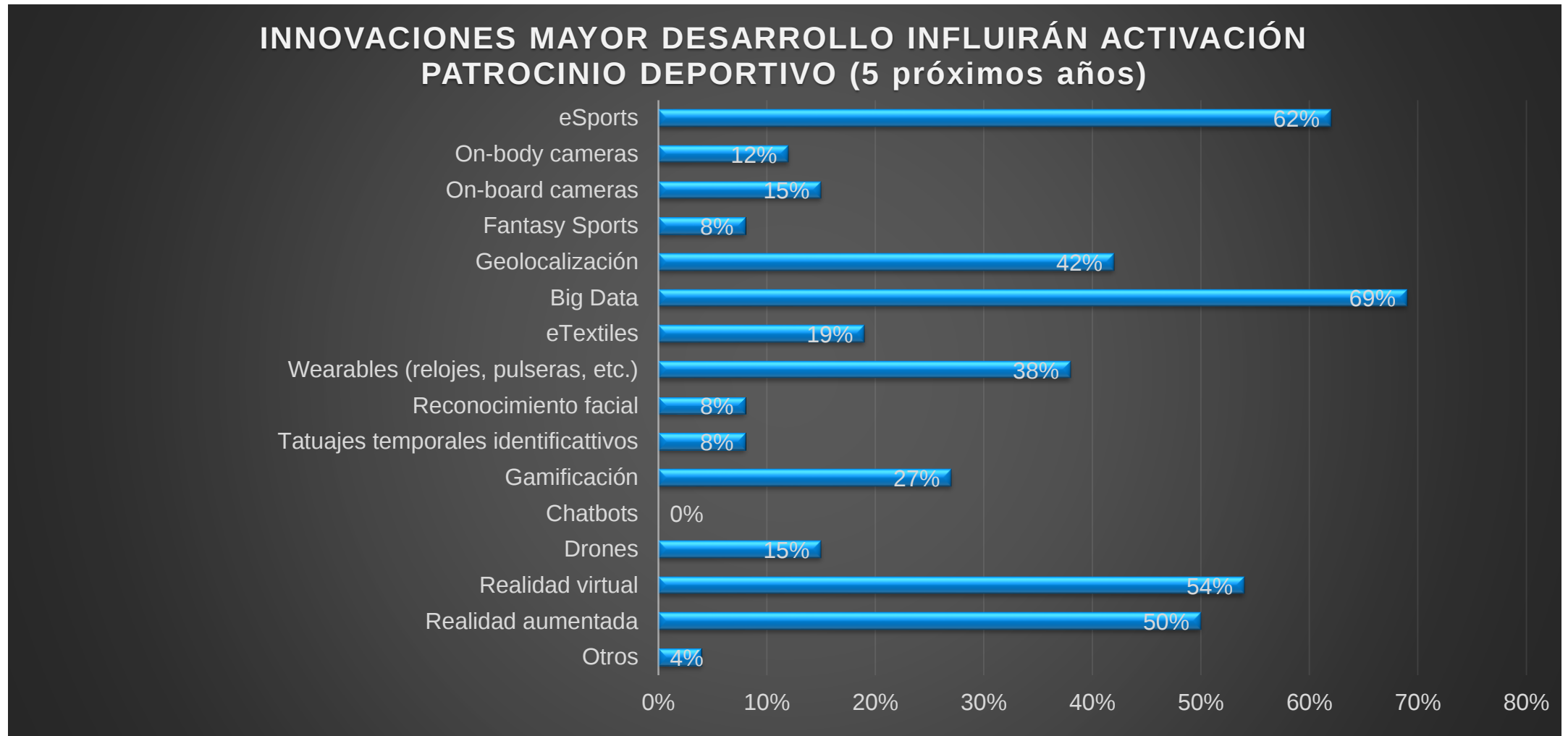


2014 **2015**

INVERSIÓN PATROCINIO 2017 vs 2016 (ACTIVACIÓN)



INNOVACIONES CON MAYOR DESARROLLO QUE INFLUIRÁN EN LA ACTIVACIÓN DEL PATROCINIO DEPORTIVO (5 próximos años)





**BARÓMETRO PATROCINIO
DEPORTIVO 2016**
BARÓMETRO PATROCINIO - FANS

FICHA TÉCNICA



Encuesta telefónica

Muestra 600 personas

Mediados diciembre 2016

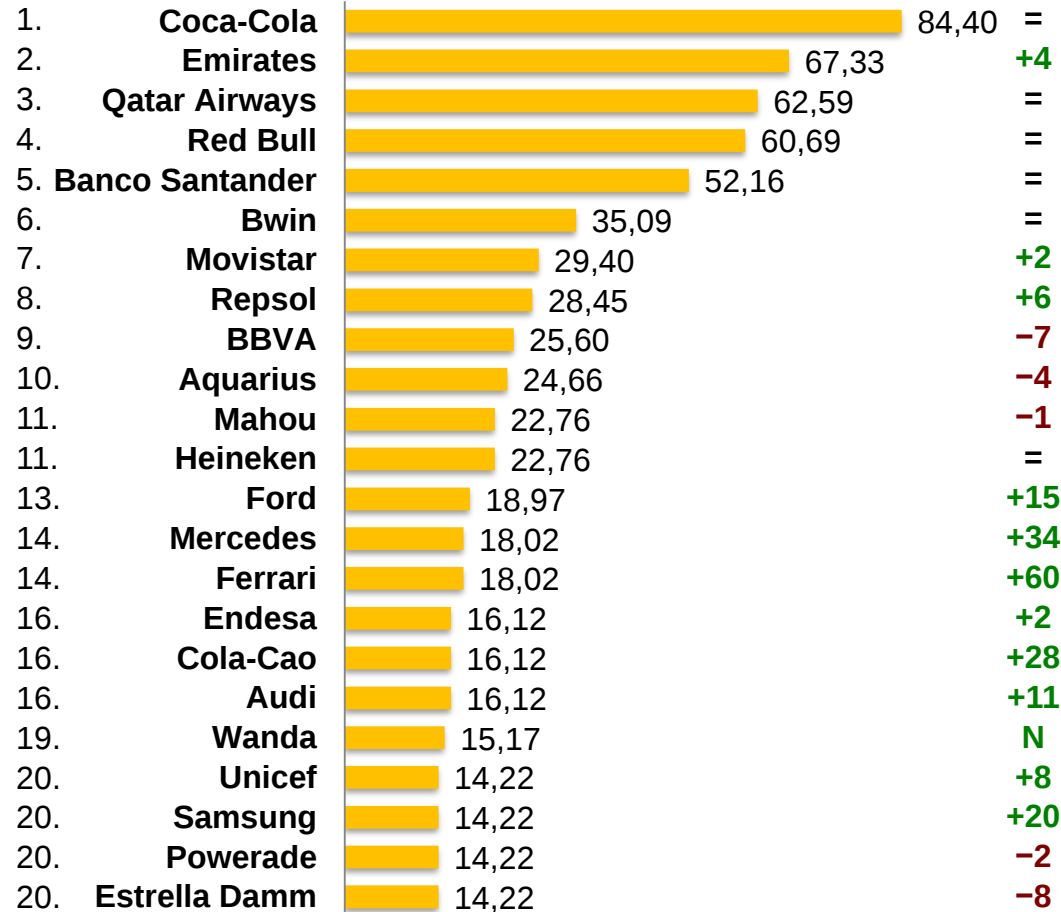
Error estadístico: 4,1% para $p=q=0,5$ con un grado de confianza del 95,5%, suponiendo normalidad según el test de Kolmogorov, y universo infinito.

Preguntas Multirespuesta (máximo 3 respuestas)

- **SAI (Sponsorship Awareness Index):** Índice que muestra cuales son las *marcas* que la población asocia a determinados *deportes*, además de mostrar sobre una base 100 cuán fuerte es la asociación. Se han omitido las marcas de equipamiento deportivo.
- **PSAI (Property Sponsorship Association Index):** Índice que muestra cuales son las *marcas* más asociadas a determinados *deportistas, equipos o eventos*, además de mostrar sobre una base 100 cuán fuerte es la asociación.
- **AMPI (Athlete Marketable Potentiality Index):** Índice que muestra cuales son los *deportistas* con mejor imagen asociados a determinados *deportes*, además de mostrar sobre una base 100 cuán fuerte es la asociación.

ÍNDICE SAI
(Sponsorship Awareness Index)
(selección de propiedades)

SAI GENERAL TOP 20



■ SAI (Sponsorship Awareness Index)

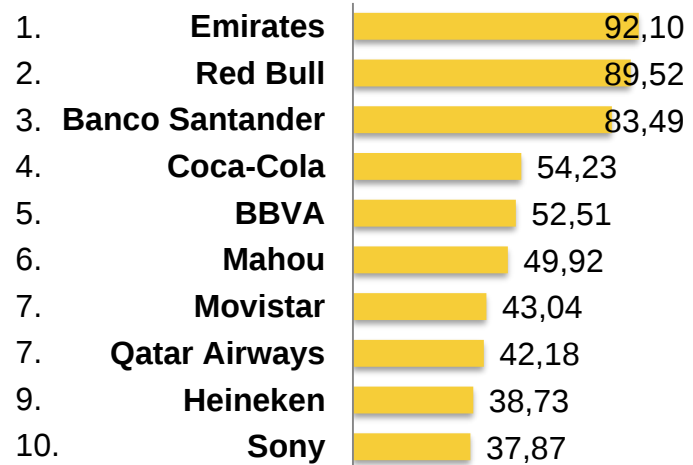
No sabe/ No contesta 15,6%

	2013	2014	2015	2016
1.				
2.				
3.				
4.				
5.				

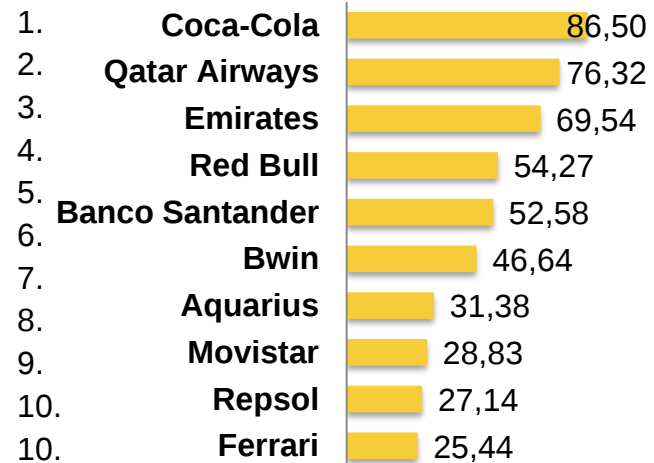


SAI GENERAL TOP 10 – AFICIÓN AL DEPORTE

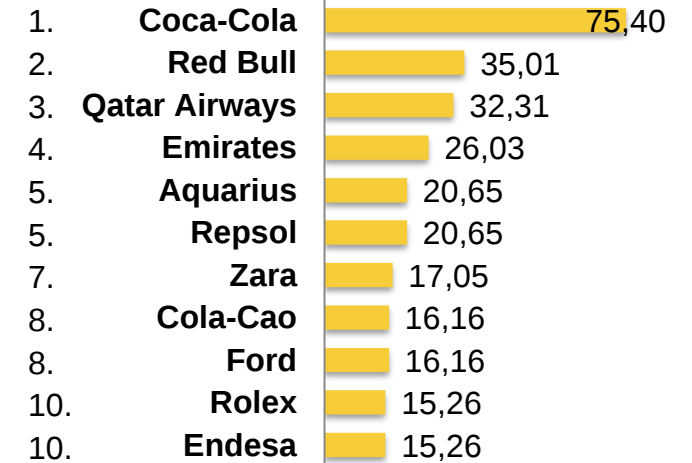
Sí, mucho



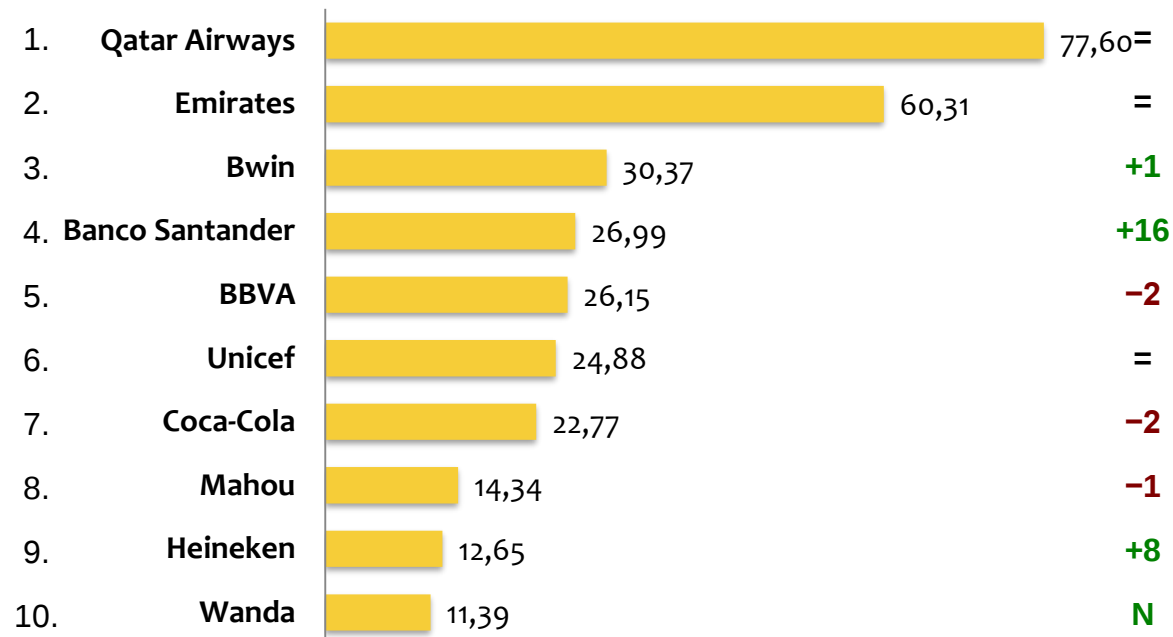
Sí, normal



No



SAI FÚTBOL TOP 10



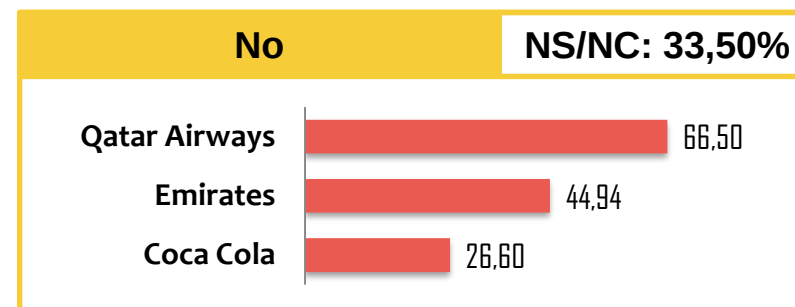
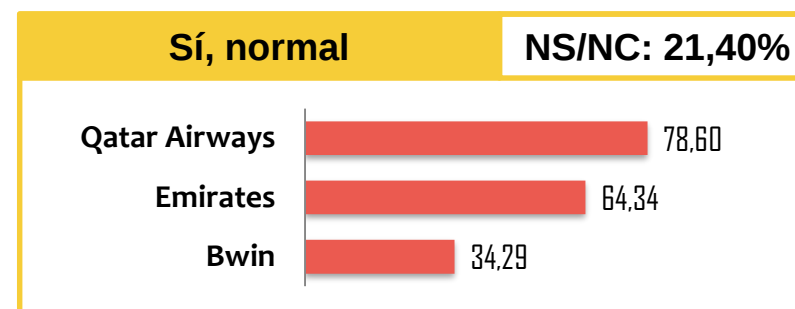
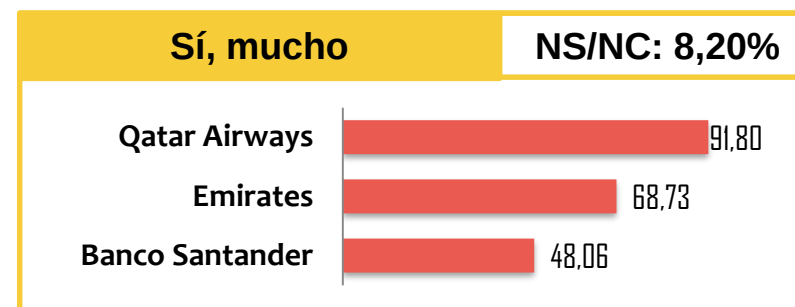
■ SAI (Sponsorship Awareness Index)



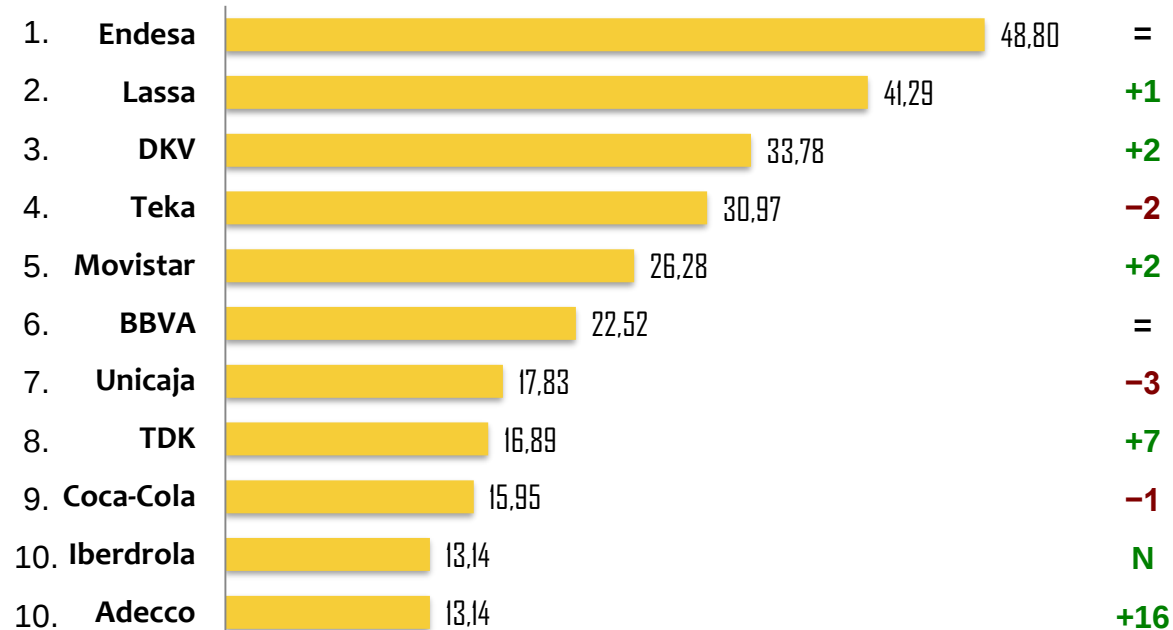
NS / NC

22,40%

¿Aficionado al deporte?



