



YEAR IN REVIEW

Sports & Entertainment
Marketing Partnerships

2023



TRENDS

BRANDS & CATEGORIES

SOCIAL PERFORMANCE

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SOCIAL PERFORMANCE

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 300,000 brands, 1.6 million deals, and 11.4 million data points across sports, entertainment, media, and talent, our SaaS database 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 both 2022 and 2023. Visit <https://sponsorunited.com> to learn more and discover exclusive data and insights to make intelligent partnership decisions at speed and scale.



We made the list again.

Inc. 5000

Introduction

The advancements and creativity seen in the 2023 landscape of Sports & Entertainment have been notably impressive. The collaboration between sponsorships and brand partnerships has been influential, establishing new benchmarks and directions.

Starting with entertainment, one of the most captivating moments this year has been the re-emergence of Barbie on the global stage. This iconic brand's triumph stems from strategic marketing maneuvers across diverse industries and media platforms, underlining the potent power of apt partnerships for both established and nascent brands. Meanwhile, digital celebrities such as MrBeast and Logan Paul, initially recognized through social media, are now leveraging their influence to pioneer successful brand ventures. Additionally, we're observing a blending of roles between celebrities, athletes, and influencers. A trend gaining momentum is their quest for equity stakes in brands they champion, signaling an intriguing evolution in the world of brand endorsements.

Parallel to these entertainment shifts, the technological sector, spearheaded by AI, is carving new vistas in sponsorships. AI's promise to revolutionize the sponsorship sphere through its precision in content targeting and endorsement impact evaluation is monumental. What's more, AI companies themselves are diving into the realms of sports and entertainment sponsorships, heralding exhilarating times ahead for industry aficionados.

Shifting focus to sports, the US major pro sports leagues have had a phenomenal year. A notable spike of 17.5% in team sponsorship revenue was observed, with Major League Baseball at the forefront, achieving a 23% revenue boost largely due to innovative assets such as jersey patches. This leads to the burning question: Will the NFL, with its whopping \$19.5 billion total revenue from the previous year, introduce their jersey patches and ride this trend? Additionally, 2023 was a landmark year for women's sports leagues. Women's leagues attracted more than 1,000 additional brand partners, experiencing a year-over-year surge of 35%. This is coupled with the red-hot Name, Image, and Likeness (NIL) domain that continues to mature. With 550 new brands venturing into collaborations with elite collegiate athletes this year, athletes like Angel Reese and Caitlin Clark are not just sports stars but are also ascending as full-fledged celebrities with robust personal brands.

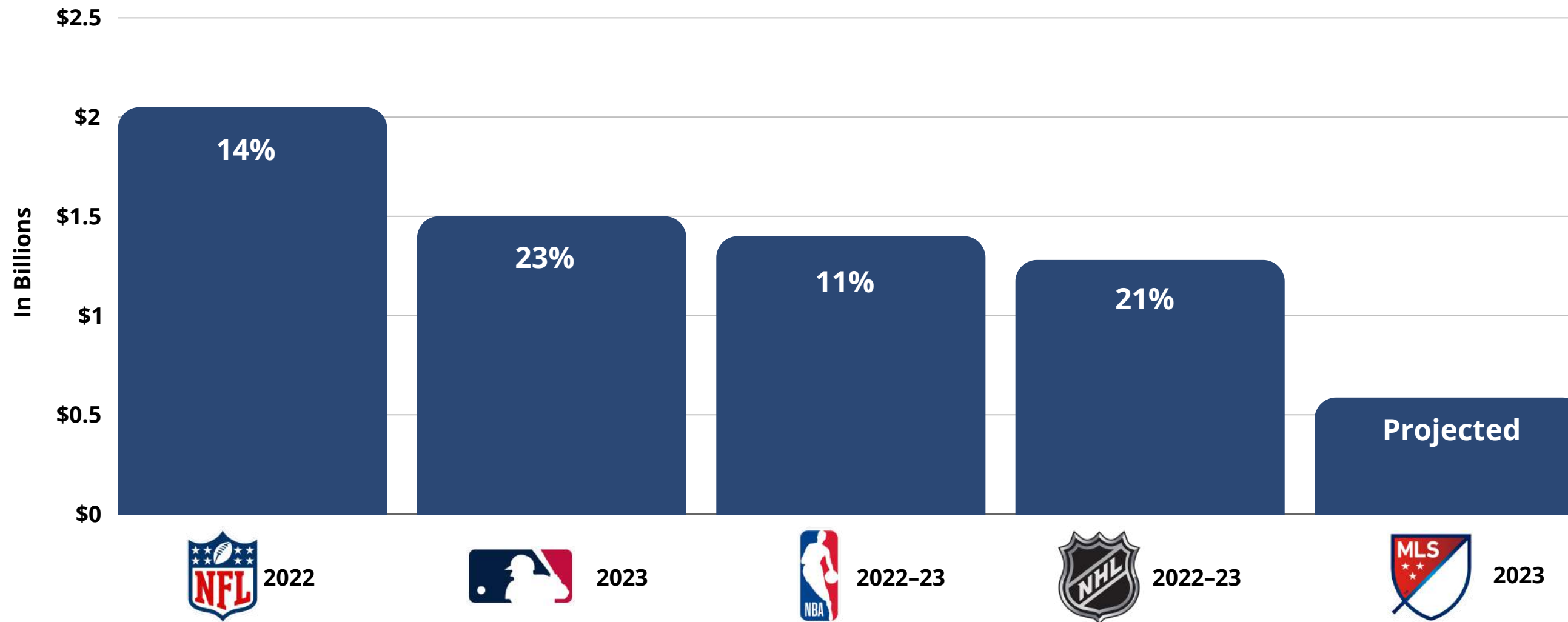
In light of these incredible strides in sports and entertainment, we're elated to unveil the 2023 Year in Review—Sports & Entertainment Marketing Partnerships report. This comprehensive report, a joint effort between SponsorUnited's Marketing, Research & Insights, and Analytics departments, encapsulates data on over 82,000 brands, 160,000 sponsorship deals, and 75,000 branded social posts from January 1, 2023, to October 16th, 2023.

Trends

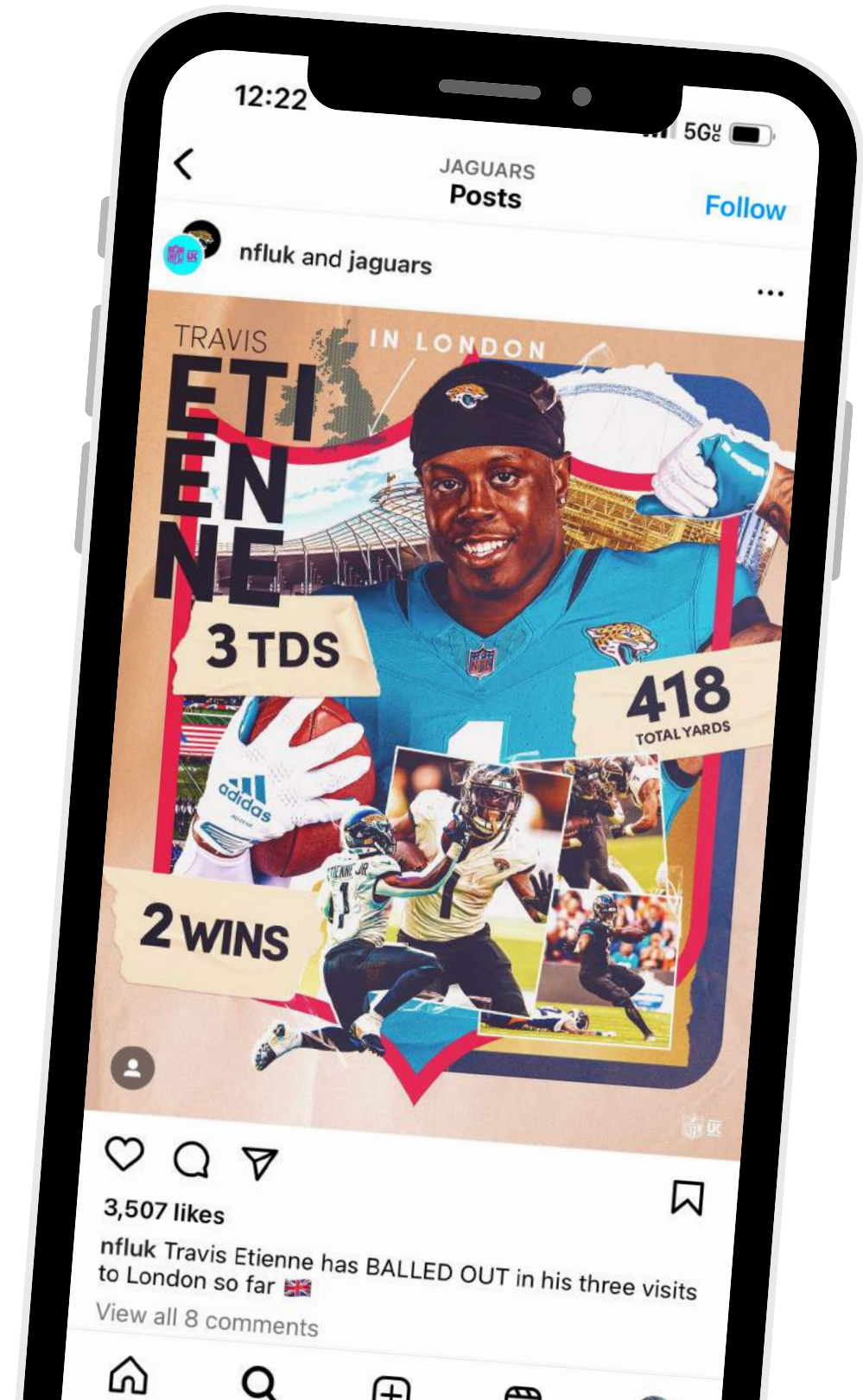


Team Sponsorship Revenue Across US Major Pro Sports

Includes year-over-year % revenue increase



Team sponsorship revenue for US major pro sports leagues soared 17.5% to more than \$6.7B combined. MLB led the list with an impressive 23% increase, thanks to an influx of new jersey patch deals, enhanced fan engagement and attendance.



The Impact of Jersey Patch Sponsorships

\$574M boost in teams sponsorship revenue from jersey patch deals



Total Team Jersey Patch Revenue*

\$216M
(2022-23)

\$136M
(2023)

\$129M
(2023)

\$93M
(2022-23)

Teams Unsold

5

1

14

13

*Figures represent most recently completed regular season. Subject to increase for new or replaced deals.

