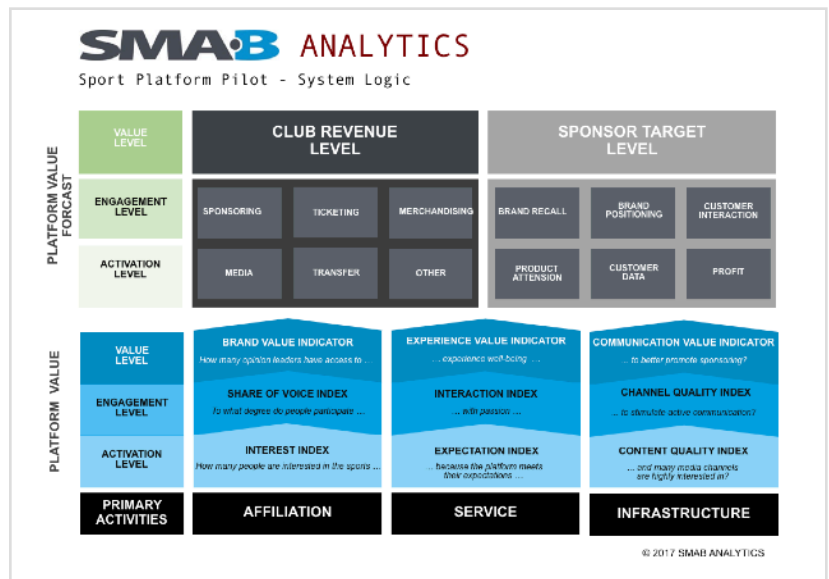


What is the value of a sponsoring platform? Do you burn money on sport sponsoring - either as a sponsor or as a sponsoring platform provider? How valuable are sponsoring platforms in different countries? How can we compare platforms across sports? How will a specific platform develop in the near future? How can I keep track of the development of a sponsoring platform? Which platforms are undervalued?

Now, answers are available from the new value based Sport Platform Pilot (SPP). SPP is a data driven approach to evaluate sponsoring platforms. It enables value based decisions in sport sponsoring.

„SPP is a research based KPI system to manage future success of sport sponsoring engagements. SPP insights are relevant critical success factors for sponsors and sponsoring platforms. The SPP logic is based on well accepted scientific insights.“

Professor Dr.
Herbert Woratschek
SPP Scientific Head



SPP Insights are available as of July 2017 for Germany, Great Britain, China, and Brasil. Clients can order SPP platform KPIs for the 1st division football in total and by team for each of these countries. Additional countries / additional sports subject to individual agreements.

Your access to SPP insights:

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