SAI BALONCESTO TOP 10

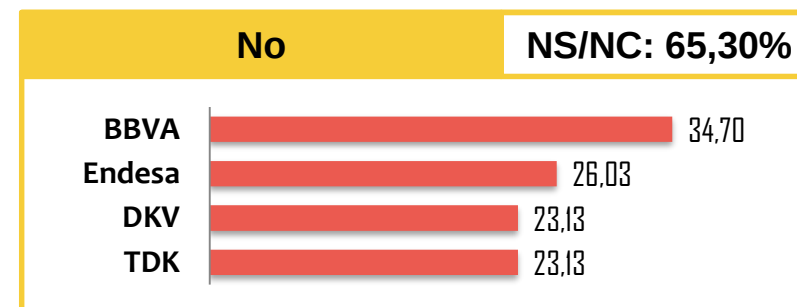
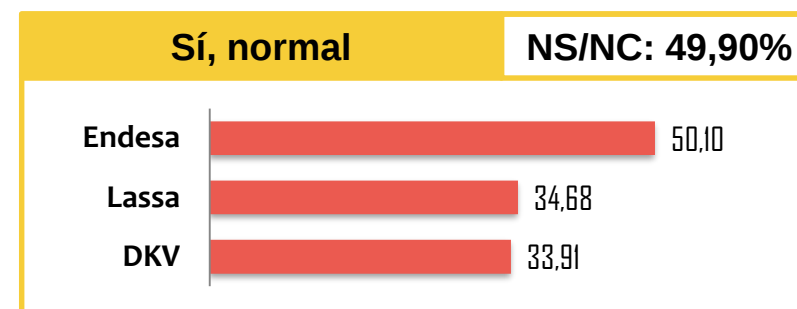
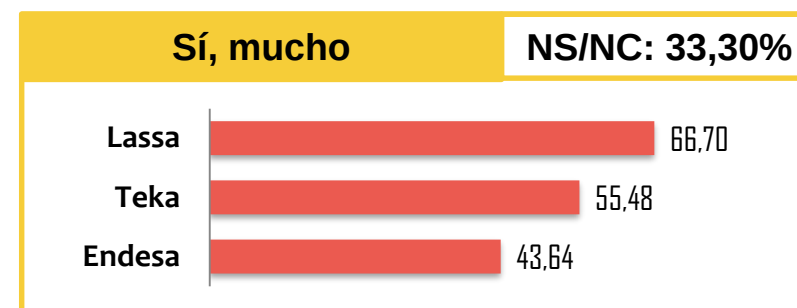


■ SAI (Sponsorship Awareness Index)

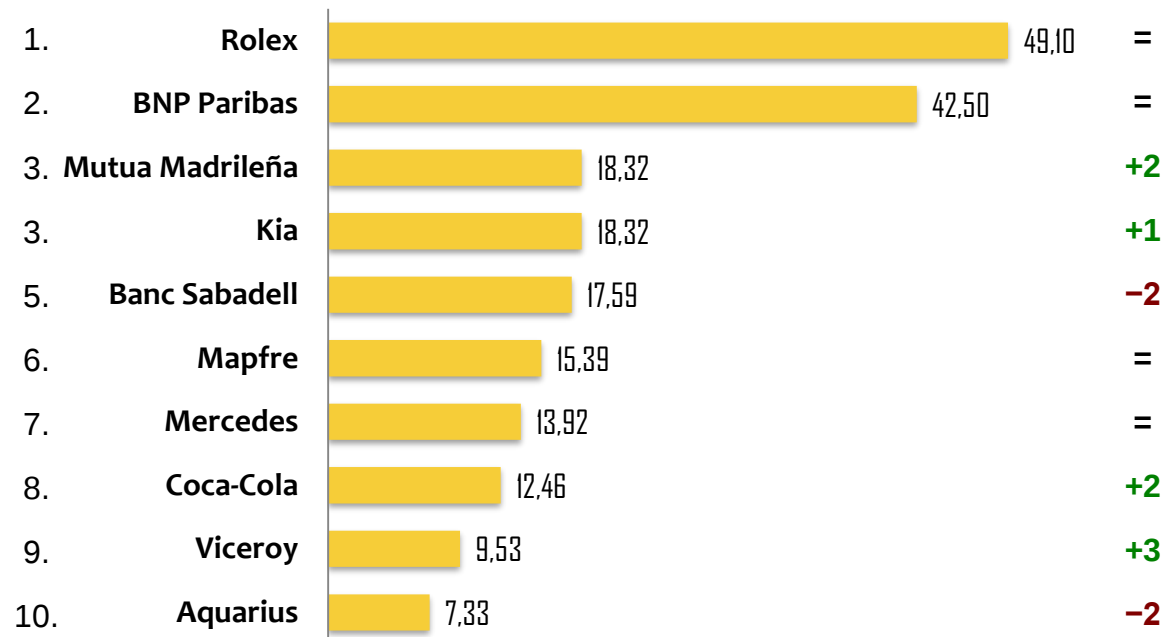


NS / NC 51,20%

¿Aficionado al deporte?



SAI TENIS TOP 10



■ SAI (Sponsorship Awareness Index)



NS / NC

50,90%

¿Aficionado al deporte?

Sí, mucho

NS/NC: 30,40%



Sí, normal

NS/NC: 47,00%

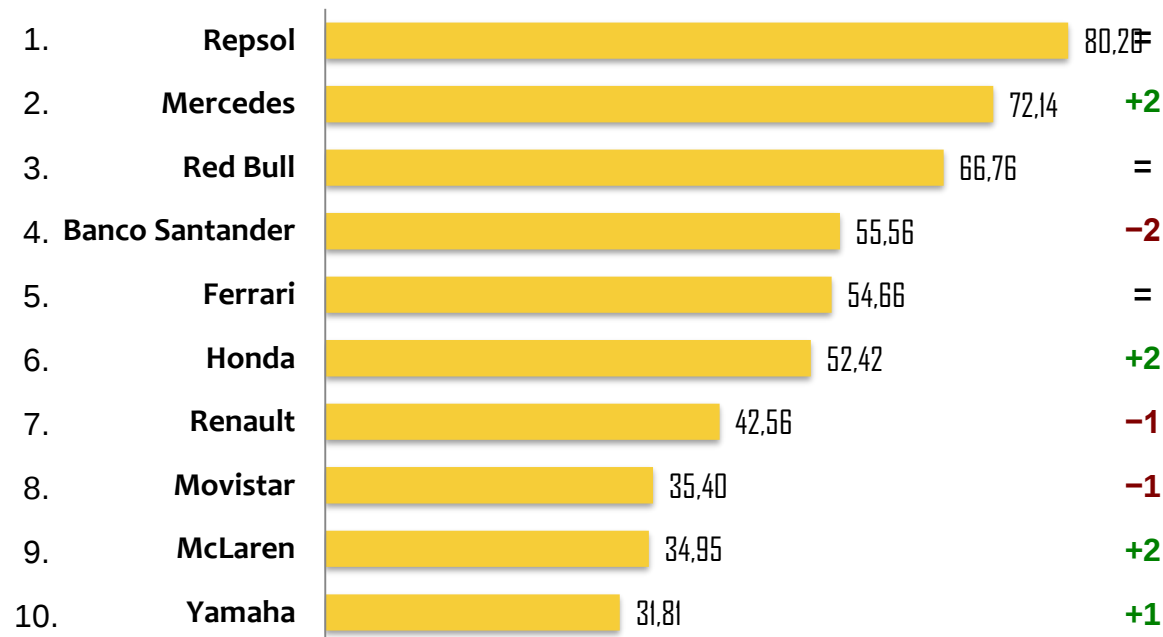


No

NS/NC: 64,80%



SAI MOTOR TOP 10



■ SAI (Sponsorship Awareness Index)



80,20



72,14

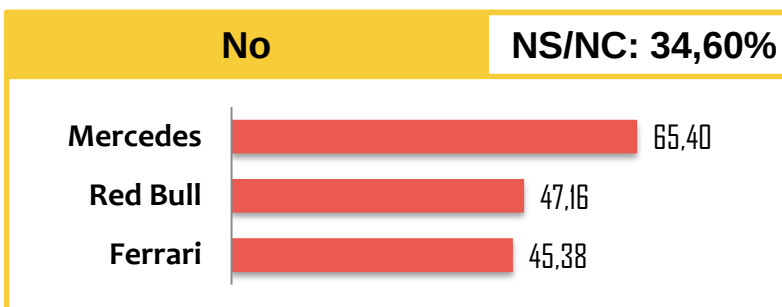
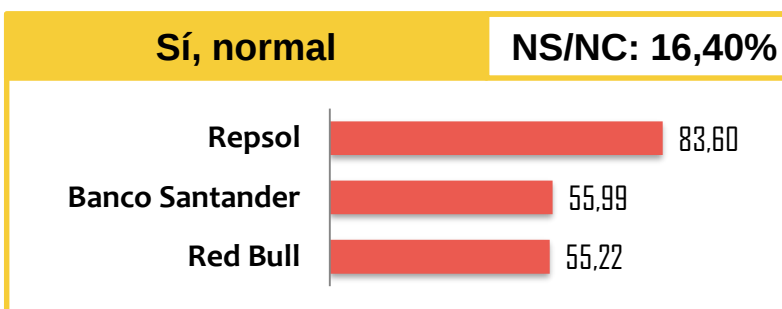
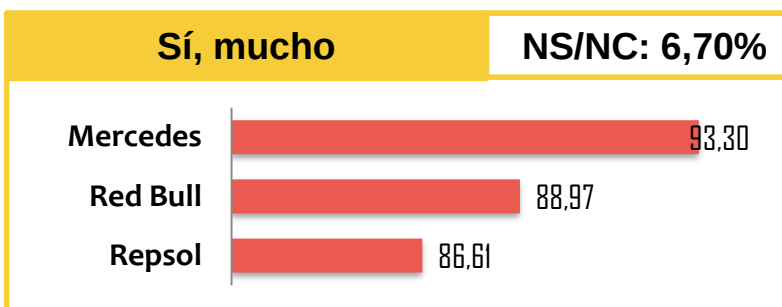


66,76

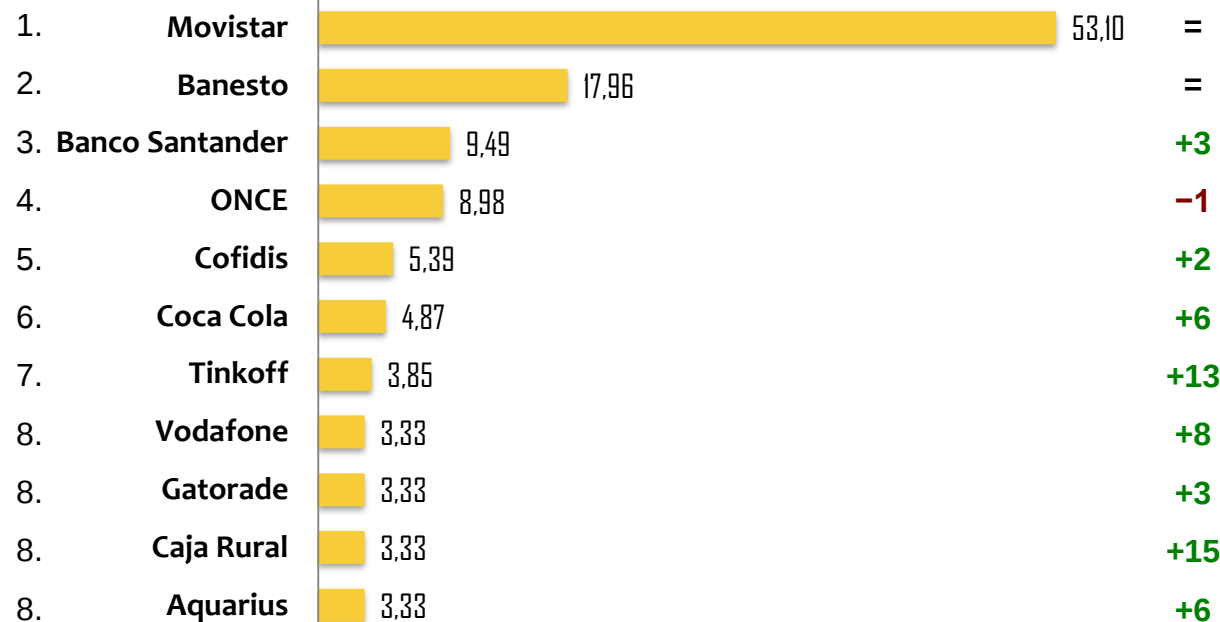
NS / NC

19,80%

¿Aficionado al deporte?



SAI CICLISMO TOP 10



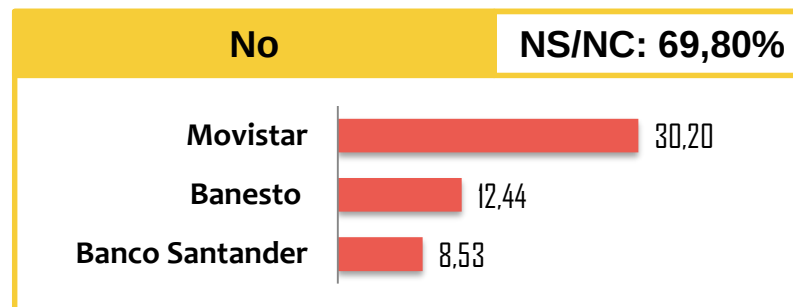
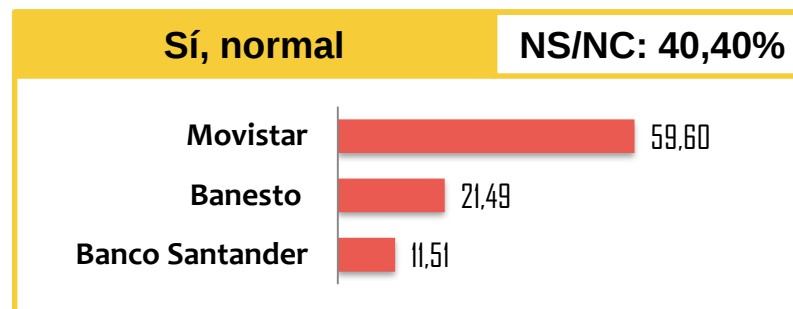
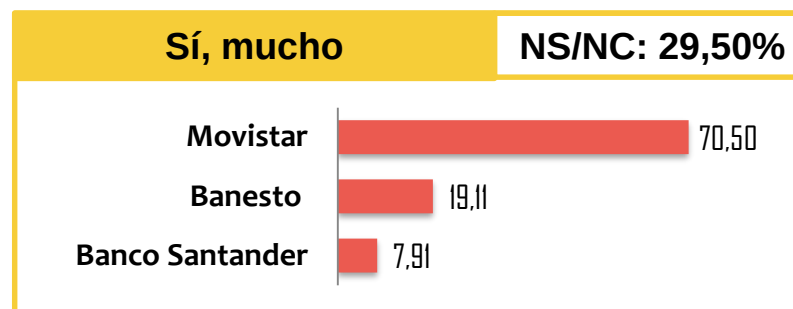
■ SAI (Sponsorship Awareness Index)



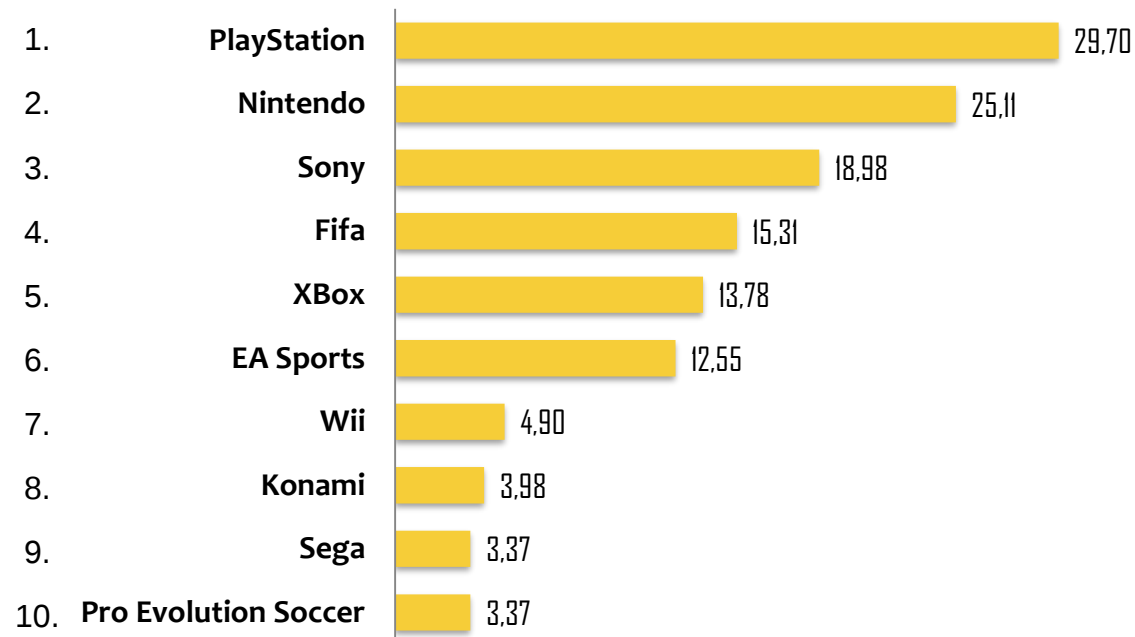
NS / NC

46,90%

¿Aficionado al deporte?