Patching Things Up

Brands hit MLB jersey sleeves for the first time in 2023, helping drive notable growth in the season's team sponsorship revenue.

MLB enters 2023 season with highest revenue increase

16

Jersey patch debuts

\$6M

Median price for jersey patch

35%

of deals with Financial brands, the most of any category

94%

of brand HQ's are local to team's market

BRAND X MLB TEAM JERSEY PATCH



ADT Security Systems x Miami Marlins



Avnet x Arizona Diamondbacks



Cruise x San Francisco Giants



Foundation Building Materials x Los Angeles Angels



Kroger x Cincinnati Reds



MassMutual x Boston Red Sox



TD Bank x Toronto Blue Jays



Marathon Petroleum x Cleveland Guardians



Meijer x Detroit Tigers



Motorola x San Diego Padres



NewYork-Presbyterian x New York Mets



Northwestern Mutual x Milwaukee Brewers



Occidental Petroleum x Houston Astros



Quikrete x Atlanta Braves



Stifel x St Louis Cardinals



Starr Insurance Group x New York Yankees

Largest Deal \$25M AAV



New Brand Leaders in Media

Top marketing asset types in sponsorships and leading new brands by media category

Digital Media
1,029



Radio
920



Television
334



Virtual
82



Streaming (Video/Audio)
72



As the new leader in digital asset acquisition, Fast Twitch embraces an innovative strategy that extends beyond typical online placements, leveraging digital tie-ins with high-profile NFL partnerships. Its digital-centric campaigns—which feature interactive branding opportunities like the "Start Fast Win Big" retail program and a DraftKings fantasy contest—demonstrate the brand's advanced approach to digital engagement, accounting for a significant portion of its overall asset mix. This strategy reflects a broader industry trend where digital visibility and interaction are paramount, and where even physical brand activations intertwine with digital experiences to optimize consumer engagement.

Media Powerplays

Sports shows that scored biggest in 2023

Pat McAfee and the Kelce brothers represent different strategies that are shaping the future of sports media. McAfee's ESPN deal illustrates his strong identity across multiple platforms, while the Kelces are rooted in their authentic connection with fans. Together, they highlight a booming sports podcast industry, marked by a 28% increase in brands and driving the evolution and commercial success of athlete-created sports content.

Pat McAfee - "The Pat McAfee Show"

8 Brands



Most followed sports podcast on Instagram

213M

Total views from McAfee's social media platforms, YouTube, and the ESPN app

Travis & Jason Kelce - "New Heights with Jason and Travis Kelce"

27 Brands

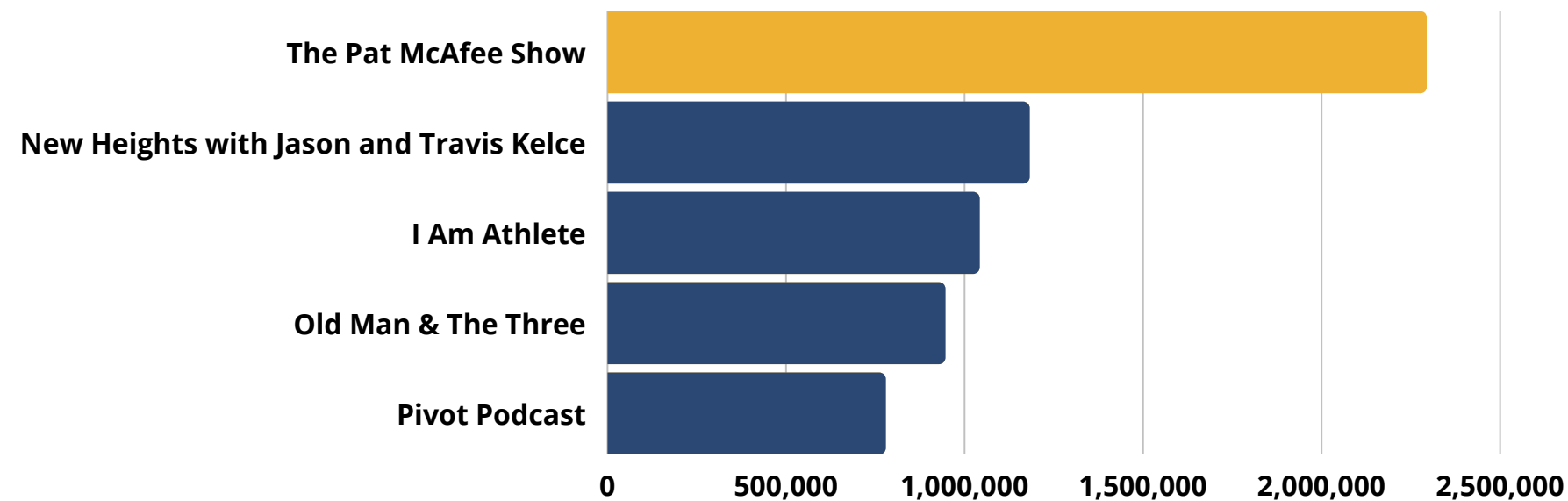
60K+

Average social engagement per branded post

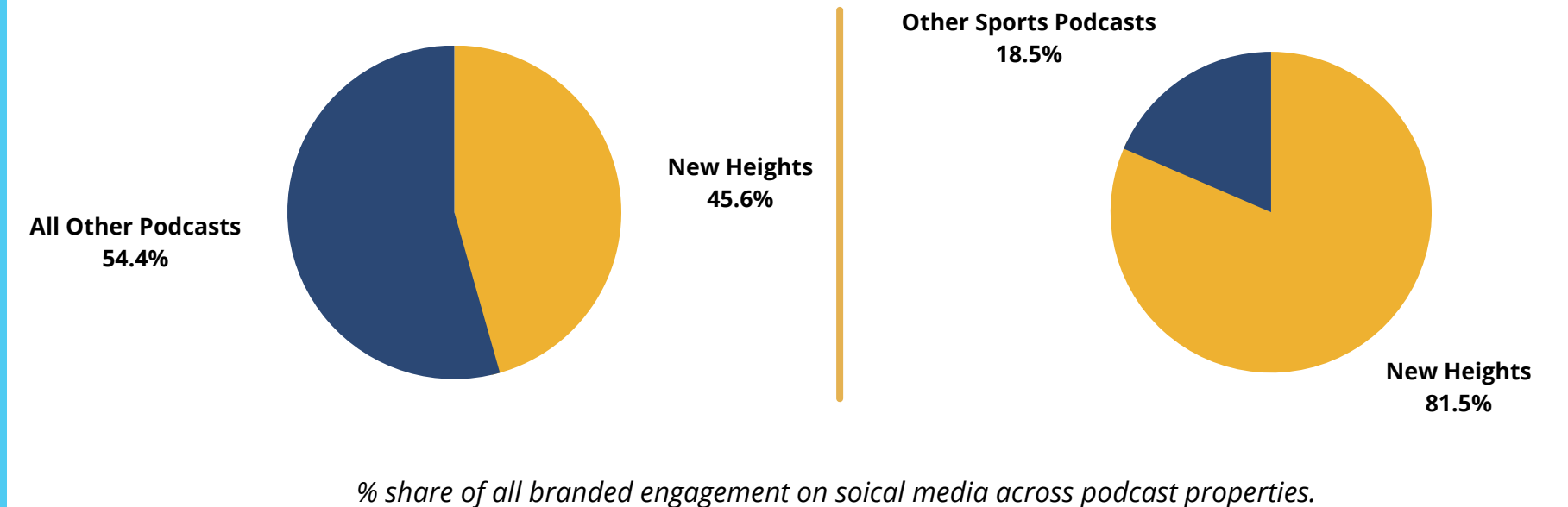
35x

Higher than any other sports podcast

YOUTUBE SUBSCRIBERS - SPORTS PODCASTS



HOW "NEW HEIGHTS" STANDS TALL: BRANDED ENGAGEMENT ACROSS PODCASTS



A Look at Coca-Cola 2023: Empowerment, Music, and Innovation

DEI Summit



Coca-Cola reinforced its DEI dedication by hosting the "Level the Playing Field" summit in Sydney during the FIFA Women's World Cup 2023, building on its legacy as a partner since 1991 with a focus on gender equity. The global company's initiative stressed the need for systemic change and individual responsibility to ensure fair chances in society and business.

Summit Featured Guests



Malala Yousafzai
Nobel Laureate



Dylan Alcott
Paralympian



Manal Al-Sharif
Women's Rights Activist

58%

of DEI-focused soft drink partnerships are with Coke

32

year long partnership

Coke Studio



Since its inception, the essence of Coke Studio has been to uplift fans bridge divides, creating new music from different talent across, genres, cultures, languages, and generations.

Global Impact & Reach



Activated in 100+ global markets



Celebrating 14th season

Community & Engagement



50+ festivals, 9M+ fans



Over 1B views & 100M+ streams



Interactive engagement with 1M+ product scans

Heritage & Diversity



18 artists, 27 songs



Bringing teens together and uplifting fandoms through music

Sprite Limelight



In support of Sprite's persistent brand platform and tagline, "Heat Happens", this first-of-its-kind music platform was created to address the personal "heat", or stress, that all young people feel—through the lens of bold and fearless music artists.



Brand Heritage & Global Influence

From Hip-Hop Roots to Global Beats: Sprite's musical journey since 1986 across North America, LATAM, China, Africa, and Europe



Innovative Music Platform

One Hook, Many Songs: Unique collaborations sparked by top producers like James Blake and Ryan Tedder

Impact & Engagement



Hundreds of millions of streams



"Alive" by Chinese superstar Lay Zhang, reached 95M streams and the #1 song on QQ

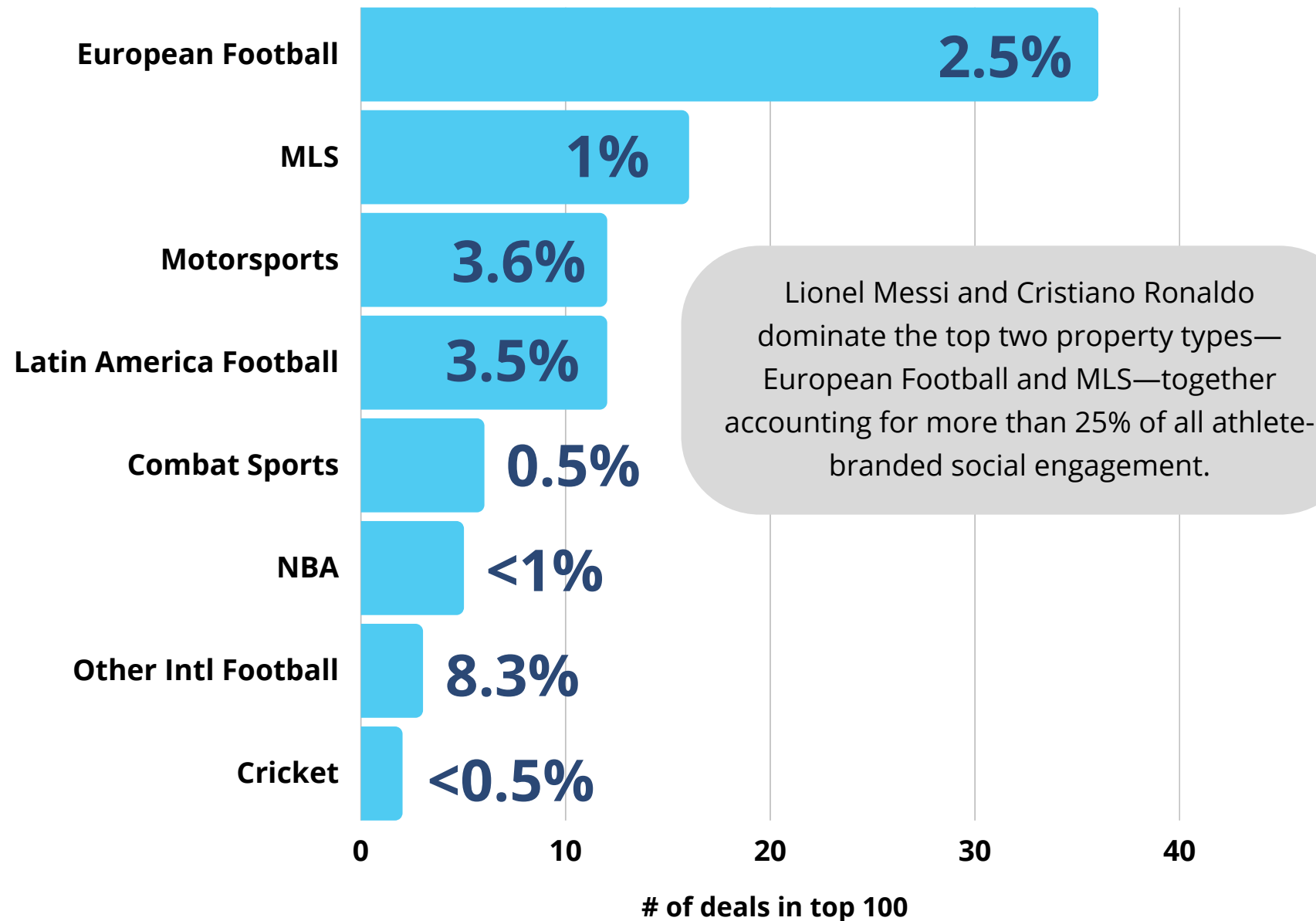


LATAM artist, FEID, reached 600M streams in first day, added to over 220K playlists, and charted in 12 countries—including a #1 in Mexico

Athletes as Influencers

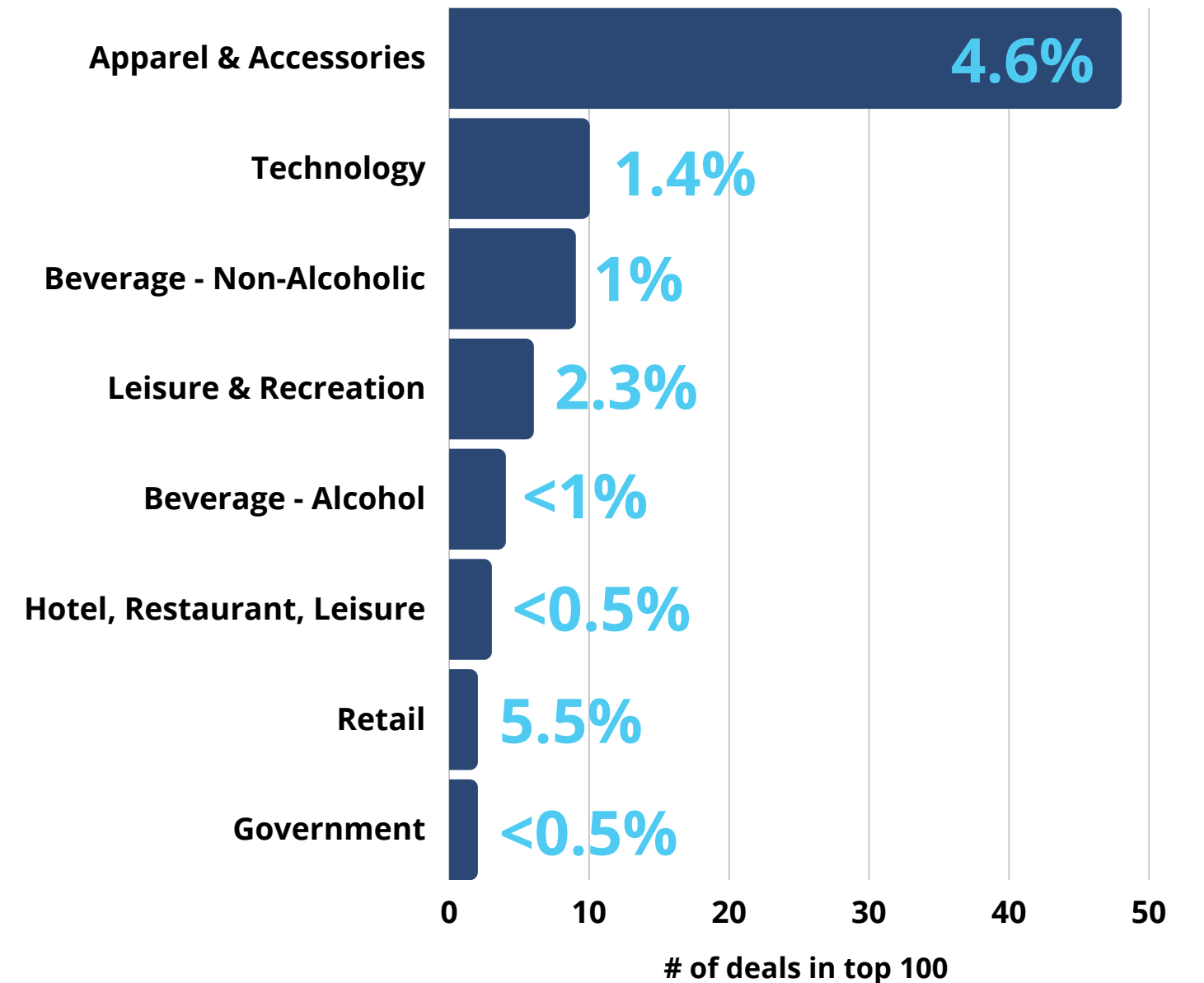
Breakdown of top 100 social campaigns, ranked by total branded engagement with engagement rate

ATHLETE TYPES



*Eight additional property types (not listed) have one athlete in the top 100

BRAND CATEGORIES



*Twelve other categories (not listed) have deals in the top 100

A Piece of the Pie

Celebrity endorsers are increasingly seeking equity stakes in their brand partners

Nearly 500 brands now offer celebrity endorsers—namely athletes and/or influencers—equity in their operations. Meanwhile, larger established brands are including investment stakes as part of sponsorship deals—reflecting a shift towards more integrated, mutually beneficial relationships between brands and their boldface-name endorsers.

INFLUENCER-OWNED BRAND SPONSORS IN SPORTS AND ENTERTAINMENT

Mr.Beast - Feastables



- Created by Jimmy Donaldson (MrBeast) in January 2022, the snack brand initially launched with a chocolate bar product
- Purchased 2023–24 primary jersey patch for Charlotte Hornets
- Branded posts have generated over 6.2M total engagements, and rank second among all food product brands by average branded engagement per post

Logan Paul & KSI - Prime Hydration



- Established in 2022 by influencers Logan Paul and KSI, offering sports drinks and drink mixes promoted through social media channels
- Sponsorship or digital media deals with 40 properties, most notably as the Official Sports Drink of UFC, and FC Barcelona's Official Hydration Partner
- Signed European football star Alisha Lehmann to its first female endorsement deal

Emma Chamberlain - Chamberlain Coffee



- A coffee brand created by lifestyle influencer Emma Chamberlain in 2019, offering a selection of coffee-related products, including RTD plant-based lattes
- Chamberlain Coffee's TikTok account has racked up more than 8M likes, and over 1.2M views on YouTube
- Vendor deal at 2023 Coachella, with movable cart

The Non-Athletic Apparel & Footwear, Cosmetics & Skin Care, and Spirits (Tequila) categories lead the list of most active industries doing influencer-owned deals. Influencers in the TikTok, Health & Fitness, and Reality TV categories secure the most sponsorship deals that include an investor or equity stake.



Brands Go All-In on NIL Deals

A slew of new names are making a splash in this booming sponsorship sector

550 new brands burst onto the red-hot NIL scene in the last year, as companies including Shake Shack, Hey Dude, and Steve Madden led the charge with high-profile, multi-faceted campaigns.