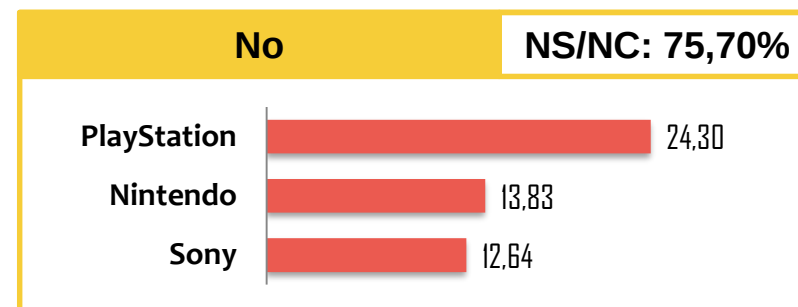
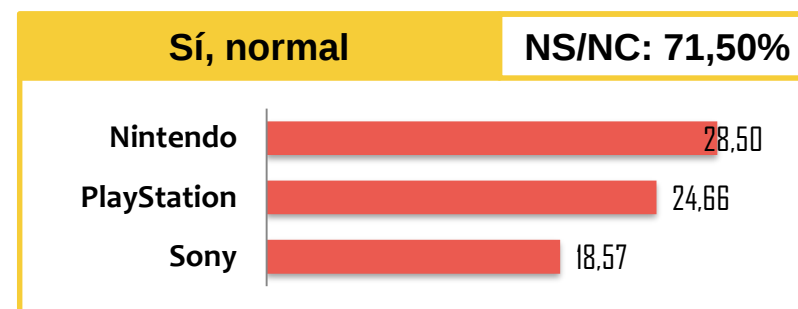
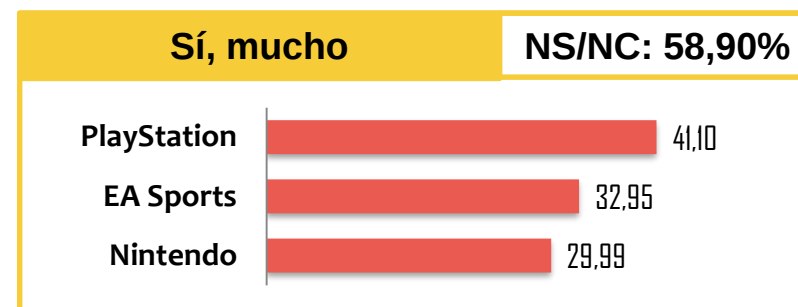
SAI E-SPORTS TOP 10



■ SAI (Sponsorship Awareness Index)



¿Aficionado al deporte?

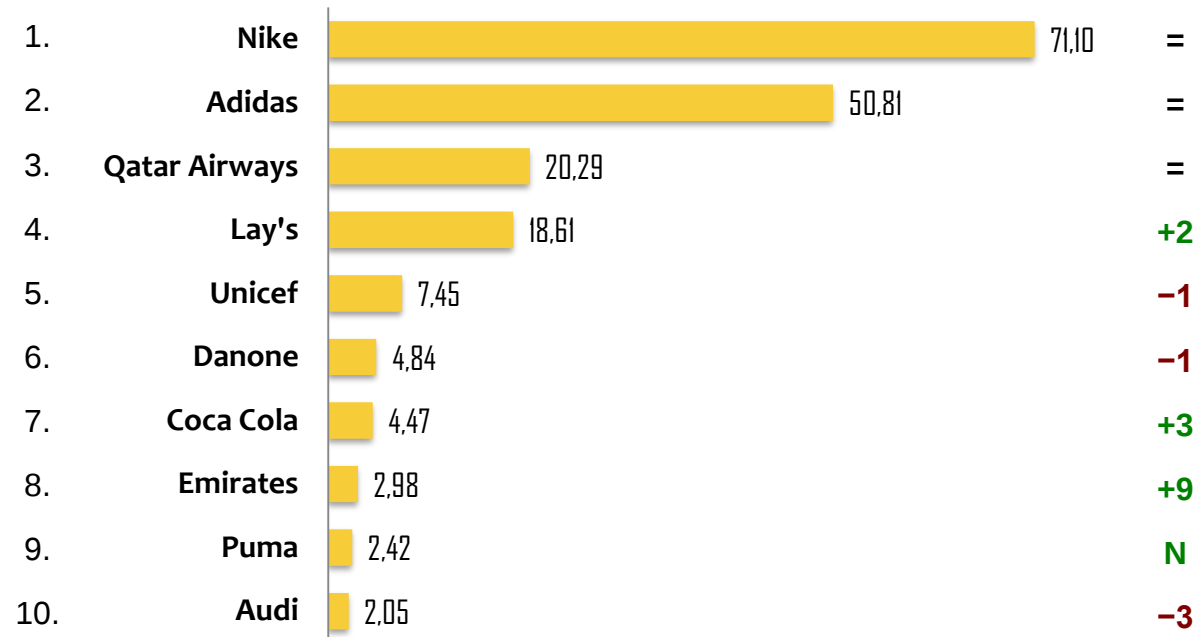


NS / NC 70,30%



ÍNDICE PSAI
(Property Sponsorship
Association Index)

PSAI FUTBOLISTAS – LIONEL MESSI



■ SAI (Sponsorship Awareness Index)



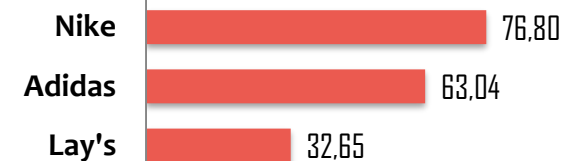
NS / NC

28,90%

¿Aficionado al deporte?

Sí, mucho

NS/NC: 23,20%



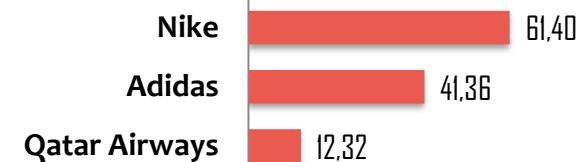
Sí, normal

NS/NC: 25,50%

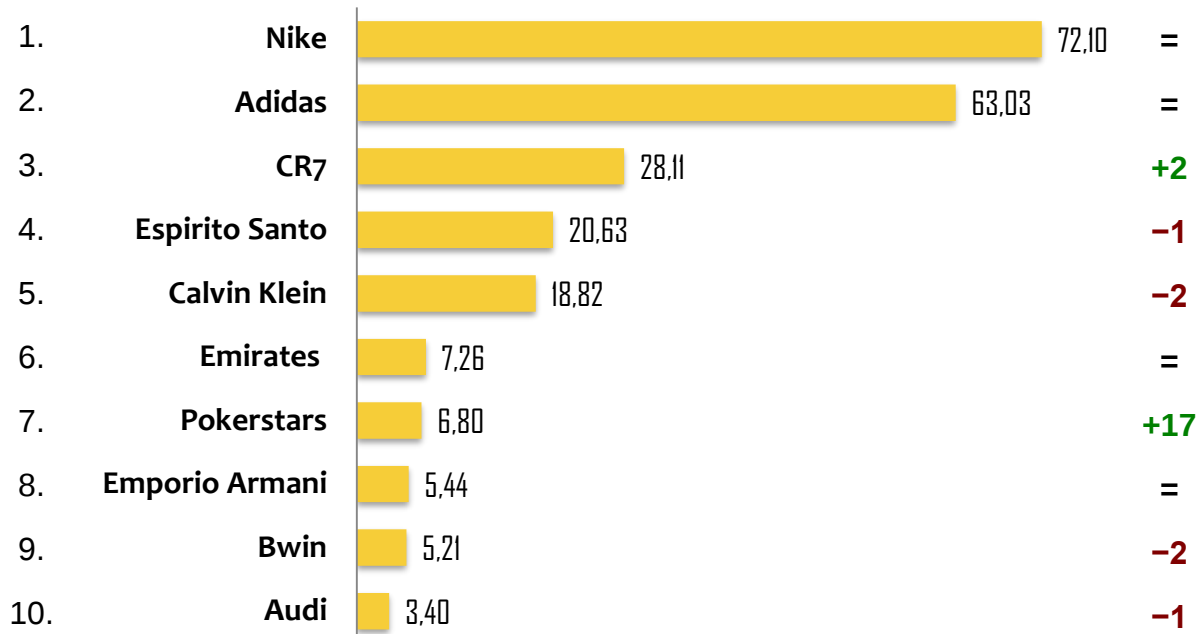


No

NS/NC: 38,60%



PSAI FUTBOLISTAS – CRISTIANO RONALDO



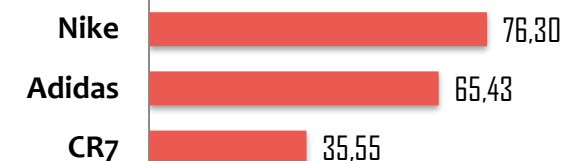
■ SAI (Sponsorship Awareness Index)



¿Aficionado al deporte?

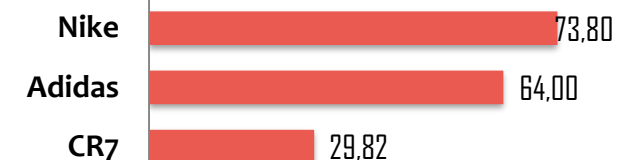
Sí, mucho

NS/NC: 23,70%



Sí, normal

NS/NC: 26,20%



No

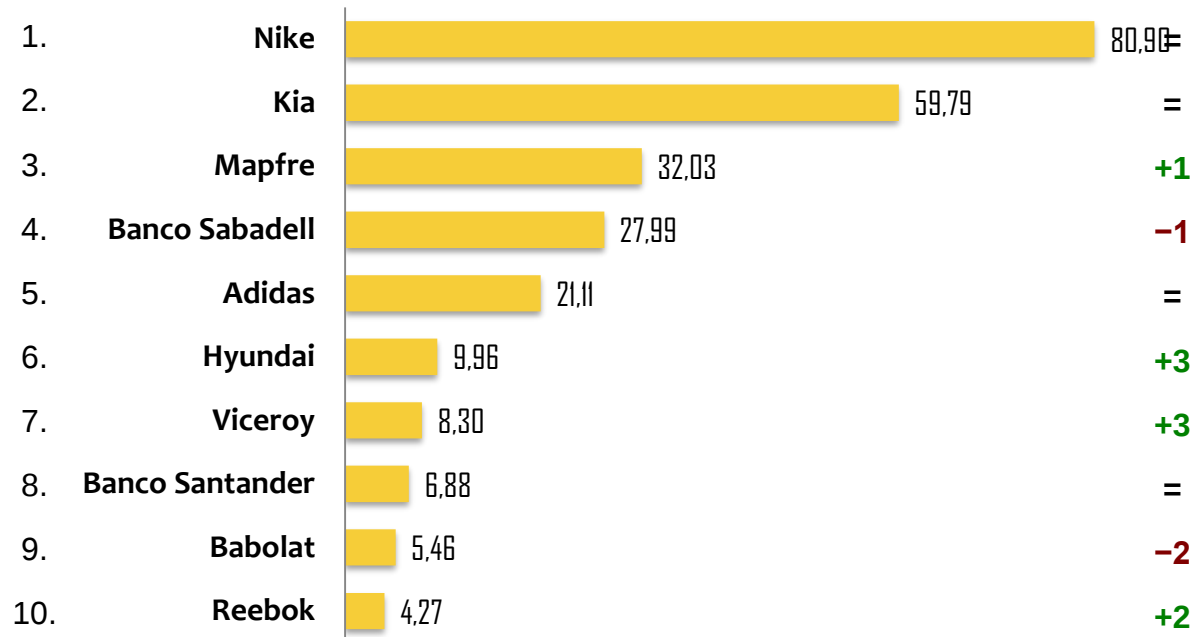
NS/NC: 33,70%



NS / NC

27,90%

PSAI TENISTAS – RAFA NADAL



■ SAI (Sponsorship Awareness Index)

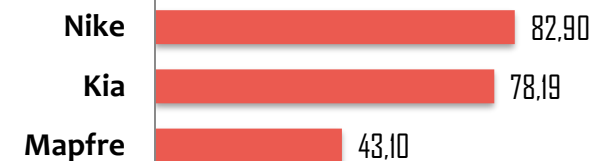


NS / NC 19,10%

¿Aficionado al deporte?

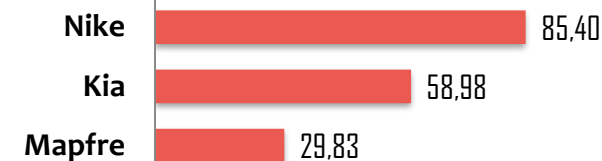
Sí, mucho

NS/NC: 17,10%



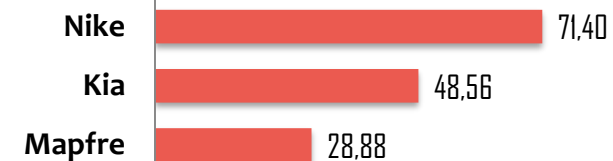
Sí, normal

NS/NC: 14,60%

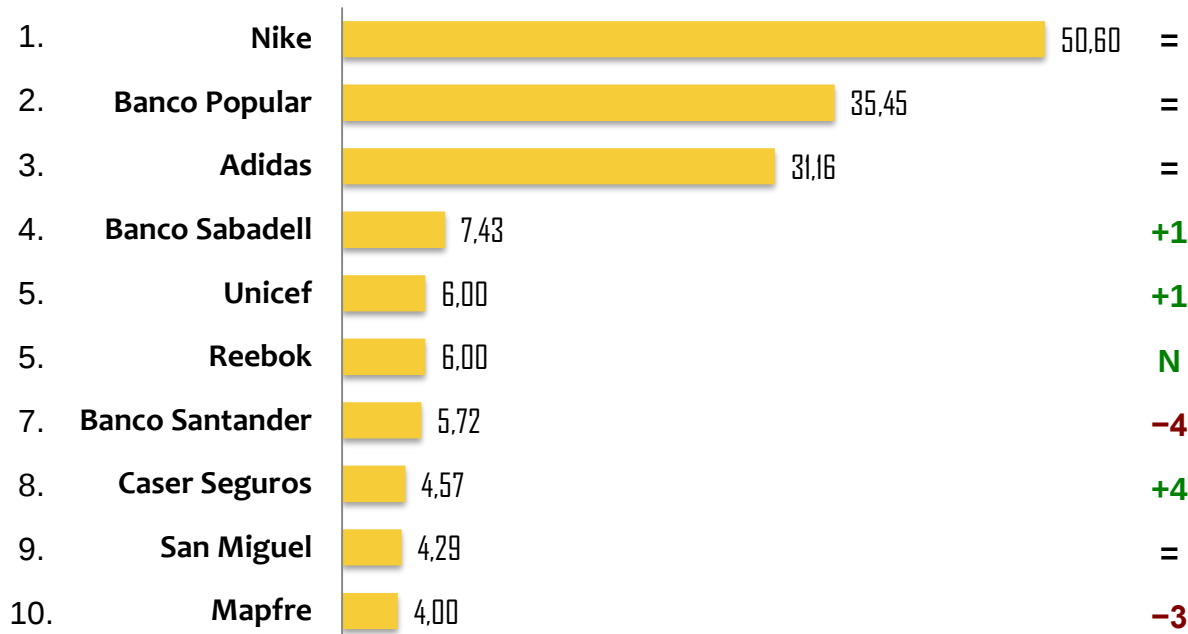


No

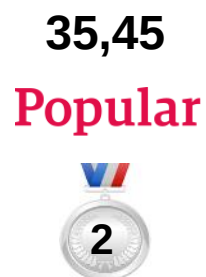
NS/NC: 28,60%



PSAI BALONCESTISTAS – PAU GASOL



■ SAI (Sponsorship Awareness Index)



¿Aficionado al deporte?

Sí, mucho

NS/NC: 38,40%



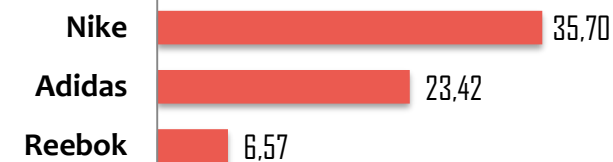
Sí, normal

NS/NC: 45,00%



No

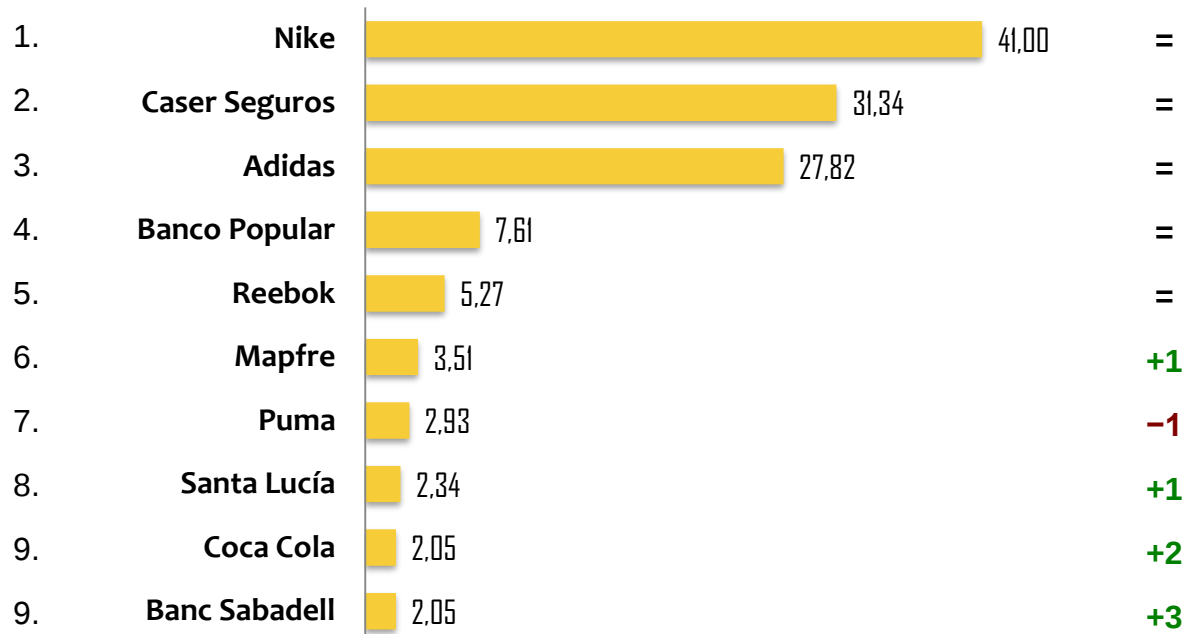
NS/NC: 64,30%



NS / NC

49,40%

PSAI BALONCESTISTAS – MARC GASOL



■ SAI (Sponsorship Awareness Index)



¿Aficionado al deporte?