Shake Shack



- Made its NIL debut in October 2023 with the “Stand for Something Good” campaign, partnering with 75 athletes across 10 schools to spotlight those making a community impact
- Deals include social media engagement and sales-driven charity donation
- When athletes make local Shack appearances, a percentage of sales go to their chosen charities, while they earn a corresponding cash bonus and Shack gift card

Hey Dude



- Unveiled its Collegiate Collection in September 2023, launched its first-ever NIL campaign with 39 athletes
- Hey Dude’s sponsorship deals increased 612% since 2022
- NIL deals now comprise HALF of its total partnership portfolio

Steve Madden



- More than 35 NIL deals across six sports
- Deals span from men's basketball—with standouts like James Akinjo and Max Christie—to women's volleyball and basketball talents like Alex Glover and Faith Masonius
- In March 2023, the brand signed 10 female athletes across four sports, including basketball stars Masonius (Maryland), Paige Shy (Youngstown State), and Ana Llanusa (Oklahoma)



r.ickea 3w
Tailgating in style with my favorite shoes
@heydude #HEYDUDESHOES #AD

NIL Newcomers

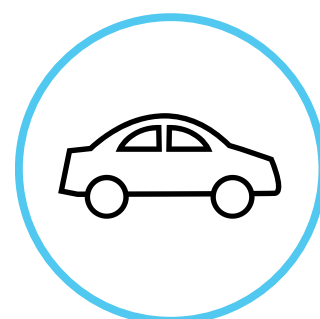
Top brand categories breaking ground in the booming market this year

CATEGORIES TO WATCH

Based on new brands entering the NIL ecosystem this year



AI / Machine Learning



Car Manufacturers (Non-US)



Motion Pictures & Studios



Home Improvement



Pet Supplies

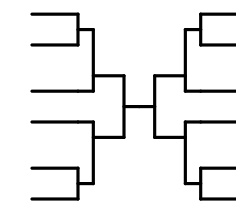
UNIVERSAL PICTURES' SUPER MARIO BROS. SOCIAL CAMPAIGN

7

NIL athletes



All posts on TikTok



Released for March Madness

40K+

Total branded engagements

TOP PERFORMERS

Armando Bacot
13% Engagement Rate



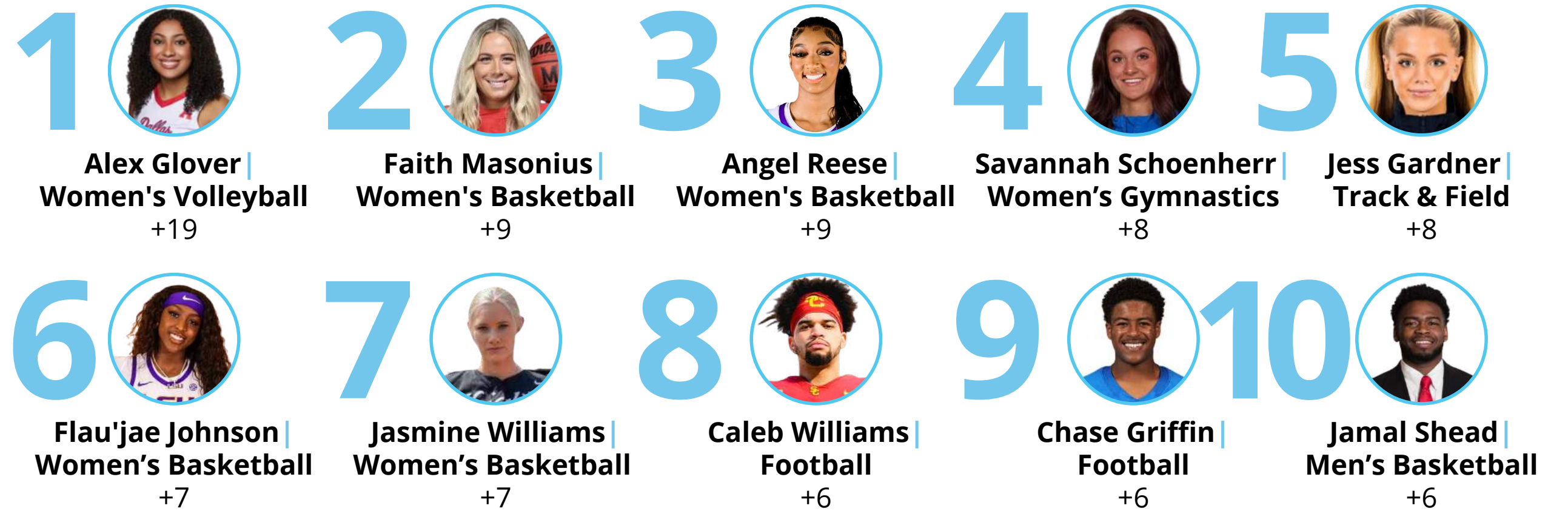
Caleb Love
8.5% Engagement Rate



Scoring Big in NIL

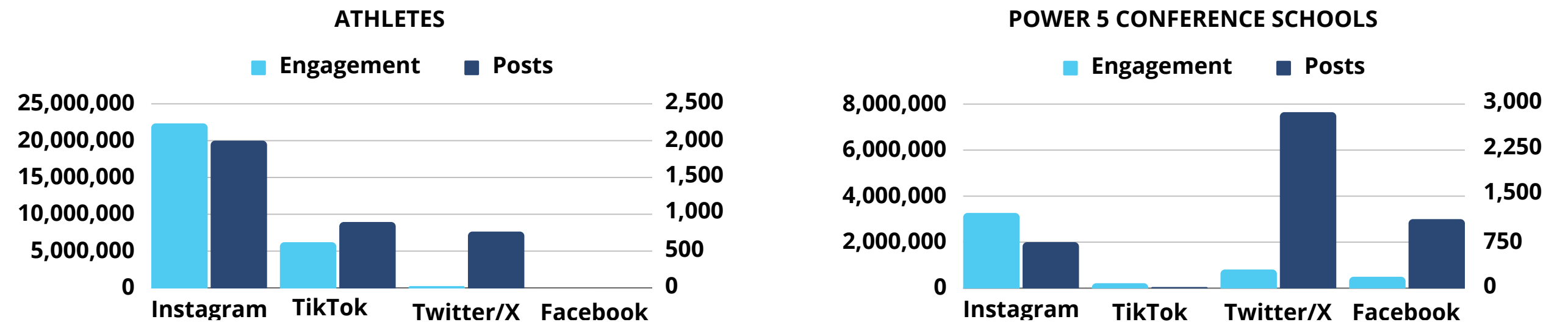
These rising stars are raising their profiles—and those of their brand partners—to new heights

ATHLETES WITH THE MOST NEW NIL DEALS



alexjeannm
Alex Jean 9:15
#ad @Kellogg's Frosted Flakes is my go-to when I need to have a GRRREAT game. Show me your trick shot and more
Cool tip: use beat1208541 - @HKARU
Paid partnership @kellogg/frostedflakes

ATHLETE VS. SCHOOL PERFORMANCE ON BRANDED SOCIAL POSTS



Top Female Sports Leagues

Ranked by number of sponsorship deals



1
WNBA - Women's National Basketball Association



2
Women's Liga MX



3
NWSL - National Women's Soccer League



4
Liga F - Women



5
Rugby Football League Women's Super League



6
Australian Football League Women



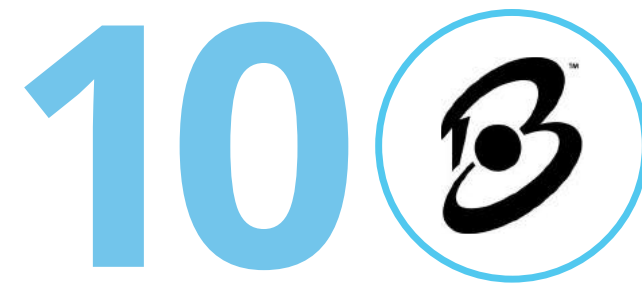
7
Premiership Women's Rugby



8
Women's Super League



9
NRL Women's Premiership



10
Women's British Basketball League

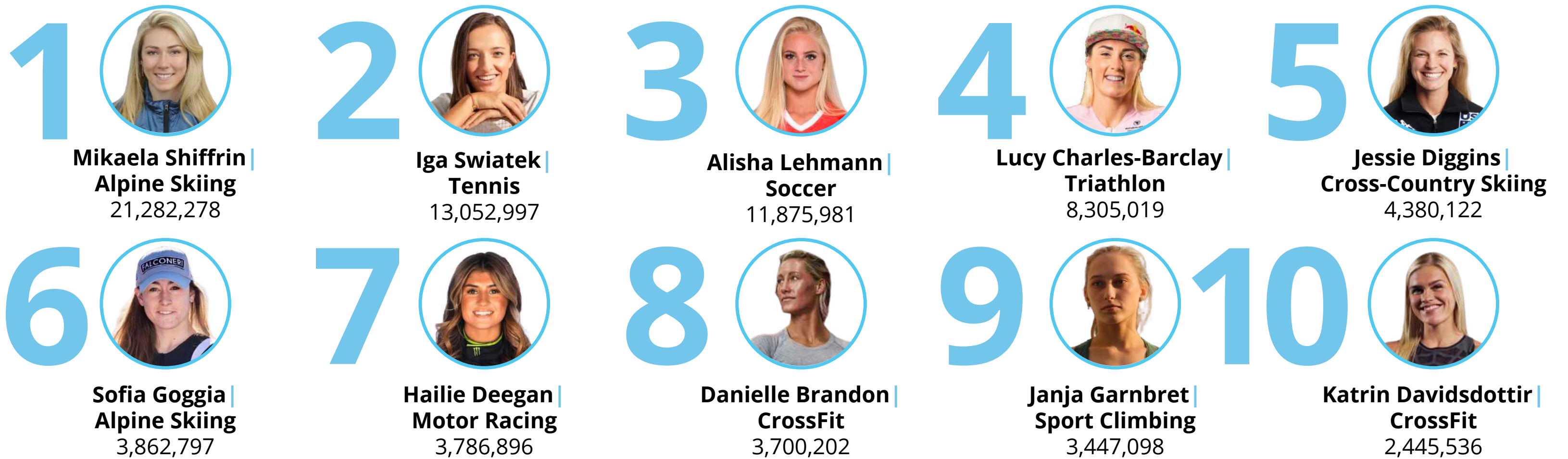
"Sponsors shined on the Connecticut Sun in 2023, answering the call to invest in women and celebrate our unique strength as leaders in social action. The Sun were able to rise through the ranks to become the most sponsored team in the WNBA (after a 7th place ranking in 2022) by embracing diversity in our sponsor portfolio, providing inclusive access for partners from mom-and-pops to Microsoft. We identified a need from brands seeking help translating their DE&I policies into real-world gameplans and most importantly, action in our communities. As the Sun earn the top spot in sponsorships within women's basketball, we owe much of our success to the WNBA's dominance as the top league in women's sports sponsorships."



Paul Rector
VP of Growth, Connecticut Sun

Most Engaging Female Athletes

By total branded engagement across Instagram, Facebook, X, and TikTok in the last 12 months



Standouts in Individual sports—spanning alpine skiing to CrossFit to tennis—dominate social media engagement, reflecting the appeal of personal achievements and brand stories to consumers worldwide. While soccer is the world’s most popular sport, only Aston Villa forward Alisha Lehmann ranks in the top ten. There’s also a vast disparity in branded engagement even among this rarefied group: superstar skier Mikaela Shiffrin engaged nearly five times the followers of Jessie Diggins in the fifth spot, and nearly nine times those of tenth-ranked Katrin Davidsdottir.

AI's Immeasurable Potential

While AI is infiltrating virtually every facet of society, it's barely scratched the surface on the sponsorship front

TOP 5 MOST ACTIVE AI BRANDS BY SPONSORSHIP DEALS



TOP 5 EARLY ADOPTERS OF AI PARTNERSHIPS



The AI industry is offering new ways to engage fans and analyze sponsorship effectiveness. More than 100 companies have already entered this space, with Cactus, for example, leveraging influencer sponsorships on platforms like Twitter and TikTok to reach young audiences, as well as auto-generating MiLB game recaps and promoting college nights for local students. Yet the potential of AI in sponsorships remains largely untapped, especially in US major pro sports, which represent only 6% of all AI sponsorship deals. The NHL leads the leagues, comprising 45% of these deals through initiatives like digitally enhanced dashboards (DEDs).

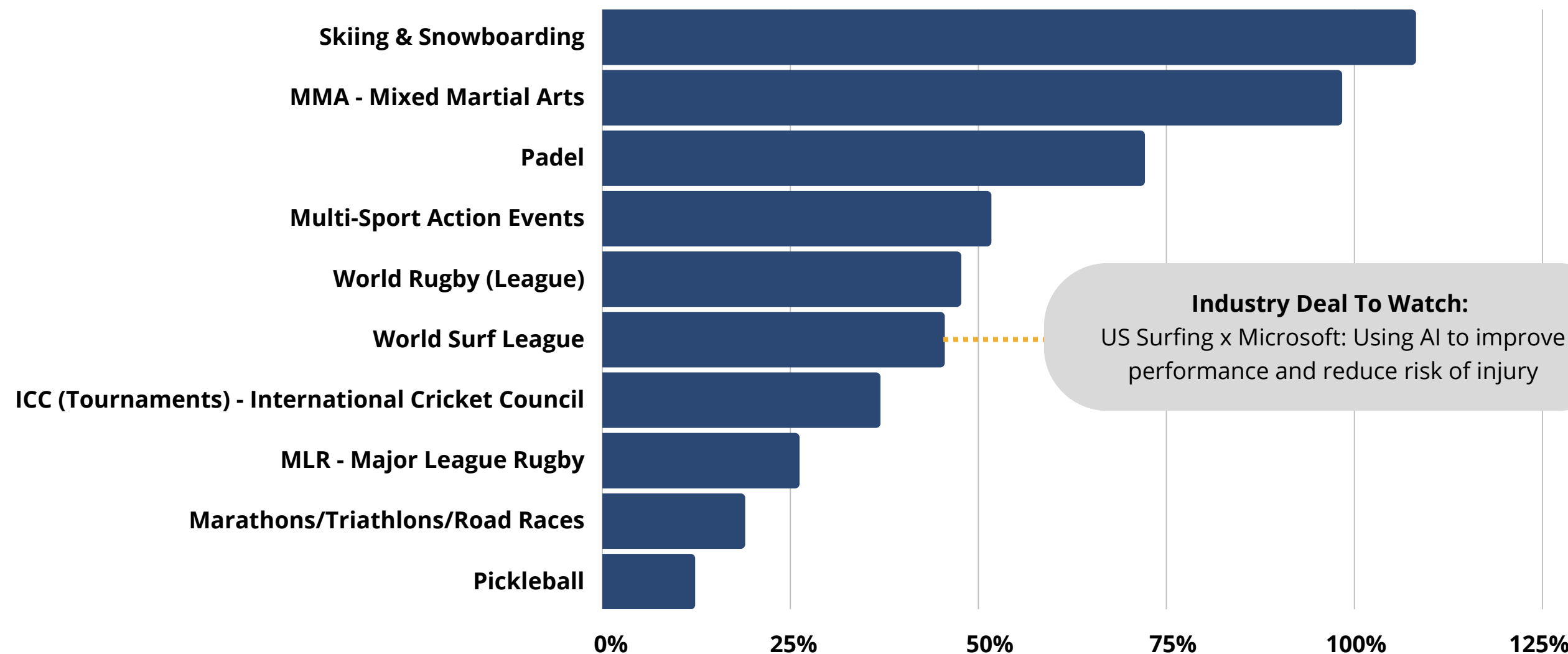


A Taste for Something Different

A wide array of emerging sports are capturing fans' attention and attracting new sponsors



SPONSORSHIP DEAL GROWTH YOY



Industry Deal To Watch:
US Surfing x Microsoft: Using AI to improve performance and reduce risk of injury

Pivotal strategic partnerships and global expansion fueled the substantial rise in sponsorship deals for Skiing & Snowboarding, MMA, and Padel in 2023. Skiing & Snowboarding secured a historic naming rights deal with Stifel, amplifying athlete support and event prominence. Meanwhile, MMA's UFC secured a landmark sponsorship with Bud Light, aimed at recapturing key market demographics. Global expansion, celebrity investments, and a nearly 20% gain in social media followers drove Padel's growth, attracting a wide array of sponsors and solidifying its position as an up-and-coming sport on the international stage.

Searching for Opportunity

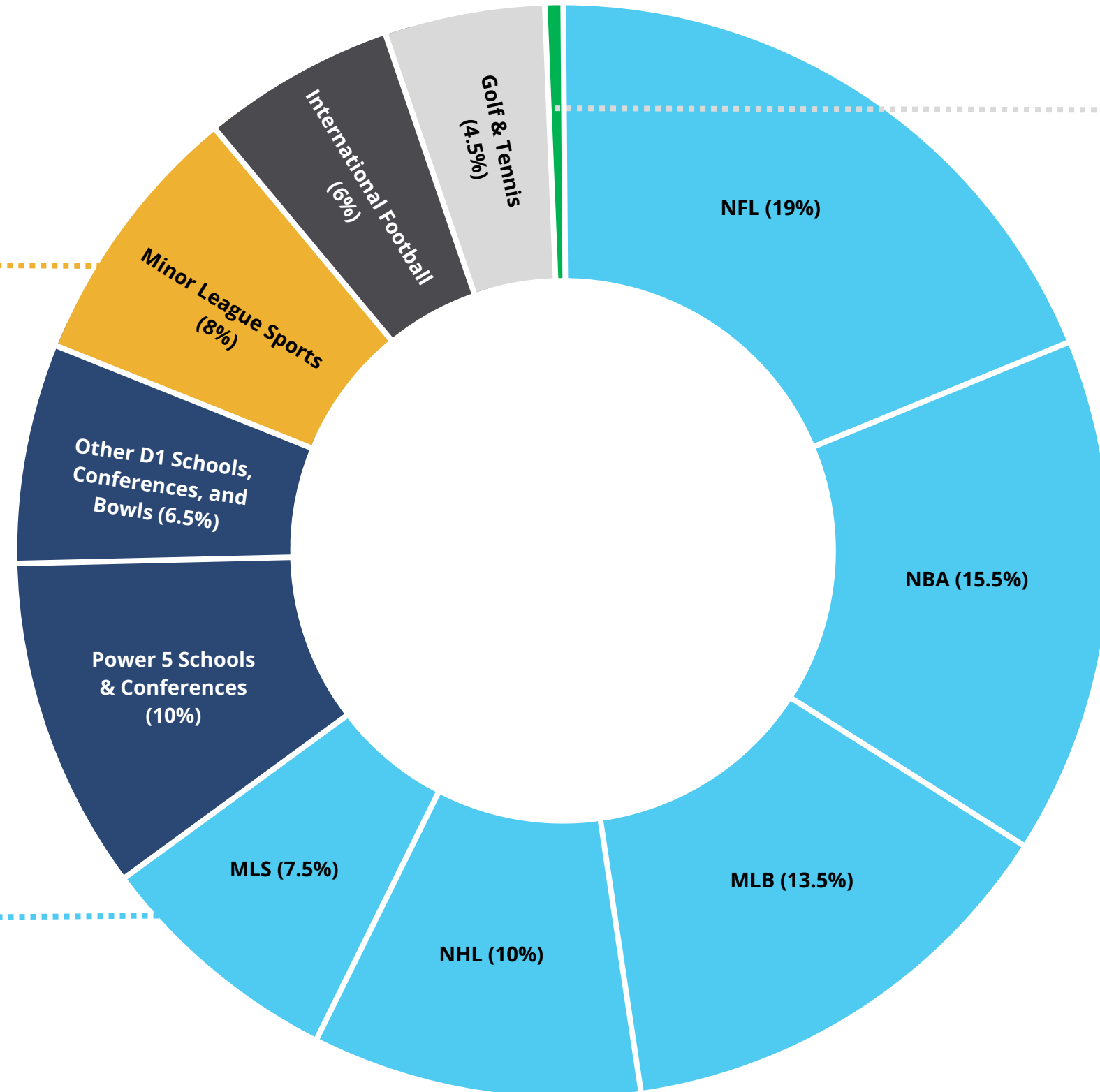
Sports property types that piqued the most interest on the SponsorUnited platform



SEARCH VOLUME BY PROPERTY TYPE

Unlike US major professional sports—where four of the top five most-searched properties are leagues, led by the NFL at 19%—teams comprise nine of the top 10 searches in the minor leagues, nodding to their marketability and recognition.

Inter Miami's dominance in MLS search volume—leading all teams and accounting for 5.5% of all league searches—underscores the so-called “Messi Effect,” as the star player helped propel the team past in-state rivals, the Tampa Bay Rays and the Florida Panthers.



The LPGA emerged as the leading women's league, capturing 1% of total SU search volume—surpassing its male counterpart, the PGA Tour, in a remarkable achievement.

Despite accounting for less than 0.3% of all sports search volume, pickleball still made a strong showing, topping established sports entities like the WTA Tour and the UFC in search popularity.