Sí, mucho

NS/NC: 52,60%



Sí, normal

NS/NC: 54,30%



No

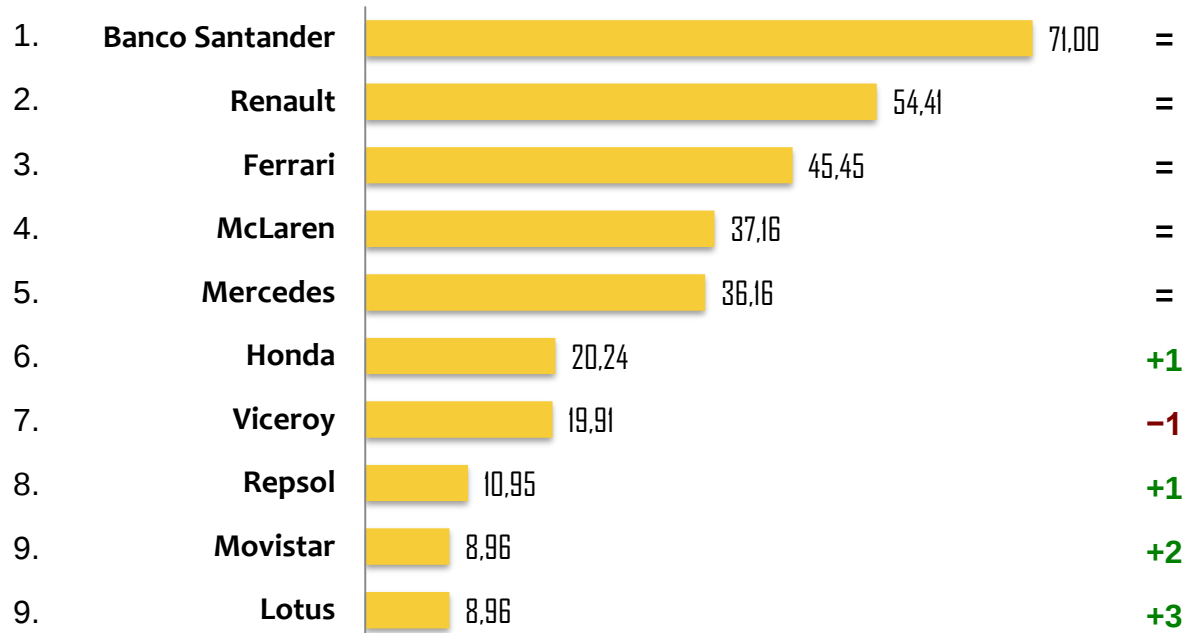
NS/NC: 71,80%



NS / NC

59,00%

PSAI PILOTOS – FERNANDO ALONSO



■ SAI (Sponsorship Awareness Index)



¿Aficionado al deporte?

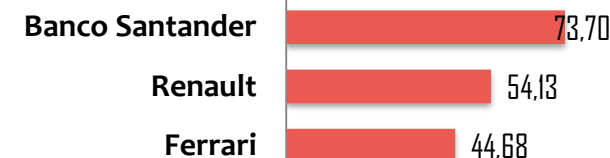
Sí, mucho

NS/NC: 18,50%



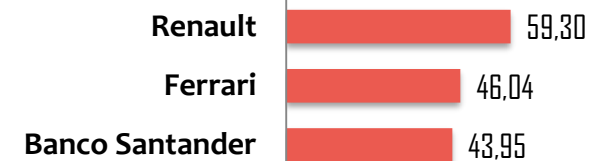
Sí, normal

NS/NC: 26,30%



No

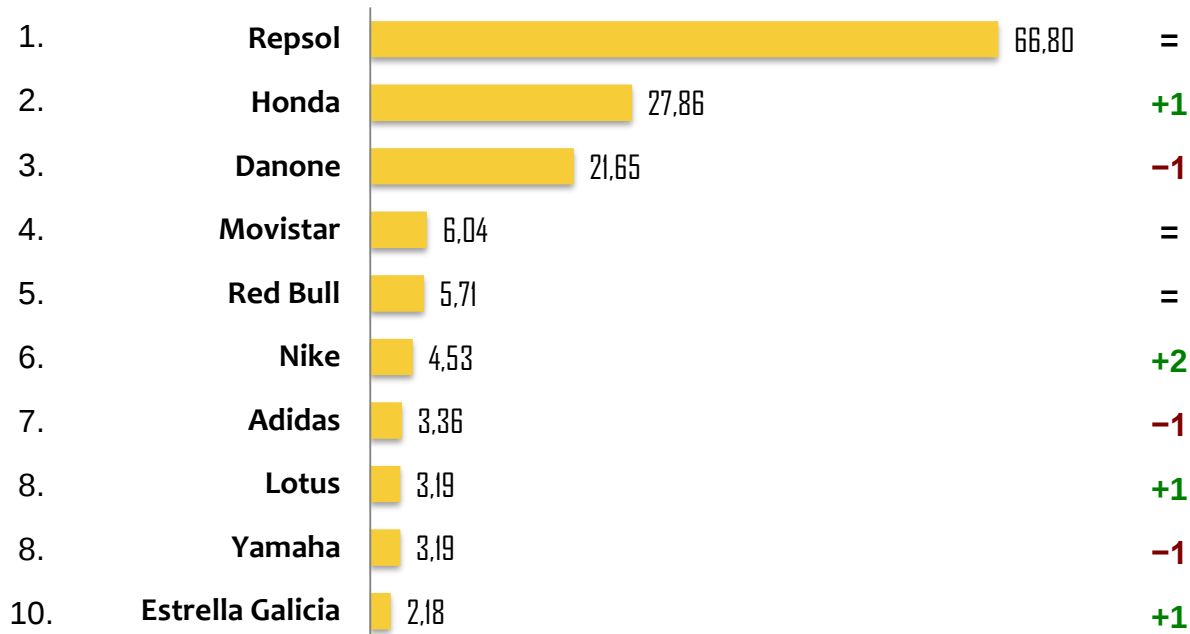
NS/NC: 40,70%



NS / NC

29,00%

PSAI PILOTOS – MARC MÁRQUEZ



■ SAI (Sponsorship Awareness Index)

66,80



27,86



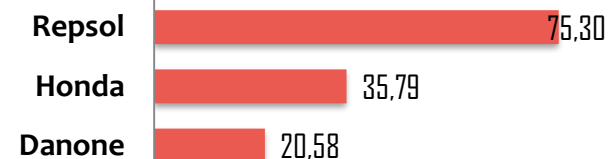
21,65



¿Aficionado al deporte?

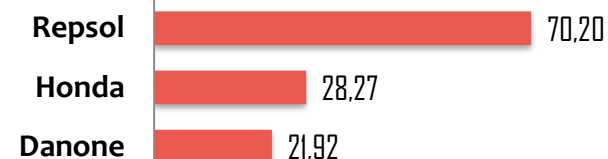
Sí, mucho

NS/NC: 24,70%



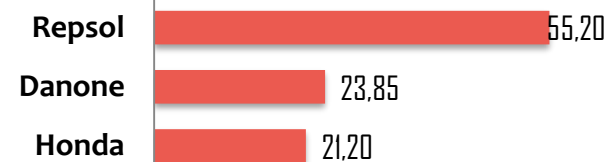
Sí, normal

NS/NC: 29,80%



No

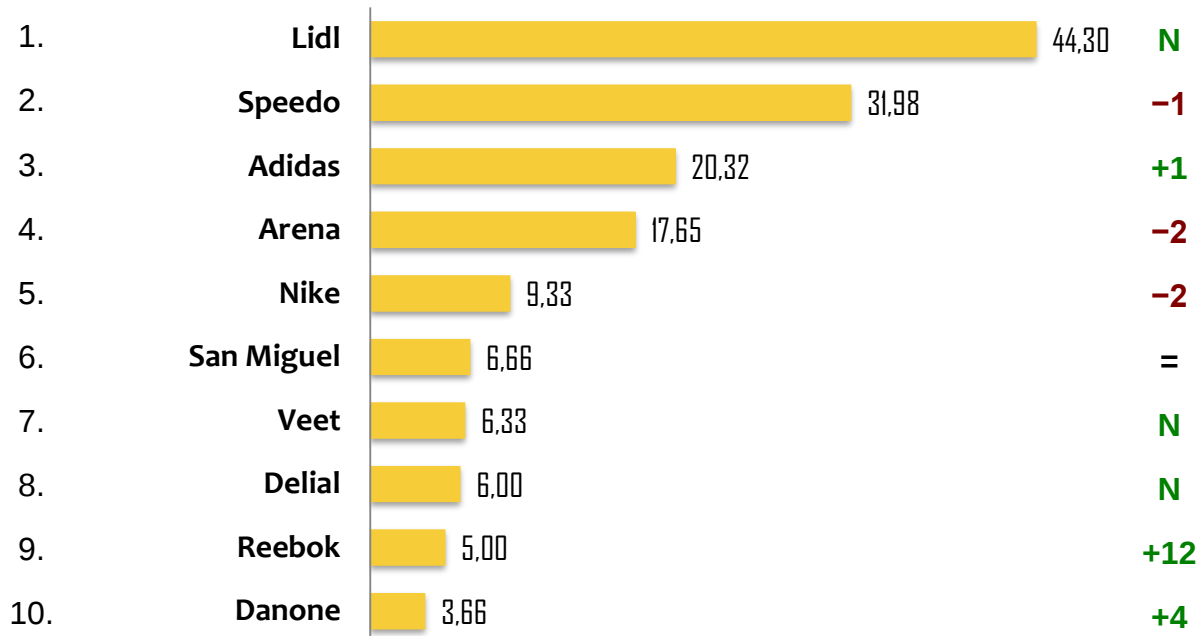
NS/NC: 44,80%



NS / NC

33,20%

PSAI NADADORES – MIREIA BELMONTE



■ SAI (Sponsorship Awareness Index)

44,30



31,98



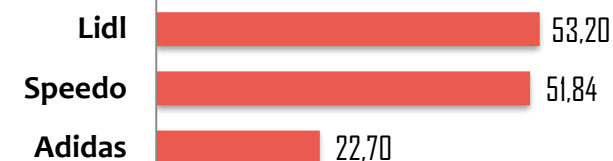
20,32



¿Aficionado al deporte?

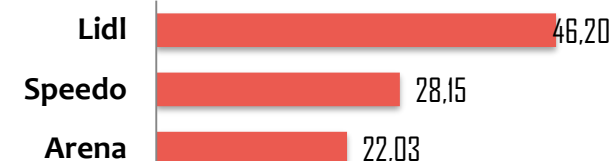
Sí, mucho

NS/NC: 46,80%



Sí, normal

NS/NC: 53,80%



No

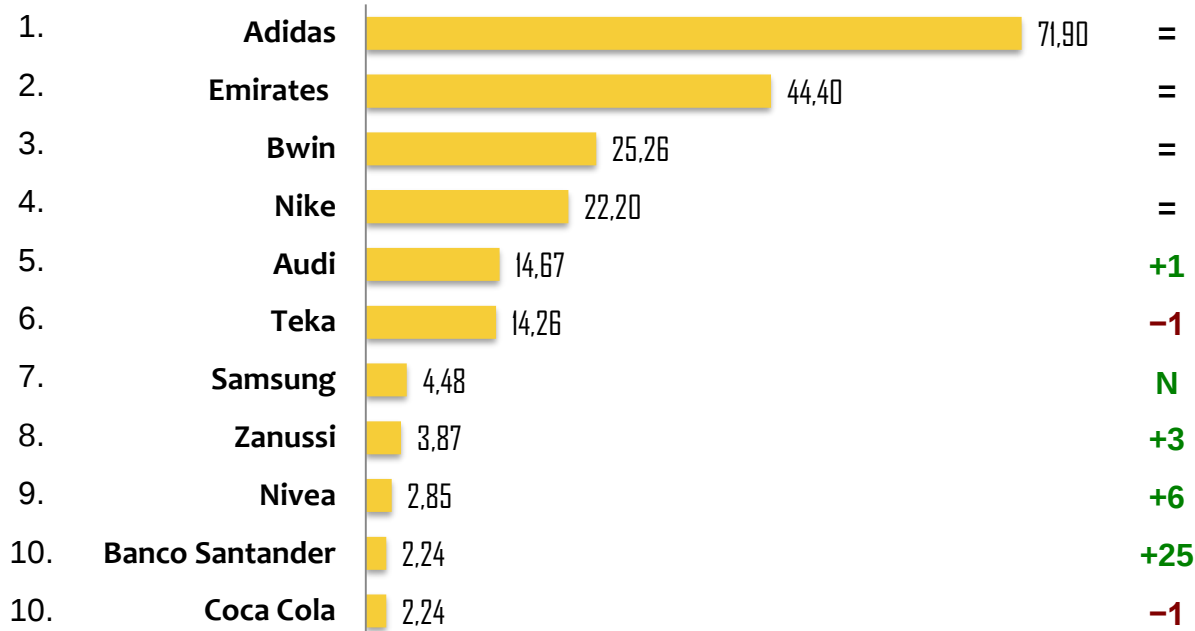
NS/NC: 64,90%



NS / NC

55,70%

PSAI EQUIPOS – REAL MADRID CF



■ SAI (Sponsorship Awareness Index)

71,90



44,40



25,26



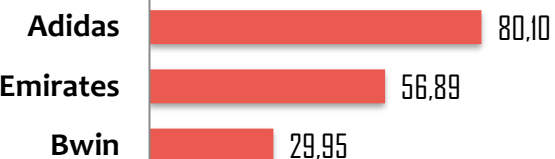
NS / NC

28,10%

¿Aficionado al deporte?

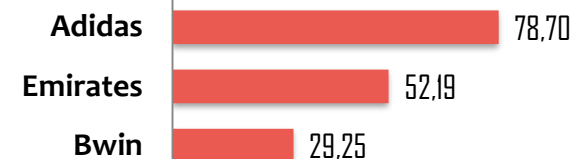
Sí, mucho

NS/NC: 19,90%



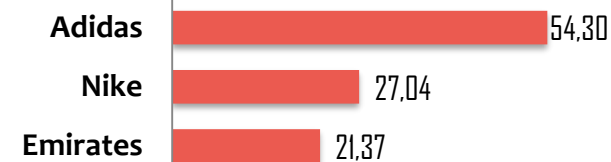
Sí, normal

NS/NC: 21,30%

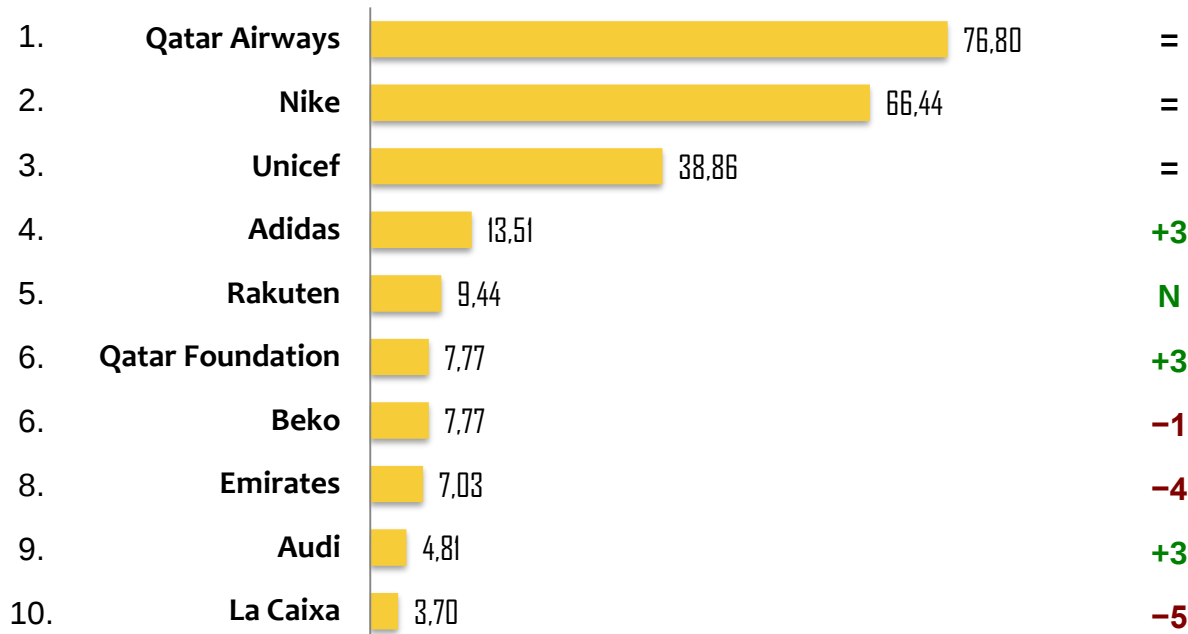


No

NS/NC: 45,70%



PSAI EQUIPOS – FC BARCELONA



■ SAI (Sponsorship Awareness Index)



¿Aficionado al deporte?

Sí, mucho

NS/NC: 11,80%



Sí, normal

NS/NC: 18,40%



No

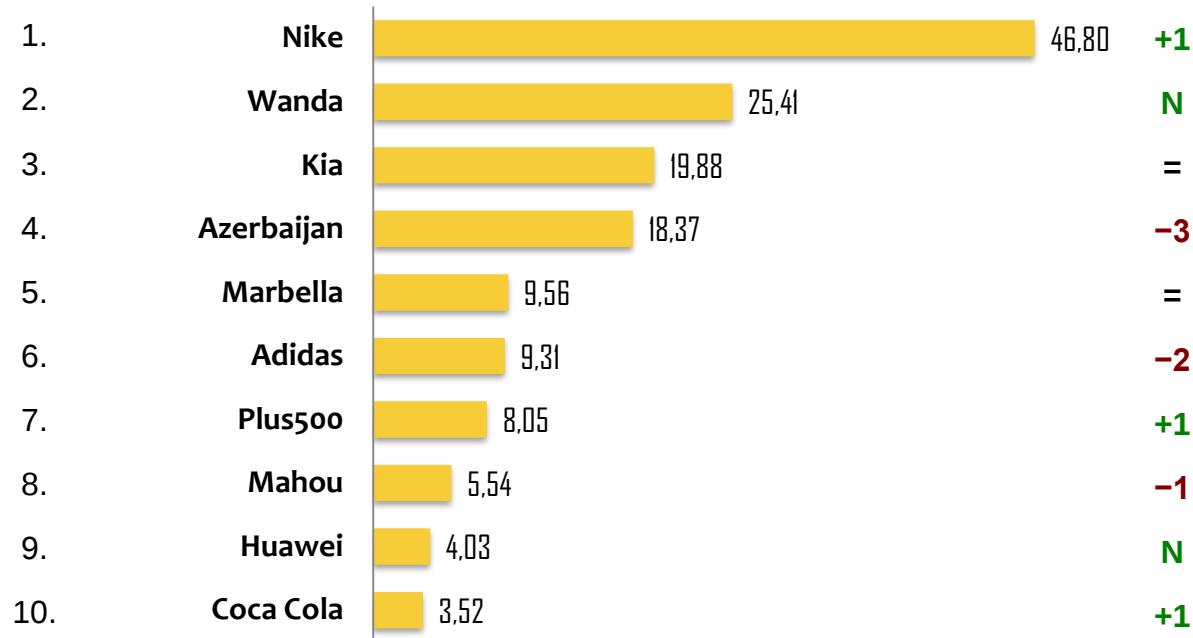
NS/NC: 39,20%



NS / NC

23,20%

PSAI EQUIPOS – CLUB ATLÉTICO DE MADRID



■ SAI (Sponsorship Awareness Index)



¿Aficionado al deporte?

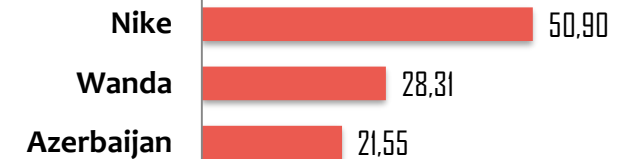
Sí, mucho

NS/NC: 37,50%



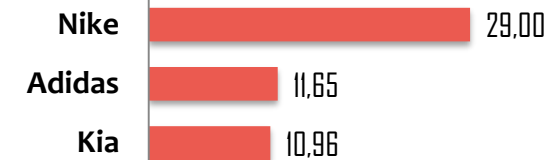
Sí, normal

NS/NC: 49,10%



No

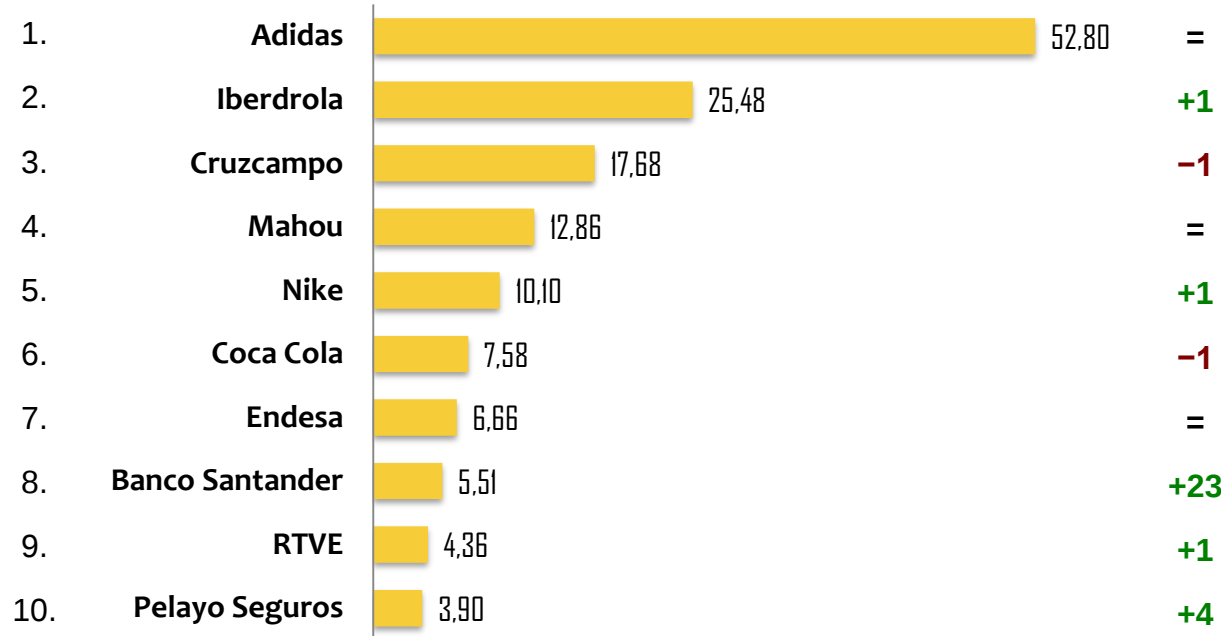
NS/NC: 71,00%



NS / NC

53,20%

PSAI EQUIPOS – SELECCIÓN ESPAÑOLA FÚTBOL (RFEF)



■ SAI (Sponsorship Awareness Index)

52,80



25,48



17,68



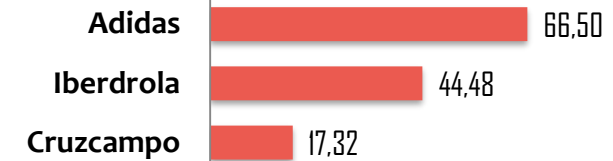
NS / NC

47,20%

¿Aficionado al deporte?

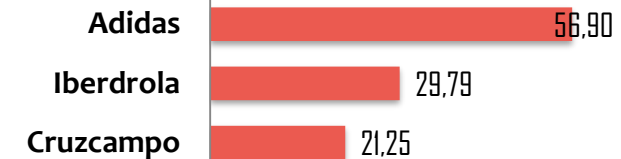
Sí, mucho

NS/NC: 33,50%



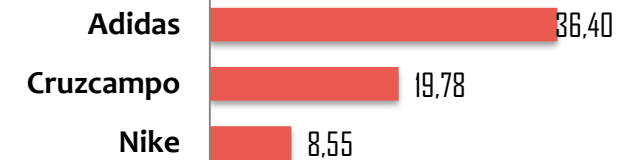
Sí, normal

NS/NC: 43,10%

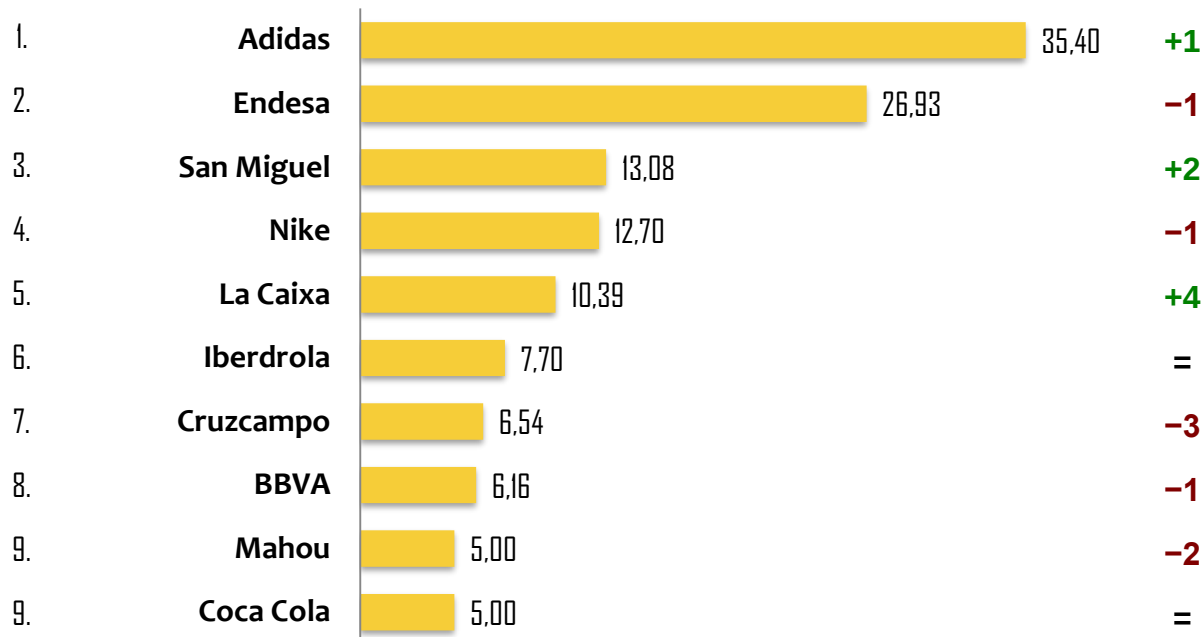


No

NS/NC: 63,60%



PSAI EQUIPOS – SELECCIÓN ESPAÑOLA BALONCESTO (FEB)



■ SAI (Sponsorship Awareness Index)

35,40



26,93



13,08



NS / NC

64,60%

¿Aficionado al deporte?

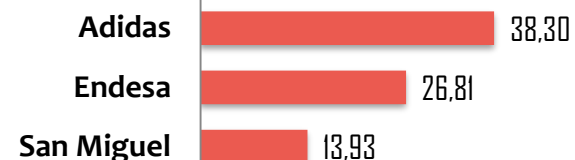
Sí, mucho

NS/NC: 50,60%



Sí, normal

NS/NC: 61,70%

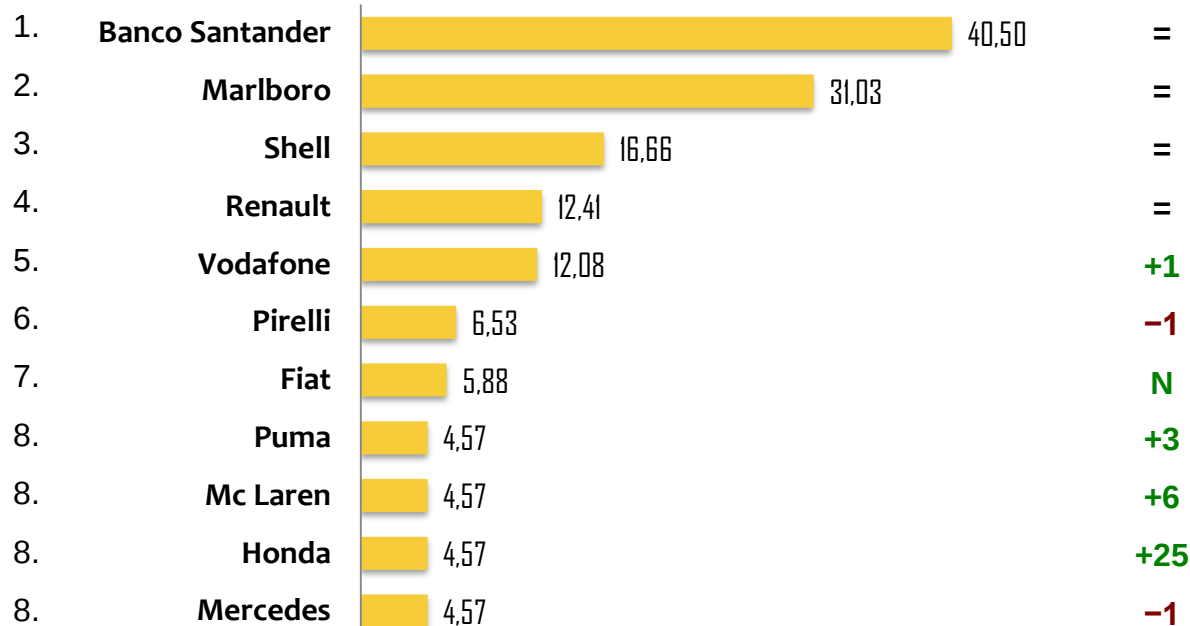


No

NS/NC: 78,90%



PSAI EQUIPOS – ESCUDERIA FERRARI



■ SAI (Sponsorship Awareness Index)



¿Aficionado al deporte?

Sí, mucho

NS/NC: 47,40%



Sí, normal

NS/NC: 57,00%



No

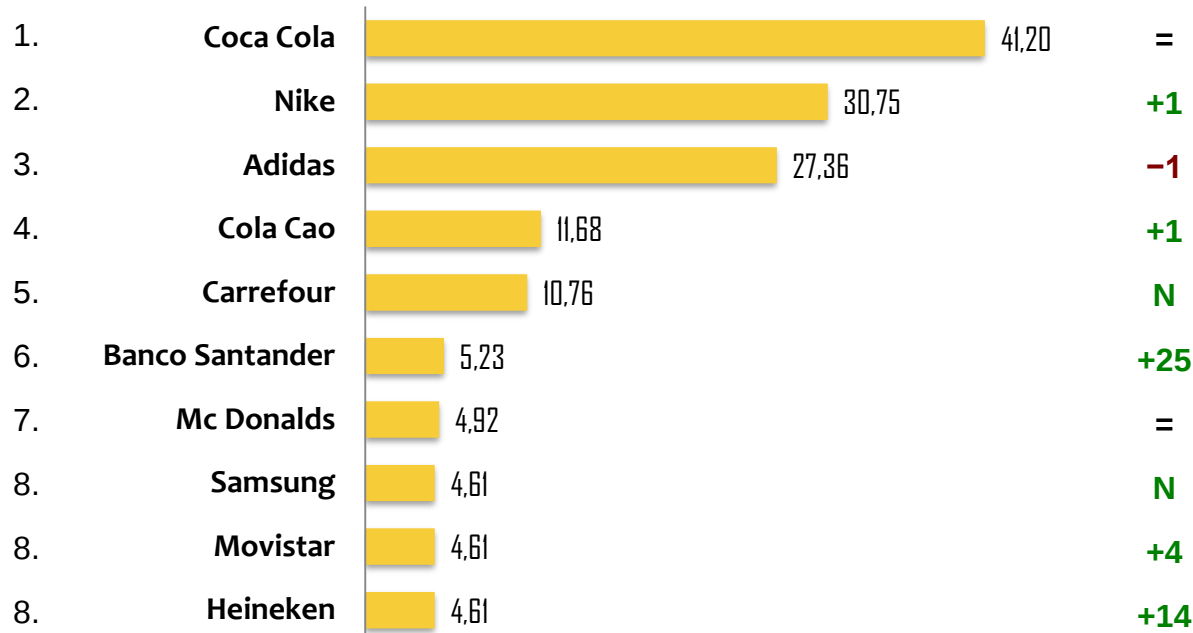
NS/NC: 72,00%



NS / NC

59,50%

PSAI EVENTOS – JUEGOS OLÍMPICOS



■ SAI (Sponsorship Awareness Index)



¿Aficionado al deporte?

Sí, mucho

NS/NC: 56,40%



Sí, normal

NS/NC: 53,00%



No

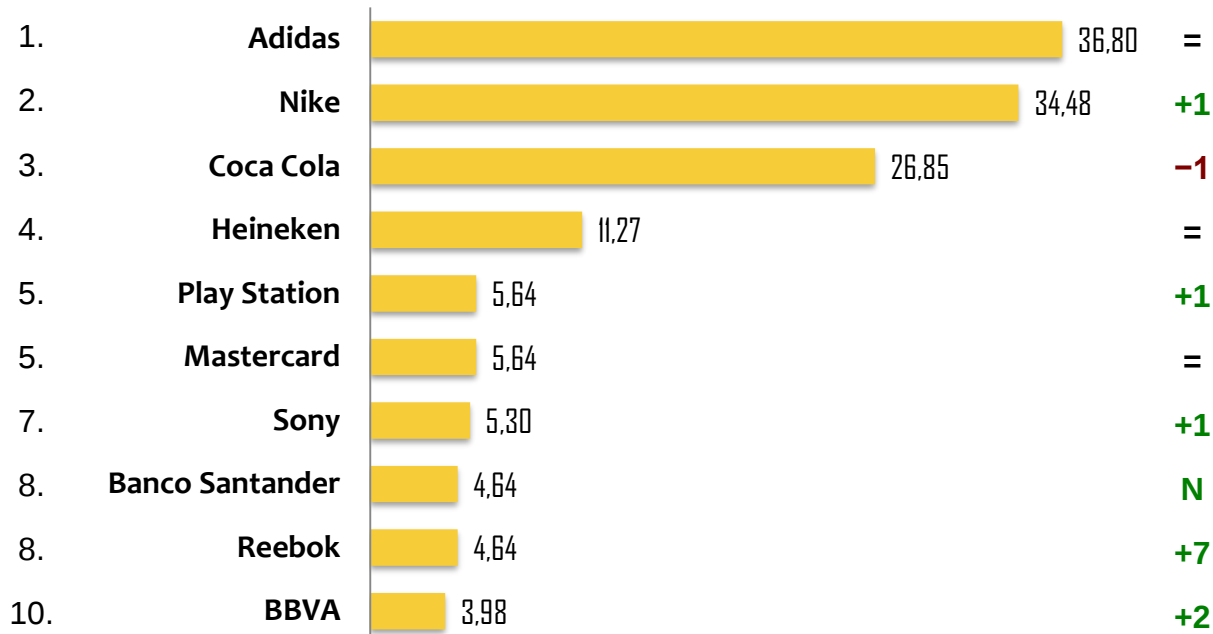
NS/NC: 70,50%



NS / NC

58,80%

PSAI EVENTOS – FIFA COPA DEL MUNDO



■ SAI (Sponsorship Awareness Index)

36,80



34,48



26,85



¿Aficionado al deporte?