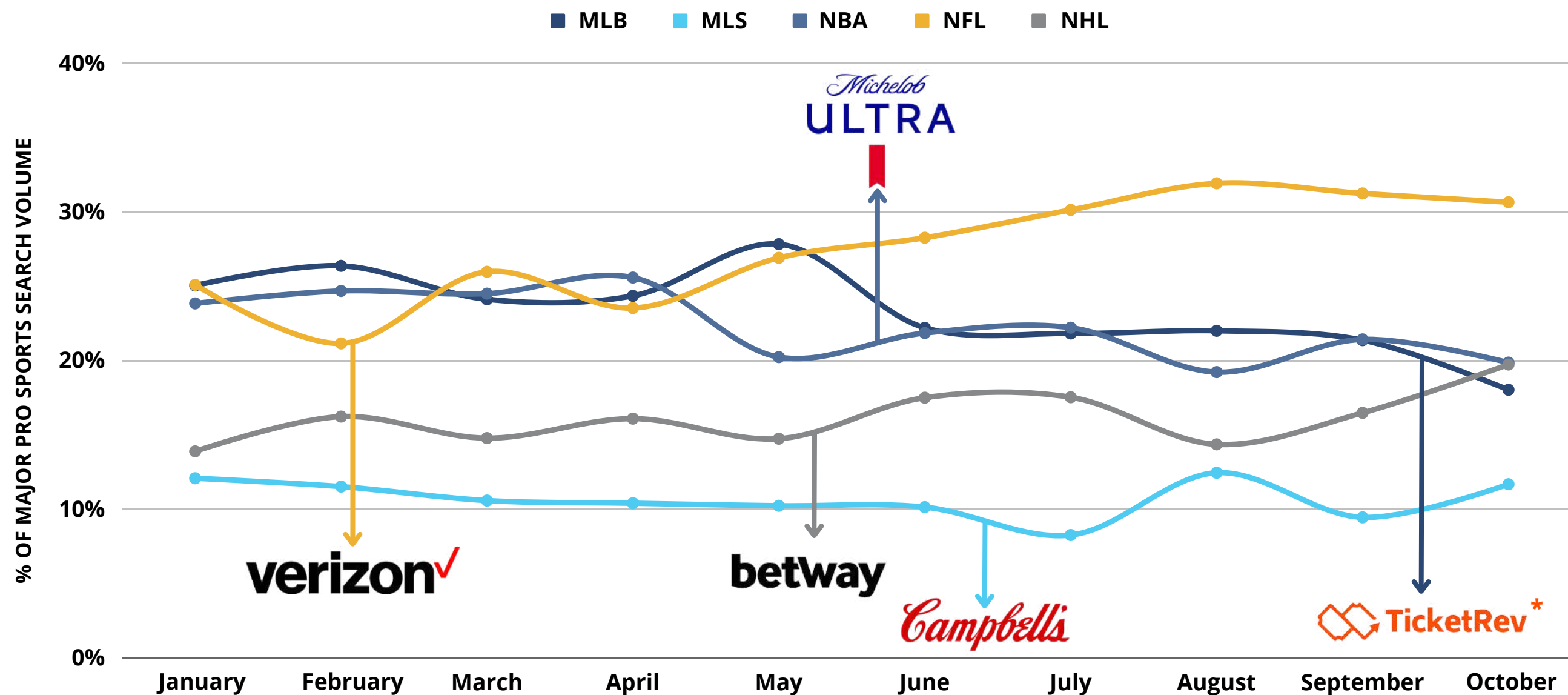
Other (0.5%)

Timing Is Everything

When it comes to partnering with the big leagues, it pays for brands to pick their spots



SEARCH TRENDS FOR MAJOR PRO SPORTS BY SU USERS (& NOTABLE DEALS SIGNED)



Brands seeking sponsorship opportunities in the NFL encounter peak interest from teams during the summer before the season kicks off, when brands make fewer inquiries into other leagues—presenting a strategic window for would-be sponsors before the NBA and MLB ramp up their own partnership negotiations in April and May, respectively.

This graph encompasses both announced new agreements and the expansion of existing deals

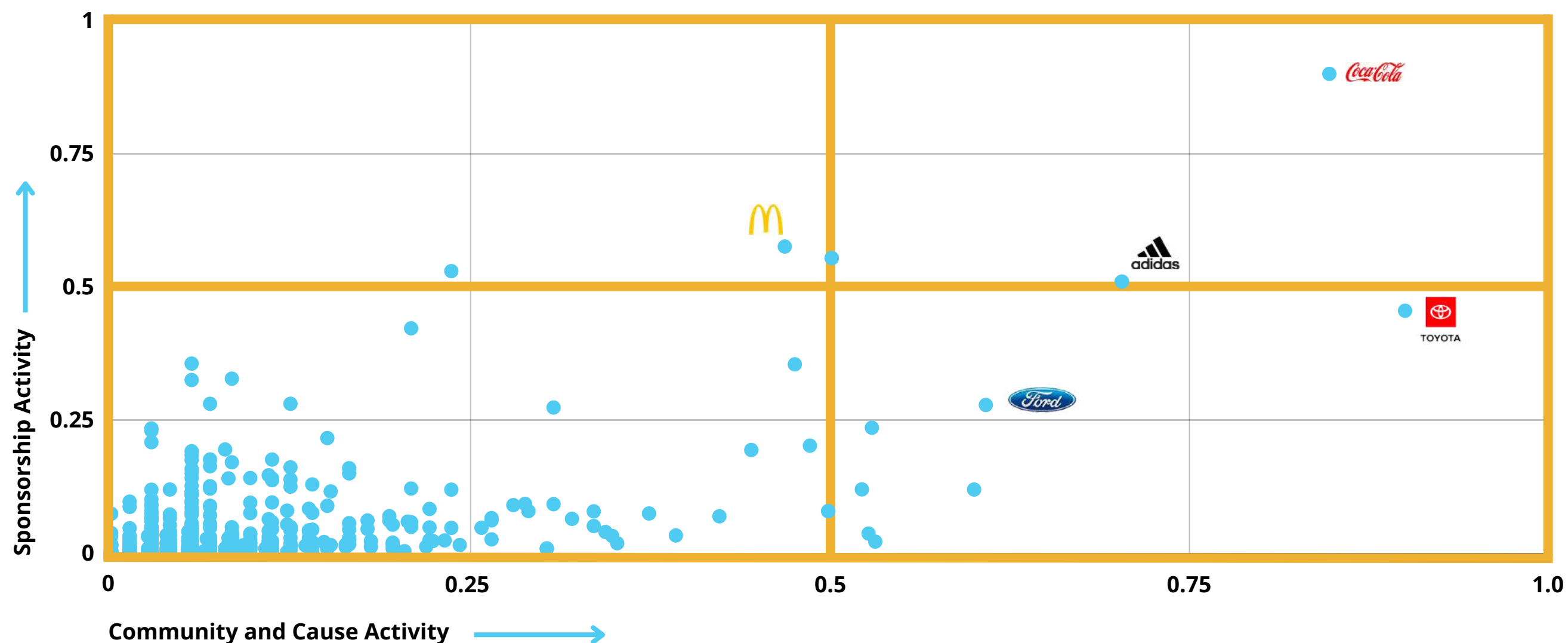
*Deal between Miami Marlins and TicketRev

All for a Good Cause

Initiatives that champion kids in need are a winning proposition for brands and consumers



SPONSORSHIP COMMITMENT IN RELATION TO COMMUNITY AND CAUSE ENGAGEMENT



Youth initiative causes have become a key option for brands, comprising more than 25% of all community and cause-related assets in sports and entertainment sponsorships. Their broad and compelling appeal allows brands to better connect with family-oriented and future-focused demographics, and cultivate loyalty with consumers in the longterm.

Barbie Conquers the World

The iconic brand enjoys a global resurgence thanks to nearly 300 strategic collaborations and a blockbuster movie



TOP COLLABORATION CATEGORY RANKED BY % SHARE



Media & Entertainment - 55% Karol G

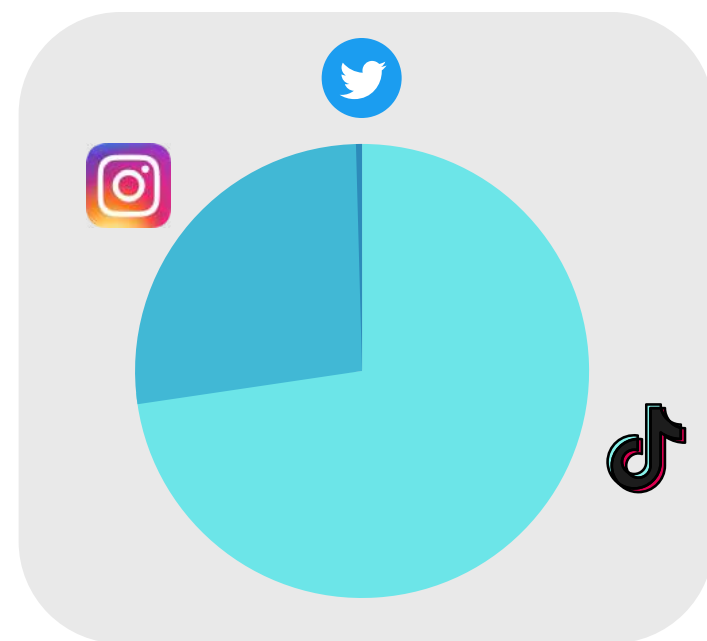


Sports - 9% MLB (Fenway Park)



Social Media Influencers - 8% Paris Hilton

Platform Usage For Branded Posts



HOW BARBIE USED TIKTOK TO BLOW UP

Youth Engagement:

TikTok's core demographics—Gen Z and millennials, which together account for a whopping 13.5M engagements on the platform—have revitalized Barbie's relevance on the back of the blockbuster success of the "Barbie" movie, the highest-grossing film in Warner Bros.' 100-year history.

Viral Outreach:

The Barbie brand returned to the global stage with 450 branded posts across 250 properties and TikTok-specific challenges in the last year. Partnerships with 160 TikTok properties generated 311 posts and an impressive 3% engagement rate.

Diverse Storytelling:

Barbie used TikTok to champion diversity and craft compelling narratives that resonated worldwide—a storytelling approach that helped fuel 18.5M total branded engagements across all social media platforms.