Sí, mucho

NS/NC: 56,40%



Sí, normal

NS/NC: 53,00%



No

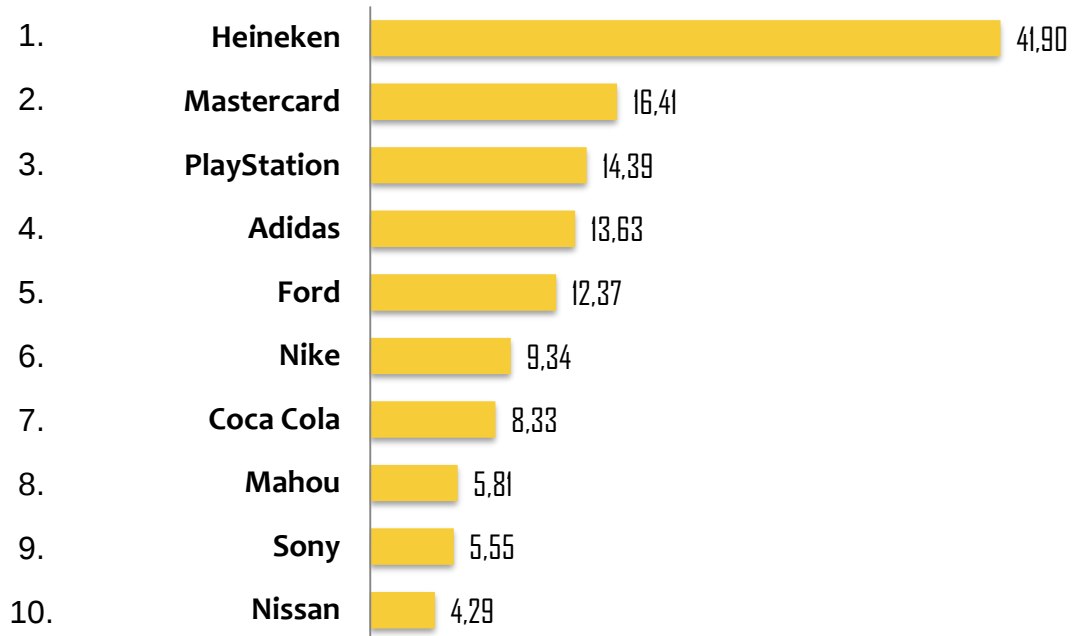
NS/NC: 70,50%



NS / NC

63,20%

PSAI EVENTOS – UEFA CHAMPIONS LEAGUE



■ SAI (Sponsorship Awareness Index)

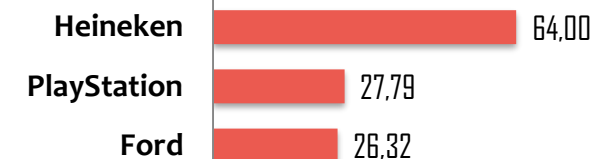


NS / NC 58,10%

¿Aficionado al deporte?

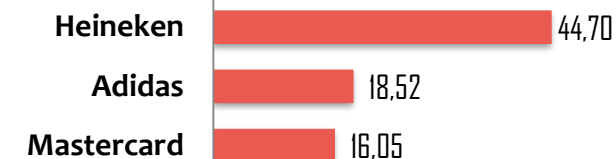
Sí, mucho

NS/NC: 36,00%



Sí, normal

NS/NC: 55,30%



No

NS/NC: 77,70%



PSAI EVENTOS – LALIGA SANTANDER



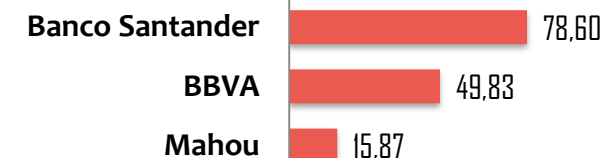
■ SAI (Sponsorship Awareness Index)



¿Aficionado al deporte?

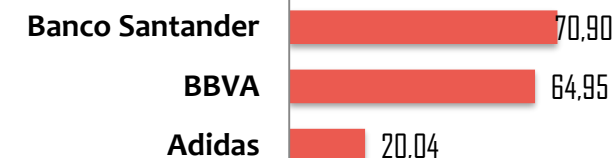
Sí, mucho

NS/NC: 21,40%



Sí, normal

NS/NC: 29,10%



No

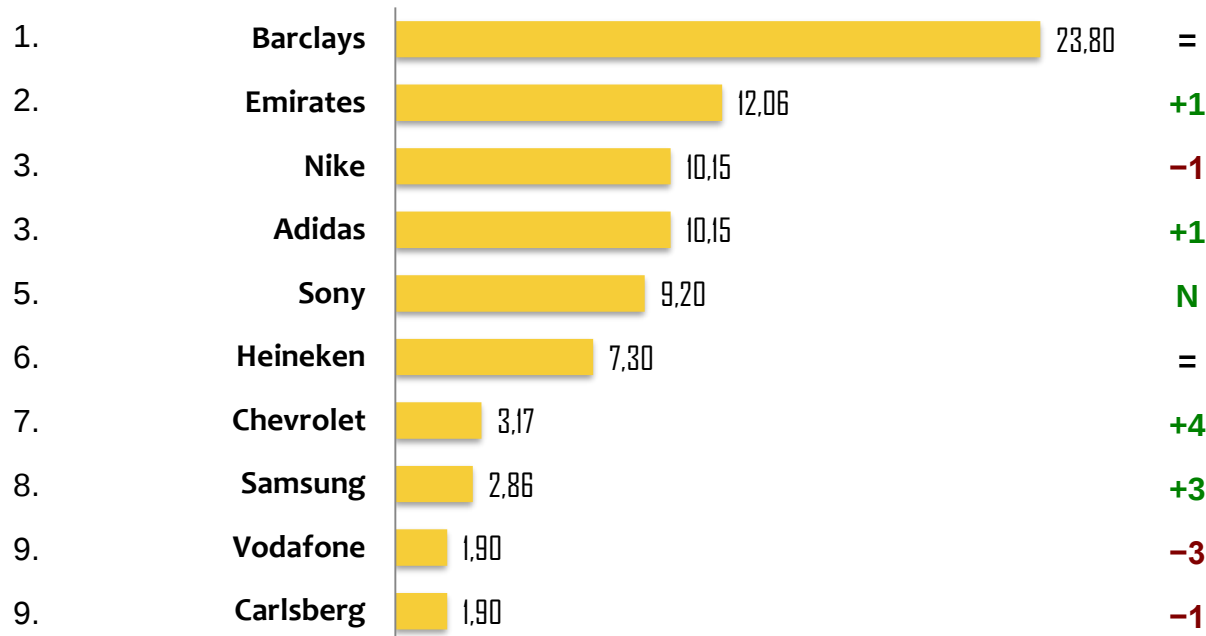
NS/NC: 48,70%



NS / NC

33,60%

PSAI EVENTOS –PREMIER LEAGUE



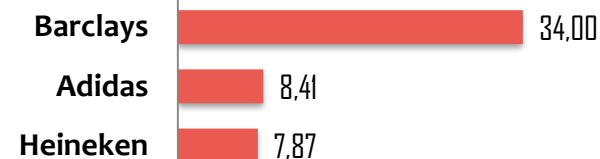
■ SAI (Sponsorship Awareness Index)



¿Aficionado al deporte?

Sí, mucho

NS/NC: 66,00%



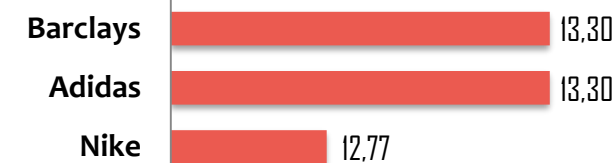
Sí, normal

NS/NC: 74,20%



No

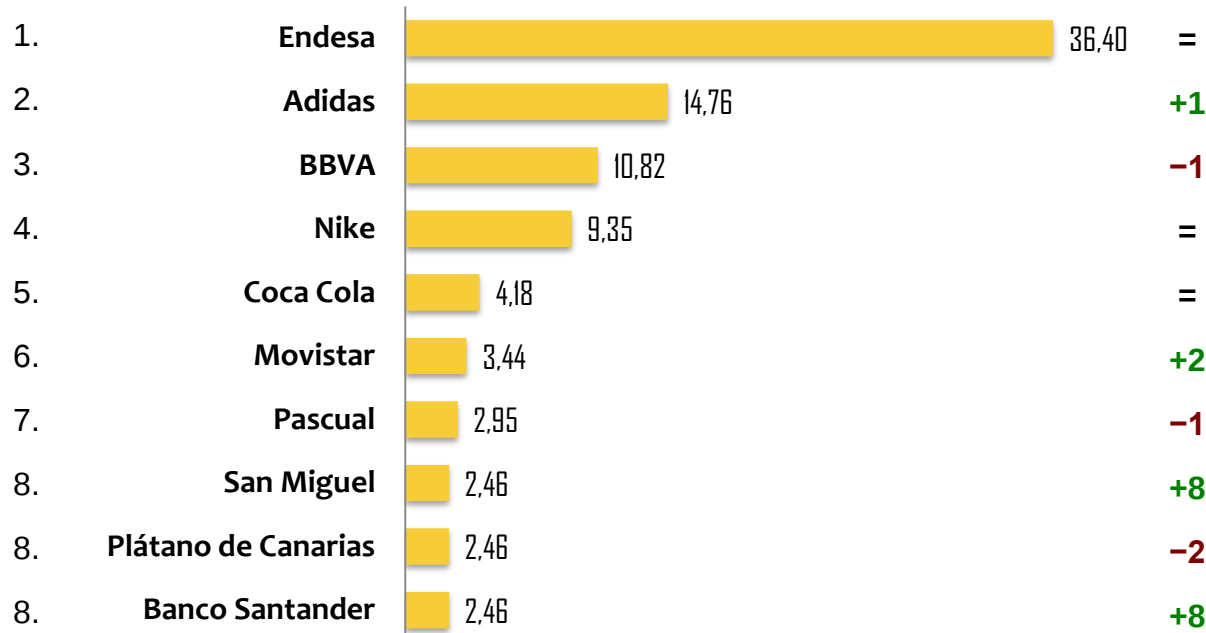
NS/NC: 86,70%



NS / NC

76,20%

PSAI EVENTOS – LIGA ENDESA



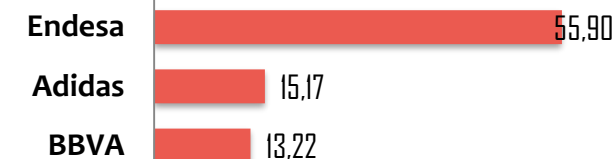
■ SAI (Sponsorship Awareness Index)



¿Aficionado al deporte?

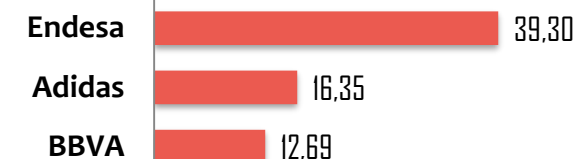
Sí, mucho

NS/NC: 44,10%



Sí, normal

NS/NC: 60,70%



No

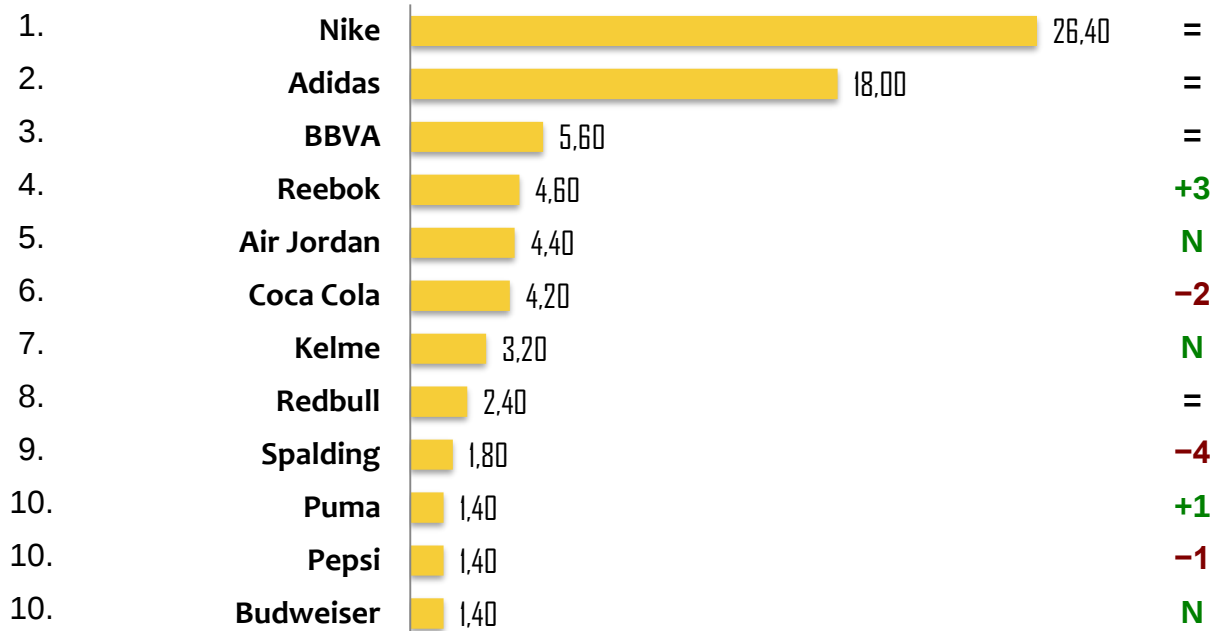
NS/NC: 81,50%



NS / NC

63,60%

PSAI EVENTOS – NBA



■ SAI (Sponsorship Awareness Index)

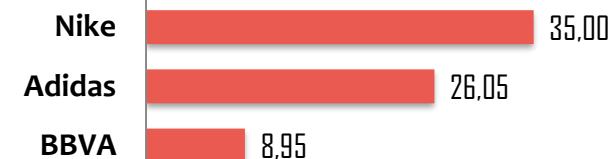


NS / NC 73,60%

¿Aficionado al deporte?

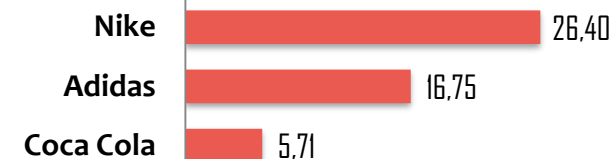
Sí, mucho

NS/NC: 65,00%



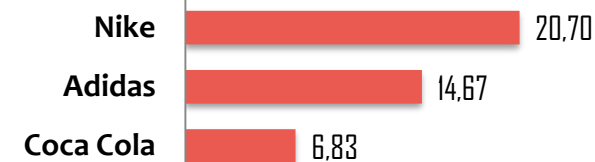
Sí, normal

NS/NC: 73,60%

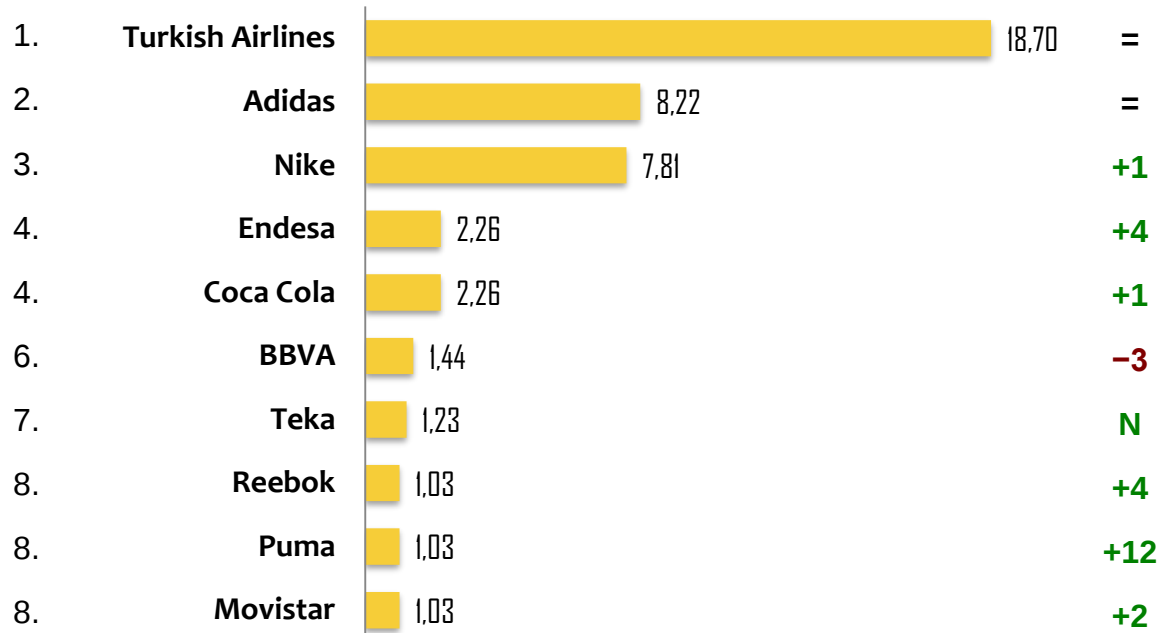


No

NS/NC: 79,30%



PSAI EVENTOS – EUROLEAGUE



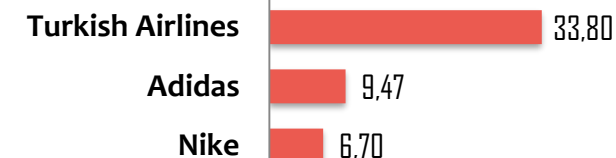
■ SAI (Sponsorship Awareness Index)



¿Aficionado al deporte?