NOTABLE CO-BRANDED PARTNERSHIPS

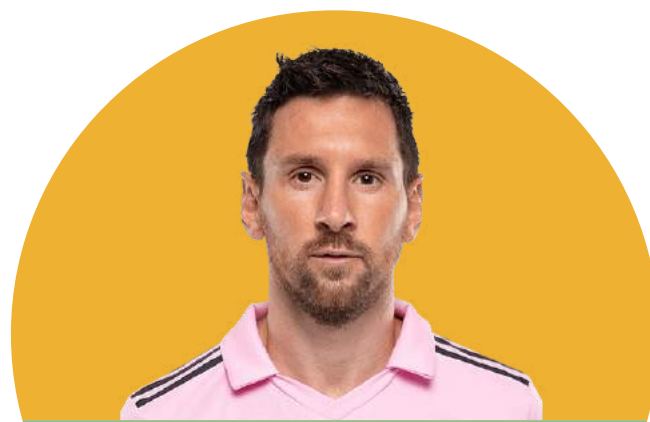


BRANDED SPORTS PARTNERSHIPS



Influential Icons

Navigating stardom: sports powerhouses of 2023



Lionel Messi

- Messi's move to MLS' Inter Miami CF sent shockwaves throughout the sports marketing world: with an astonishing **610M followers on social media** and **28 brand partnerships**, Messi's massive influence is undeniable.
- The Argentine phenom's social media status drove huge YoY follower growth for his team, with some channels soaring more than 1,000%—a testament to both Messi's unparalleled brand equity and the strategic brand marketing in play.
- Beyond leveraging Messi's stardom to jumpstart its digital presence, Inter Miami CF has monetized his iconic status with new partnerships including a new terrace area and jersey sleeve partner (Fracht).



Deion "Coach Prime" Sanders

- Deion Sanders' dazzling turnaround of the University of Colorado Buffaloes since becoming head coach last year created the "Prime Effect," garnering arguably unprecedented attention for college football and redefining collegiate sports branding.
- "Coach Prime's" success and influence has not only helped grow his own sponsorship stable from **11 to 15 deals**—with eight new collaborations this year—but also amplified opportunities for Buffaloes' rising stars like **his son, quarterback Shedeur (115% YoY follower increase)**, and five-star recruit, **Travis Hunter (7 to 11 deals)**, fueling their respective social media and partnership growth.



Angel Reese

- After clinching the NCAA Women's Championship with LSU, Reese has not only become a champion on the court but also a veritable magnet for brands off it, with an astounding **3,885% year-over-year increase** in her social media following.
- Since last season's start, she has seen a **145% surge in brand endorsements** including her partnership with Reebok, orchestrated by the brand's new President of Basketball, Shaquille O'Neal, and her offseason NIL agreement with Fortune 500 member AirBNB.
- With LSU ranked #1 heading into the new season, Reese's star will continue to rise: she's both the **most endorsed and most followed NIL athlete**, and also the second most endorsed athlete in the US.



Caitlin Clark

- Clark's journey in the NIL realm represents a shift from volume to value: while her social engagement metrics don't parallel Reese, her **635% year-over-year follower increase** and partnerships with just seven brands showcases her more exclusive partnership strategy.
- Notable collaborations with **industry giants like State Farm, Nike, and Peyton Manning's Omaha Productions** underscore her curated approach and exemplify the evolving nature of the "influencer athlete." As today's athletes find themselves navigating both digital and physical arenas, an outside presence in both the game and on social media is crucial.

Influential Icons

Navigating stardom: music/entertainment powerhouses of 2023



Taylor Swift



Michael B. Jordan



Dude Perfect



Bad Bunny

- While most pop artists average three deals—with top names scoring up to 13—Taylor Swift has just one partnership, with Capital One. But that hasn't hindered her social media growth: **her total following surged 14% in 2023, to more than 500M.**
- Pop artists dominate brand engagement, with the top three posts last year garnering 18M, 15.5M, and 11.5M interactions. Swift's strategic silence offers a vast untapped reservoir of potential: it's safe to say a Swift post would easily eclipse the average 2M engagements per branded post generated by top recording superstars.
- Swift racked up **1.6M engagements in more than 550 Capital One branded posts** in the past 12 months—more than global soccer sensations like Messi and Ronaldo.

- Diverse brand associations put Jordan at the forefront of cross-industry influence, with an impressive **engagement rate of 8%** on his social channels.
- Propel Fitness Water leverages his dynamic persona, melding sports, film, and hydration in a strategic campaign that's revitalized the brand's image and broadened its product line.
- Ralph Lauren's exclusive "Adonis Creed for Ralph Lauren" collection celebrates both the cinematic character and the real-life charisma of Jordan, offering fans a tangible piece of movie magic.
- Chase Sapphire Reserve's campaign paints Jordan as not only an ambassador but a co-storyteller, emphasizing the enriching experiences the brand can unlock for cardholders.

- With **more than 60M YouTube subscribers**, the former Texas A&M college roommates are the most followed comedy/entertainment influencers on the platform.
- Expanded their brand partnership portfolio with **11 new deals**, including Hey Dude shoes, the Texas Rangers, and Greenlight Financial.
- Dude Perfect also teamed up with NBA star Luka Doncic and 2K Sports in a partnership that lets gamers play as Dude Perfect in PGA 2K23.
- The influencers raised their profile in the sports arena this year by participating in the 2023 NFL Draft, buying a stake in a Major League Pickleball team, and making a sizable investment in Premier League's Burnley football club—including a primary jersey patch for the team's youth academy.

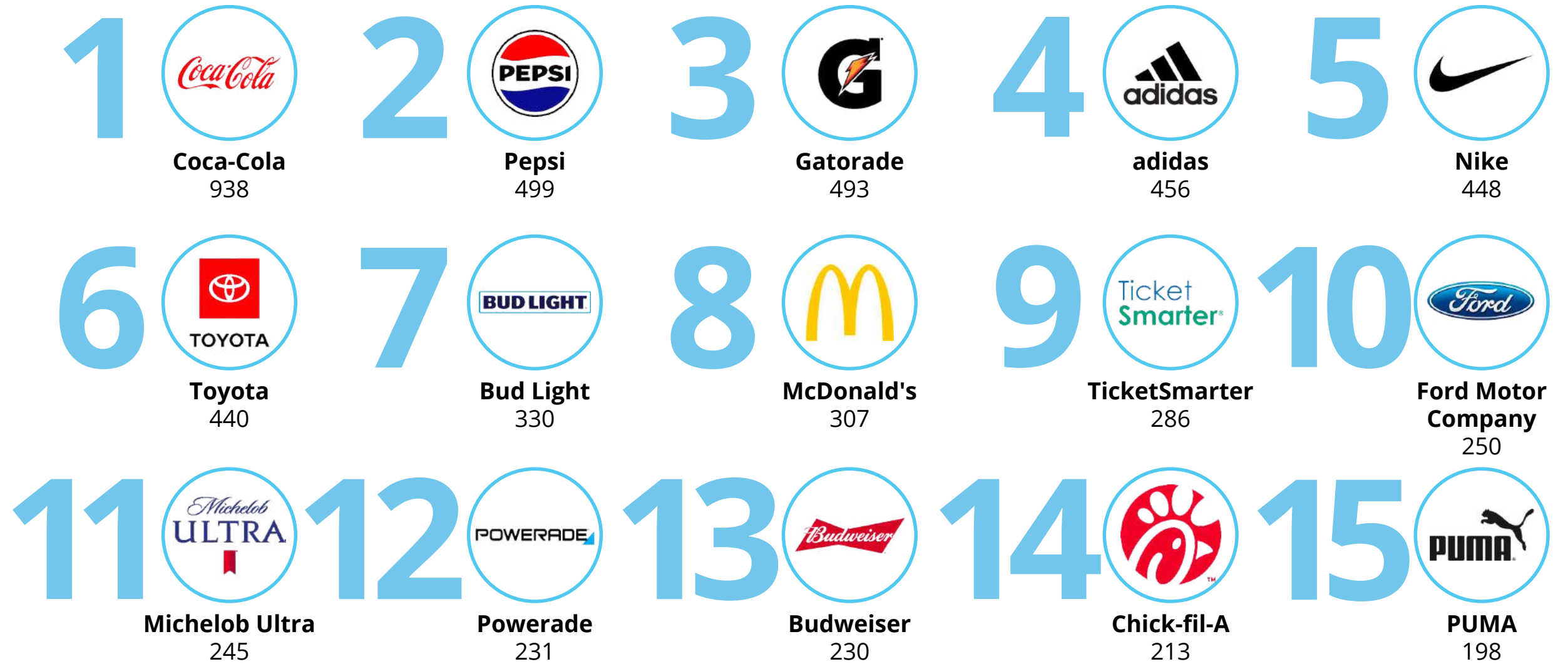
- A three-time Grammy winner and Apple Music's 2022 Artist of the Year, the Puerto Rican superstar wields serious influence in the business world through high-profile brand collaborations with **Pepsi, Cheetos, and Gucci.**
- His most recent coup: the runaway success of his album "Nadie Sabe Lo Que Va a Pasar Mañana," which has racked up over 900M streams, setting a 2023 one-day record for Spotify—an important metric as he prepares for a 47-show North American tour next year.
- Equally impressive is his marketing prowess: with over 45M Instagram followers, his single branded TikTok post with Cheetos generated **4M+ engagements.**

Brands & Categories



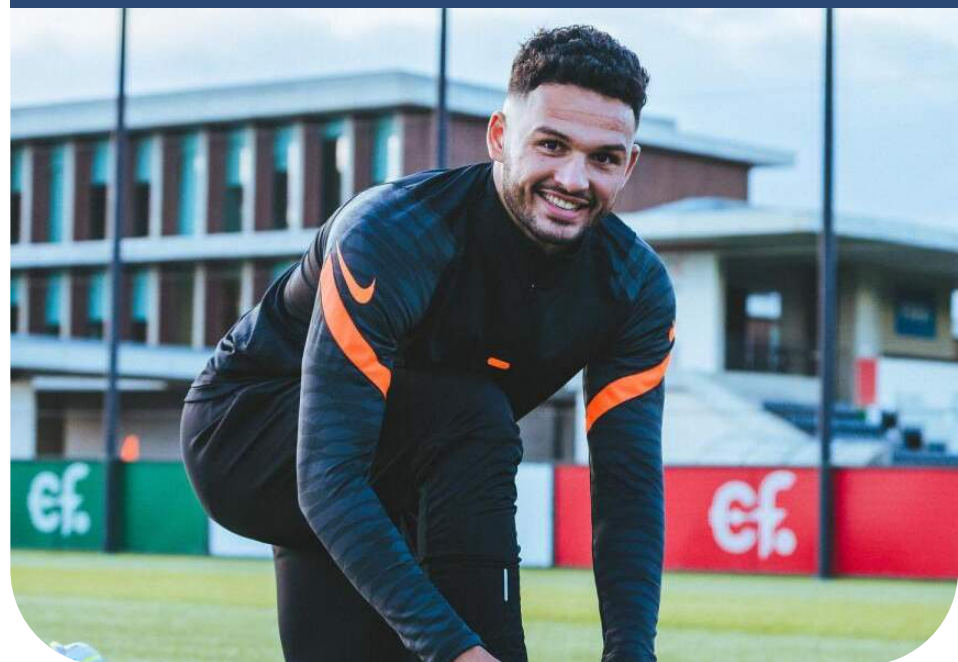
Most Active Brands & Categories: Global Sports Properties