Sí, mucho

NS/NC: 66,20%



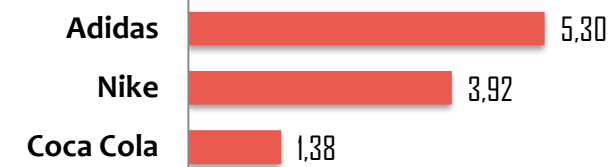
Sí, normal

NS/NC: 79,40%



No

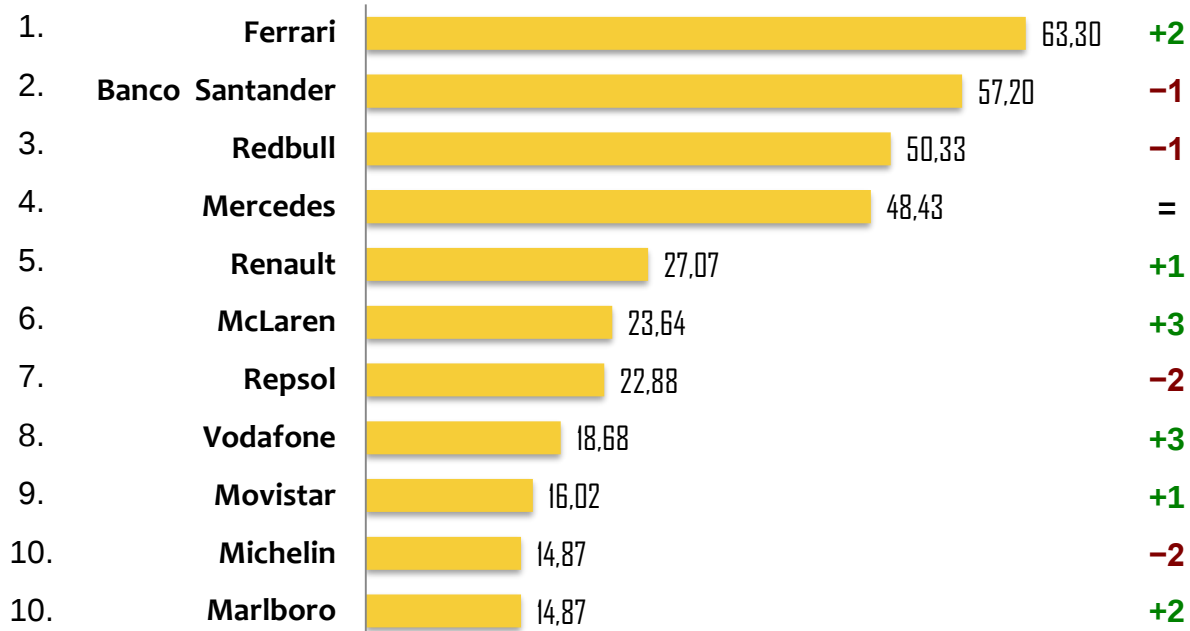
NS/NC: 94,70%



NS / NC

81,30%

PSAI EVENTOS – FORMULA 1



■ SAI (Sponsorship Awareness Index)

63,30
Ferrari



57,20

Santander



50,33

Red Bull



NS / NC

36,70%

¿Aficionado al deporte?

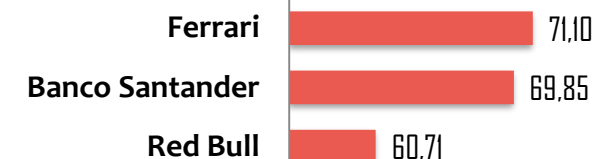
Sí, mucho

NS/NC: 34,60%



Sí, normal

NS/NC: 29,90%

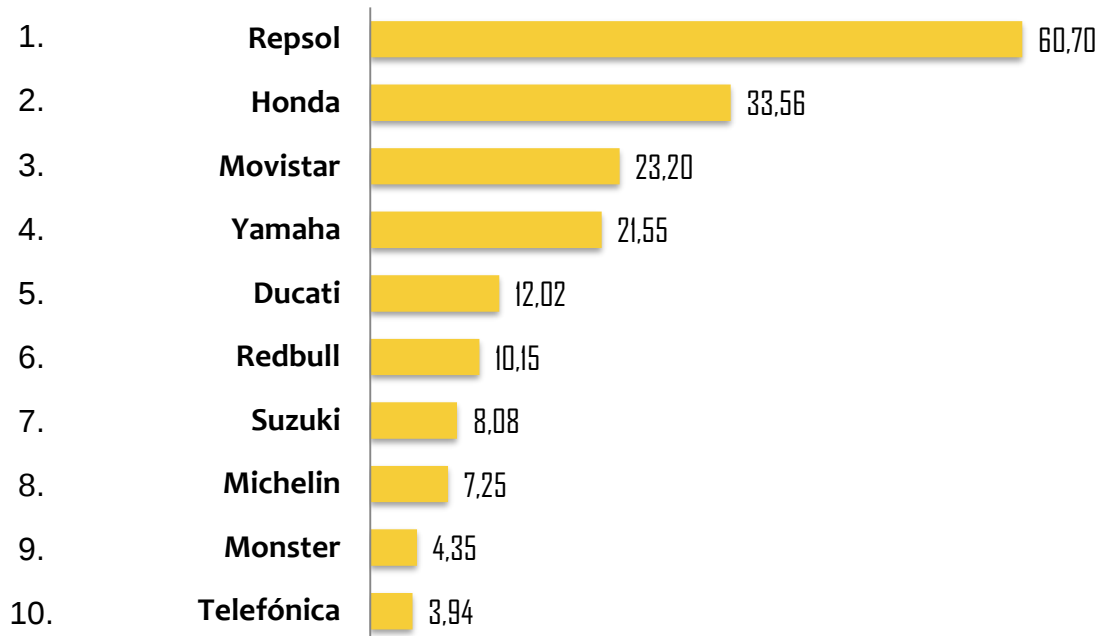


No

NS/NC: 52,00%



PSAI EVENTOS – MOTO GP



■ SAI (Sponsorship Awareness Index)



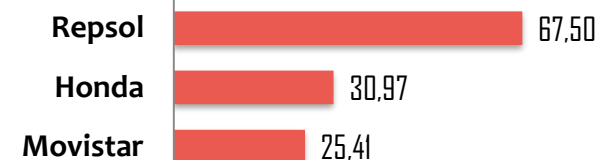
NS / NC 39,30%

¿Aficionado al deporte?

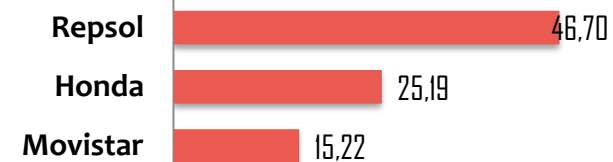
Sí, mucho NS/NC: 36,70%



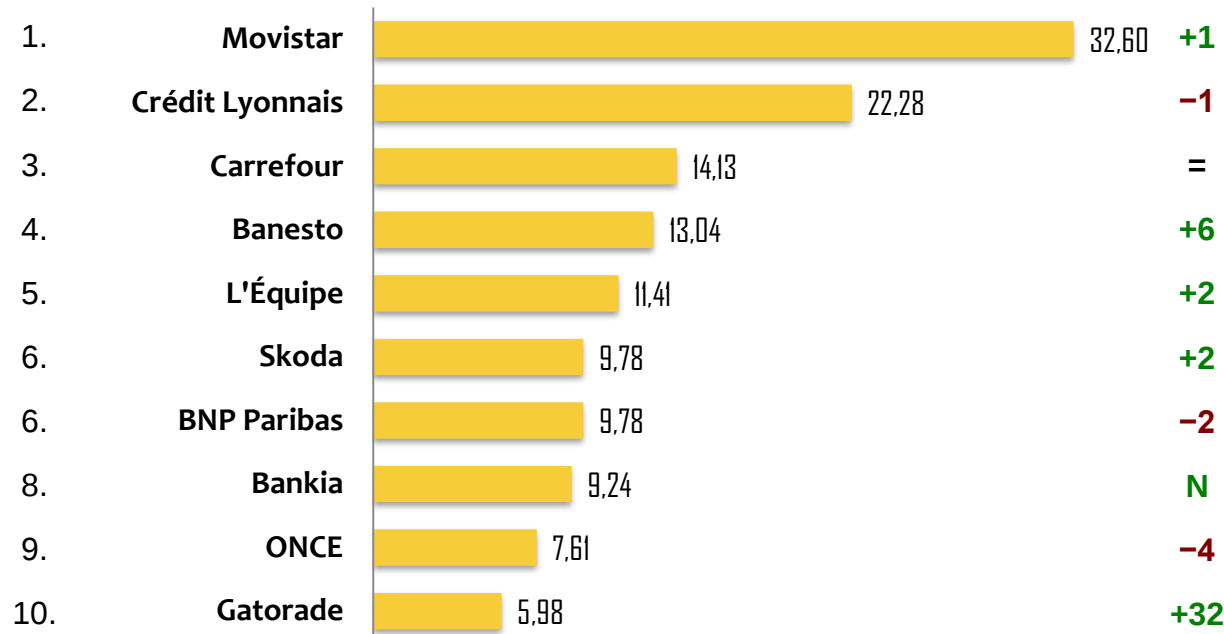
Sí, normal NS/NC: 32,50%



No NS/NC: 53,30%



PSAI EVENTOS – TOUR DE FRANCE



■ SAI (Sponsorship Awareness Index)



¿Aficionado al deporte?

Sí, mucho

NS/NC: 57,40%



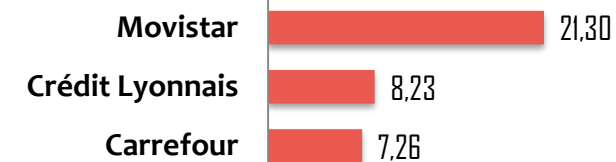
Sí, normal

NS/NC: 64,70%



No

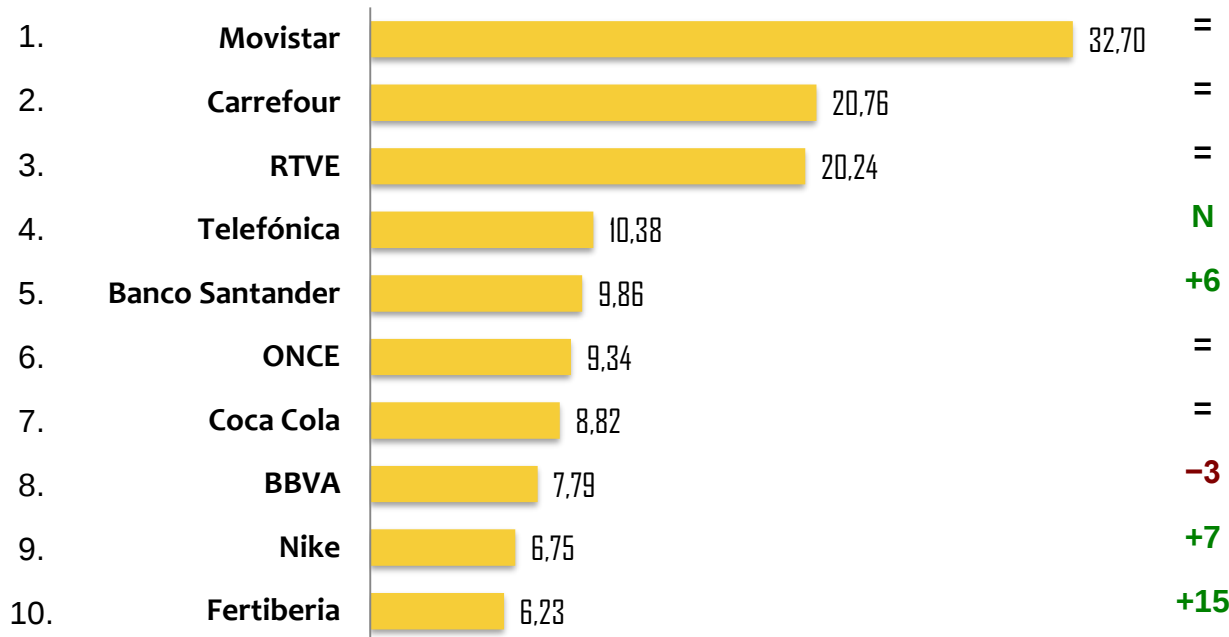
NS/NC: 78,70%



NS / NC

67,40%

PSAI EVENTOS – VUELTA CICLISTA A ESPAÑA



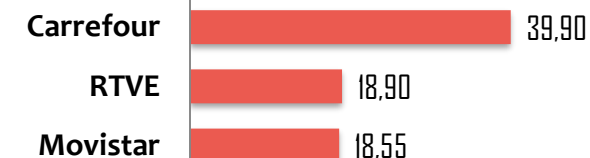
■ SAI (Sponsorship Awareness Index)



¿Aficionado al deporte?

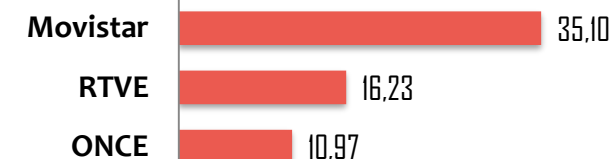
Sí, mucho

NS/NC: 60,10%



Sí, normal

NS/NC: 64,90%



No

NS/NC: 76,30%



NS / NC

67,30%

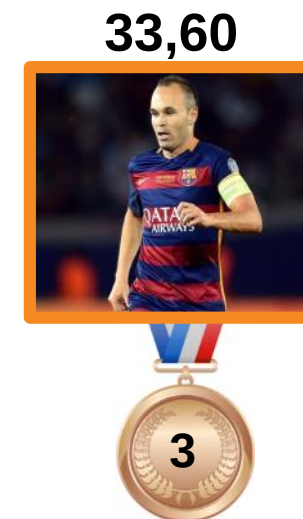
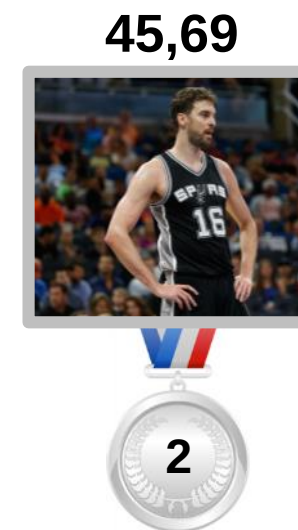
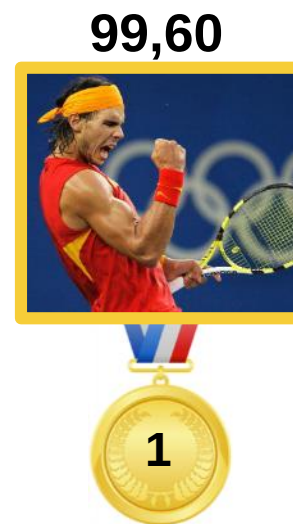


ÍNDICE AMPI
(Athlete Marketable Potentiality
Index)

AMPI GENERAL – TOP 10 ESPAÑOLES

1.	Rafa Nadal	99,60	=
2.	Pau Gasol	45,69	=
3.	Andrés Iniesta	33,60	+2
4.	Fernando Alonso	23,59	=
5.	Iker Casillas	22,40	-2
6.	Marc Márquez	18,37	=
7.	Sergio Ramos	14,93	+3
8.	Miguel Indurain	13,74	+1
9.	Mireia Belmonte	12,84	N
10.	Gerard Piqué	12,24	+1

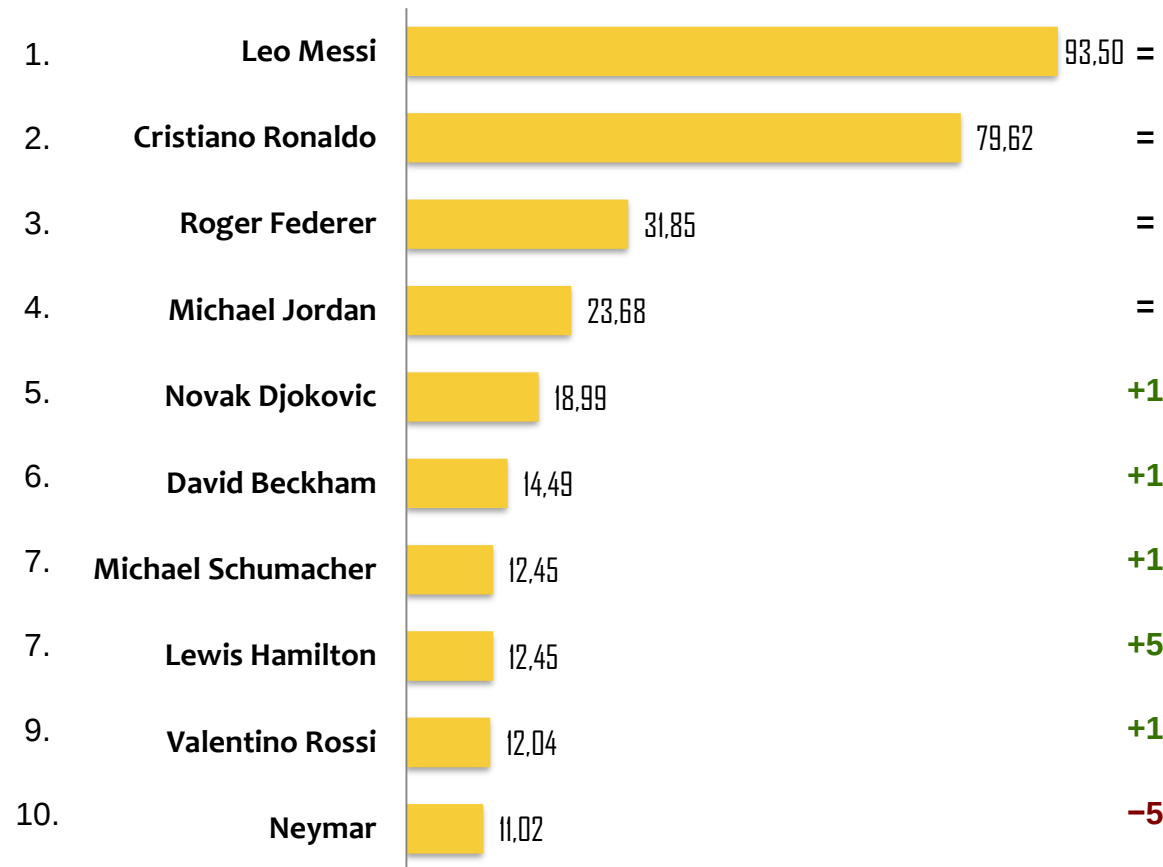
■ AMPI (Athlete Marketable Potentiality Index)