By sponsorship deals



Most Active Brands & Categories: International Athletes

By sponsorship deals



Most Active Brands & Categories: Celebrities & Influencers

By sponsorship deals



Most Active Brands & Categories: Music Festivals & Venues

By sponsorship deals



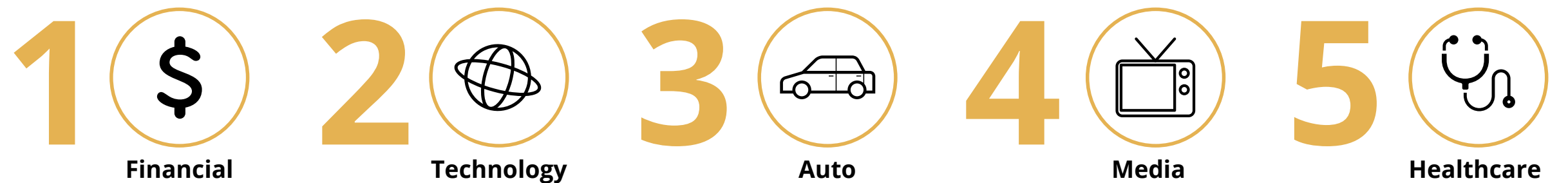
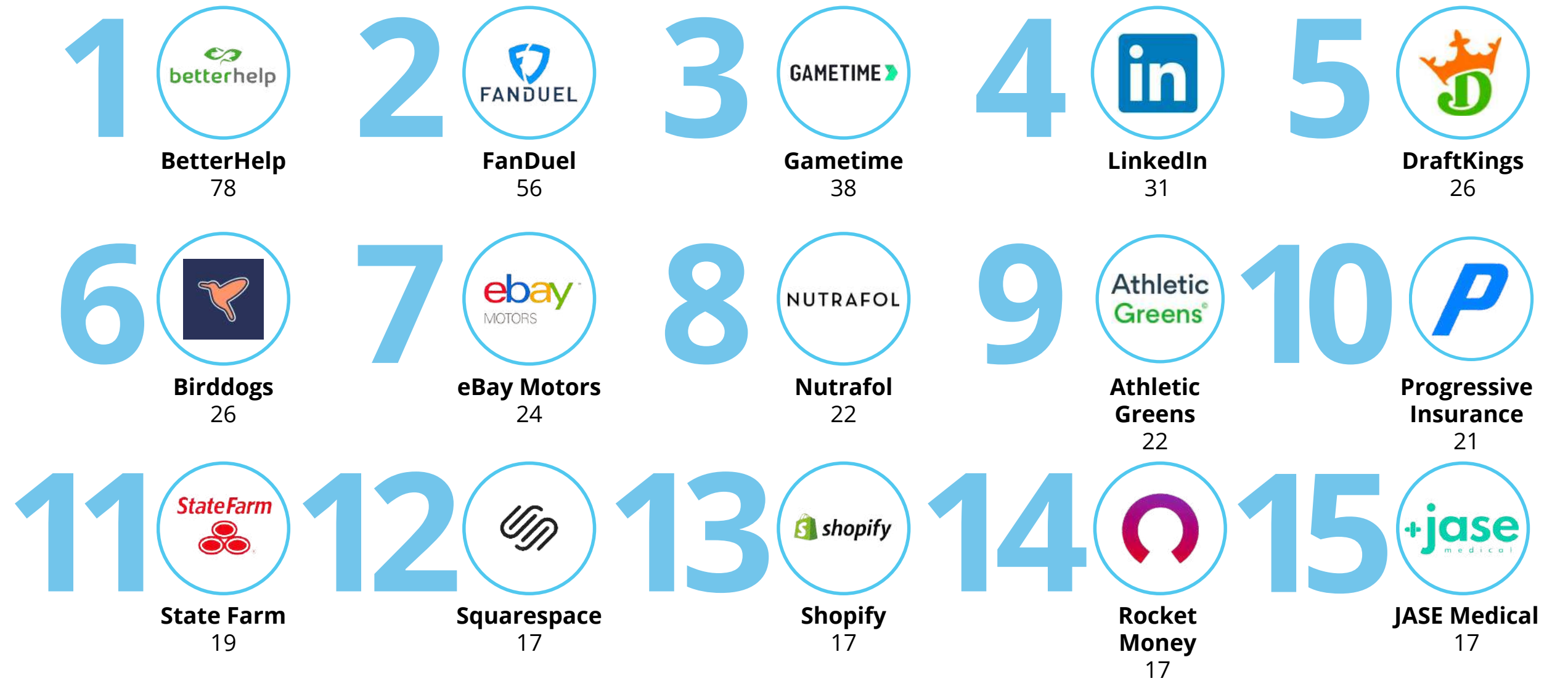
Most Active Brands & Categories: Music Artists

By sponsorship deals



Most Active Brands & Categories: Media Properties

By sponsorship deals



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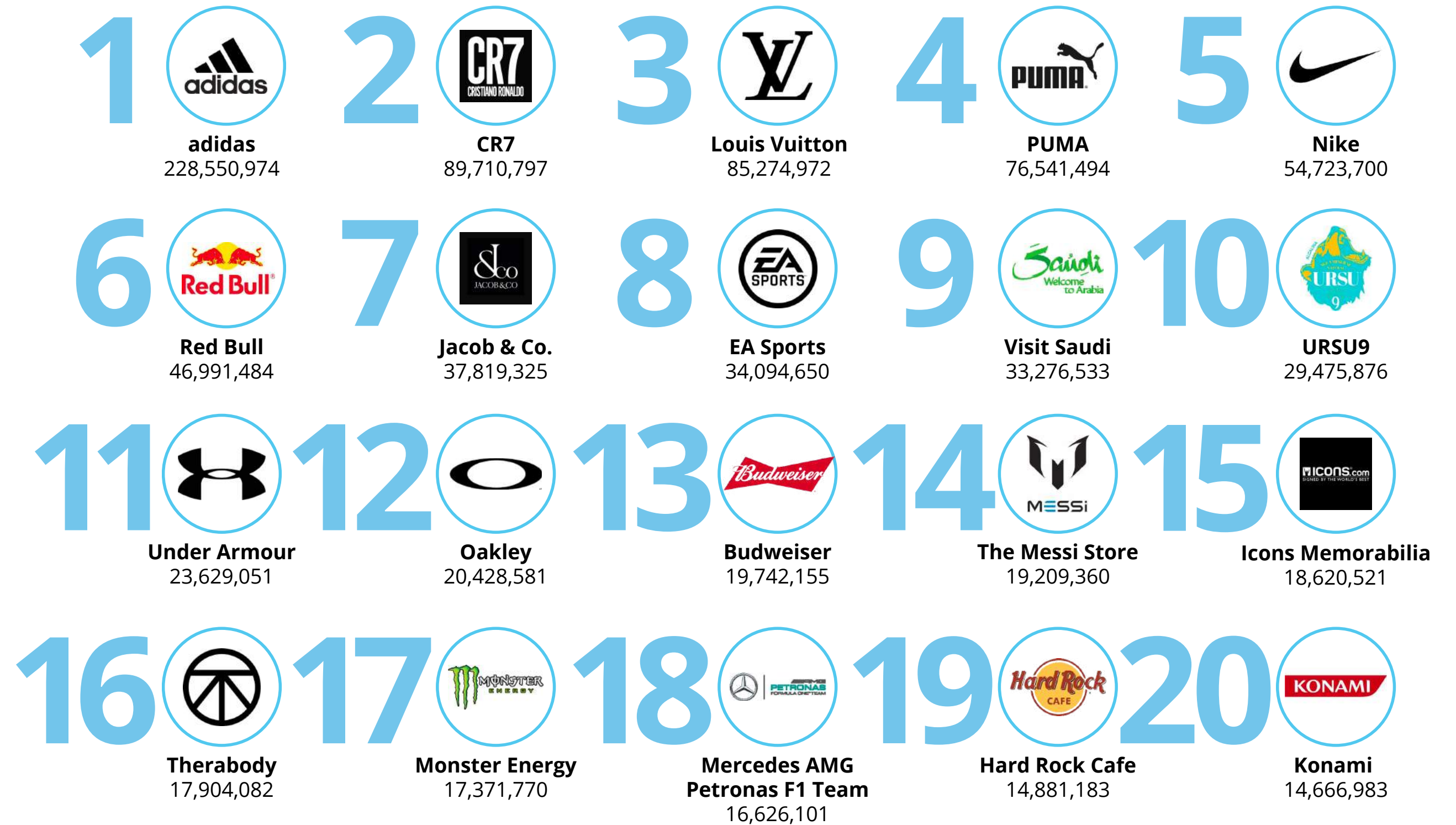
Social

 neymarjr  21w
F1 with @redbull

Brand Social Performance

By total engagement with branded posts with athletes

HIGHEST TOTAL ENGAGEMENT: BRANDS POSTS ACROSS ALL ATHLETES



Brand Social Performance

By number of branded posts with athletes

HIGHEST FREQUENCY: BRANDS POSTS ACROSS ALL ATHLETES



Brand Social Performance

By most engaging branded posts with athletes

TOP PERFORMING BRANDS: BRANDED POSTS WITH ATHLETES

Ranked by total branded engagements



Louis Vuitton x Cristiano Ronaldo
Engagement: 40,496,188



EA Sports x Erling Haaland
Engagement: 3,743,964

Methodology

This report, jointly authored by SponsorUnited's Marketing, Research & Insights, and Analytics Department, presents an extensive analysis of over 82,000 brands, 160,000 sponsorship deals, and 75,000 branded social posts within sports leagues, teams, music entities, media platforms, athletes, influencers, and celebrities monitored by SponsorUnited. The data was sourced from SponsorUnited's proprietary platform and covers the period from January 1, 2022, through October 15, 2023.

Social media data was obtained from branded posts across tracked athlete, influencer, celebrity and music artist accounts across Instagram, TikTok, Twitter/X, and Facebook, from January 1, 2023, through October 16, 2023.

Thank You

Want more insights?
Email info@SponsorUnited.com