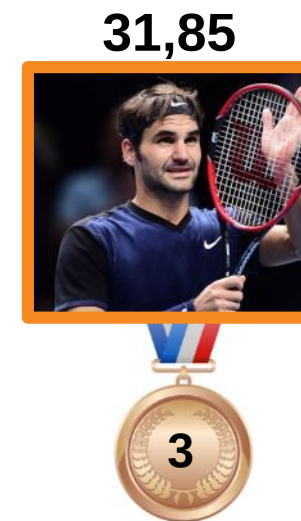
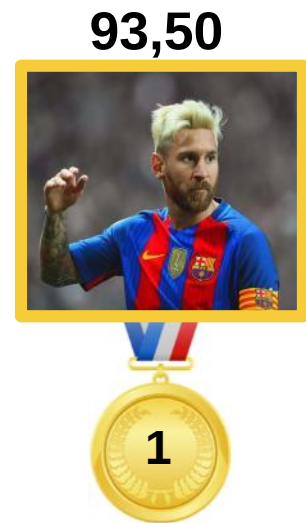
NS / NC

0,40%

AMPI GENERAL – TOP 10 EXTRANJEROS



■ AMPI (Athlete Marketable Potentiality Index)



NS / NC

6,50%

AMPI FUTBOLISTAS – TOP 10



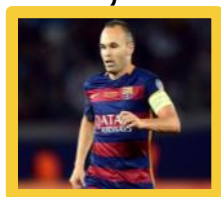
Espanoles

1.	Andrés Iniesta	98,20	=
2.	Iker Casillas	67,23	=
3.	Sergio Ramos	60,12	+1
4.	Xavi Hernández	39,90	-1
5.	Gerard Piqué	33,16	+1
6.	Raúl González	30,24	-1
7.	Carles Puyol	22,77	=
8.	Fernando Torres	15,12	=
9.	Emilio Butragueño	8,75	+4
10.	Xabi Alonso	8,02	+1

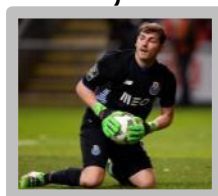
■ AMPI (Athlete Marketable Potentiality Index)

NS / NC 1,80%

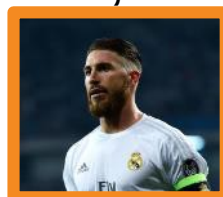
98,20



67,23



60,23



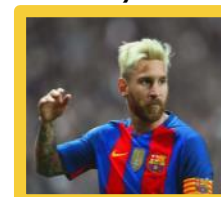
Extranjeros

1.	Leo Messi	93,90	=
2.	Cristiano Ronaldo	77,59	=
3.	Neymar	22,40	=
4.	Zinedine Zidane	18,62	+1
5.	David Beckham	15,65	-1
6.	Luis Suárez	11,53	=
7.	Antoine Griezmann	11,37	+4
8.	Johan Cruyff	10,38	+5
9.	Ronaldo	9,06	-2
10.	Luka Modric	8,90	+36

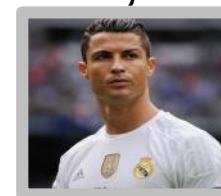
■ AMPI (Athlete Marketable Potentiality Index)

NS / NC 6,10%

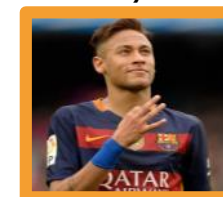
93,90



77,59



22,40



AMPI BALONCESTISTAS – TOP 10



Espanoles

1.	Pau Gasol	87,10	=
2.	Marc Gasol	61,68	=
3.	Juan Carlos Navarro	25,54	=
4.	Sergi Llull	16,70	+3
4.	Ricky Rubio	16,70	+2
6.	Rudy Fernández	15,45	-1
6.	Felipe Reyes	15,45	-2
8.	Sergio Rodríguez Gómez...	7,73	+1
9.	José Manuel Calderón	6,11	+1
10.	Epi	5,98	-2

■ AMPI (Athlete Marketable Potentiality Index)

NS / NC 12,90%

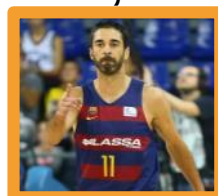
87,10



61,68



25,54



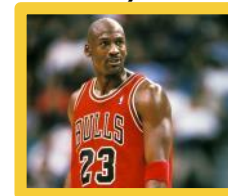
Extranjeros

1.	Michael Jordan	55,30	=
2.	Kobe Bryant	19,10	=
3.	Magic Johnson	15,10	=
4.	LeBron James	14,94	=
5.	Stephen Curry	10,63	=
6.	Larry Bird	7,09	=
7.	Shaquille O'Neal	6,62	=
8.	Arvydas Sabonis	4,47	=
9.	Kevin Durant	4,01	+2
10.	Drazen Petrovic	3,85	+1

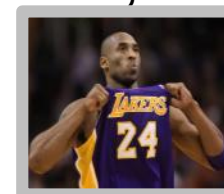
■ AMPI (Athlete Marketable Potentiality Index)

NS / NC 44,70%

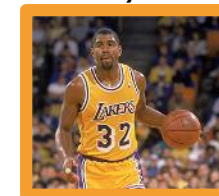
55,30



19,10



15,10



AMPI TENISTAS – TOP 10



Espanoles

1.	Rafa Nadal	97,20	=
2.	David Ferrer	21,09	=
3.	Feliciano López	18,73	+1
4.	Manolo Santana	16,27	+3
5.	Arantxa Sánchez Vicario	15,41	+1
6.	Fernando Verdasco	12,63	-3
7.	Carlos Moyà	12,10	+1
8.	Àlex Corretja	6,42	+3
9.	Conchita Martínez	6,10	+1
10.	Manuel Orantes	5,89	-1

■ AMPI (Athlete Marketable Potentiality Index)

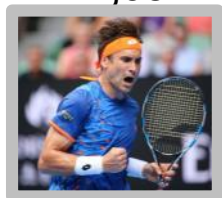
NS / NC

2,80%

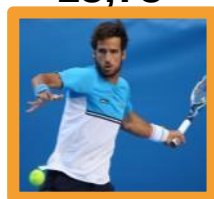
97,20



21,09



18,73



Extranjeros

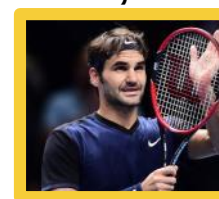
1.	Roger Federer	75,70	=
2.	Novak Djokovic	75,36	=
3.	Andy Murray	27,82	=
4.	John McEnroe	21,75	=
5.	Juan Martin del Potro	16,69	+14
6.	Serena Williams	13,49	=
7.	Andre Agassi	9,44	=
8.	Pete Sampras	6,41	-3
9.	Björn Borg	5,90	=
10.	Venus Williams	5,06	+5

■ AMPI (Athlete Marketable Potentiality Index)

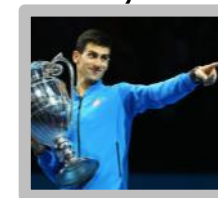
NS / NC

24,30%

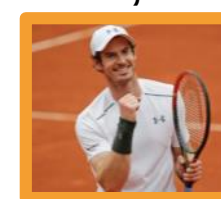
75,70



75,36



27,82



AMPI PILOTOS – TOP 10



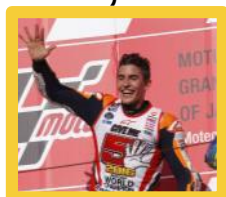
Espanoles

1.	Marc Márquez	94,80	=
2.	Fernando Alonso	92,31	=
3.	Jorge Lorenzo	45,14	=
4.	Dani Pedrosa	43,90	=
5.	Carlos Sainz	27,24	=
6.	Ángel Nieto	14,94	=
7.	Carlos Sáinz Jr.	10,12	=
8.	Pedro M. de la Rosa	6,85	+1
9.	Àlex Crivillé	6,07	-1
10.	Pol Espargaró	4,05	+3

■ AMPI (Athlete Marketable Potentiality Index)

NS / NC 5,20%

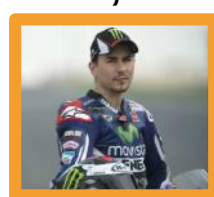
94,80



92,31



45,14



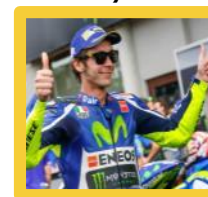
Extranjeros

1.	Valentino Rossi	80,10	=
2.	Lewis Hamilton	63,93	=
3.	Michael Schumacher	41,55	=
4.	Nico Rosberg	32,90	+2
5.	Sebastian Vettel	21,06	-1
6.	Kimi Raikkonen	11,66	-1
7.	Felipe Massa	11,28	+1
8.	Ayrton Senna	10,91	-1
9.	Nicky Lauda	7,90	=
10.	Mick Doohan	7,52	+1

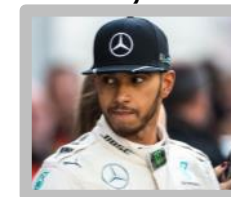
■ AMPI (Athlete Marketable Potentiality Index)

NS / NC 19,90%

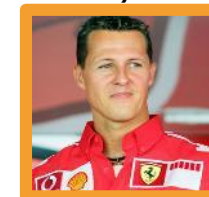
80,10



63,93



41,55



AMPI CICLISTAS – TOP 10



Espanoles

1.	Miguel Indurain	79,40	=
2.	Alberto Contador	66,79	=
3.	Perico Delgado	39,56	=
4.	Joaquim Rodríguez	21,44	=
5.	Alejandro Valverde	13,62	=
6.	Martín Bahamontes	9,85	=
7.	Luis Ocaña	7,39	=
8.	Abraham Olano	1,59	=
9.	Samuel Sánchez	1,01	+1
10.	JM Jiménez "El Chava"	1,01	-1

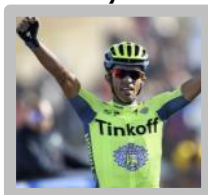
■ AMPI (Athlete Marketable Potentiality Index)

NS / NC 20,60%

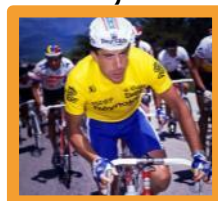
79,40



66,79



39,56



Extranjeros

1.	Lance Armstrong	37,70	+2
2.	Eddy Merckx	36,52	-1
3.	Marco Pantani	21,50	-1
4.	Chris Froome	18,85	=
5.	Bernard Hinault	12,96	=
6.	Nairo Quintana	12,37	+1
7.	Jacques Anquetil	8,25	-1
8.	Raymond Poulidor	7,66	+2
9.	Laurent Fignon	6,48	-1
10.	Claudio Chiappucci	4,12	+4

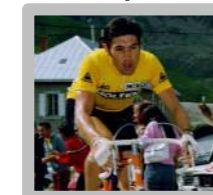
■ AMPI (Athlete Marketable Potentiality Index)

NS / NC 62,30%

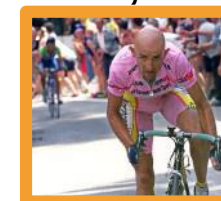
37,70



36,52



21,50





**BARÓMETRO PATROCINIO
DEPORTIVO 2016**
BARÓMETRO PATROCINIO - TENDENCIAS

360° - Multi-stakeholder

(Des) estacionalidad

Partenariado

Generación negocio

Diferenciación:
Contenido Único
Verticalización

Responsabilidad Social

Naming Rights

Sinergias

A

B

C

D

SPONSOR A+B+C+D

Territorio

(Fútbol, motor, tenis, fashion, música, etc.)

Categoría

(Federación, club, competición, instalación, etc.)

Propiedad

(club A, competición B, estadio C, deportista D, etc.)

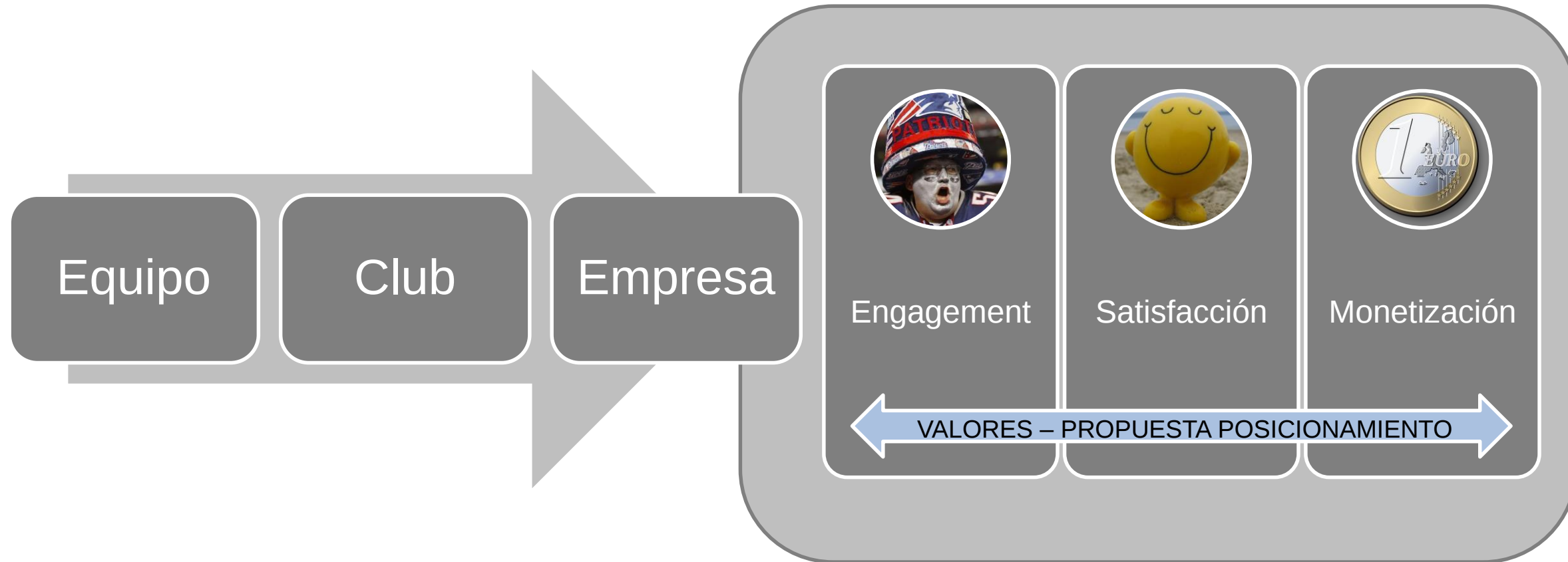
Activo

(Branding, naming right, promoción, hospitalidad, redes sociales, web, generación negocio, etc.)

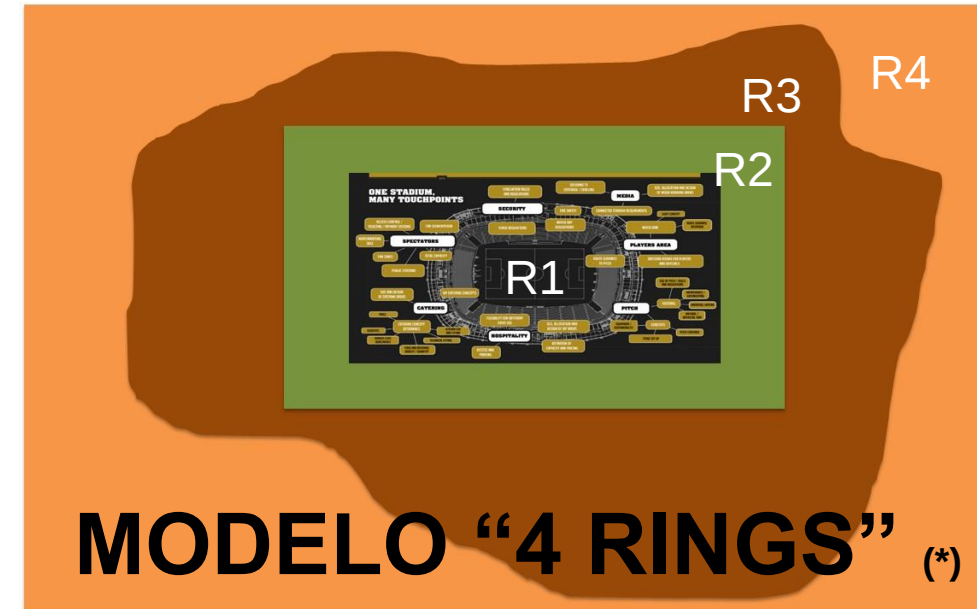
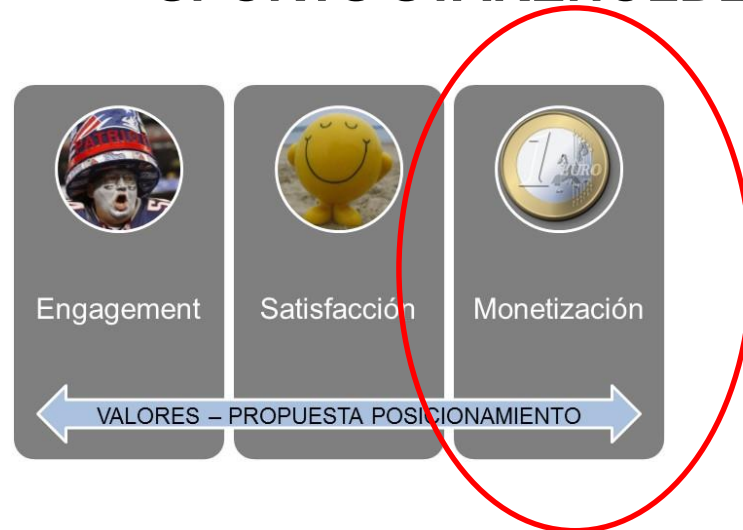
Derecho

(Clínica con la propiedad de 3 horas, 3 veces al año, etc.)

VALORES – ENGAGEMENT DEL PÚBLICO OBJETIVO



PROCESO DE EXPERIENCIA DEL “SPORTS STAKEHOLDER”



	RING1	RING2	RING3	RING4
MATCH-DAY				
NON-MATCH-DAY				

(*) 4 Rings model – SPSP Consulting

EXPERIENCIAS DIFERENCIALES “MONEY CANNOT BUY”



“CONSUMO” DE CONTENIDO – COMERCIALIZACIÓN/DISTRIBUCIÓN/ACCESO



INNOVACIÓN





*"It is easier to go down the hill than up, but
the view is much better from the top"*

GRACIAS

Para mayor información
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