

Module 1. Passion Points: The Important Things in Life

Unit 1.1 A Brief History of Sponsorships

Marketing as a discipline has been around for over a century. While a lot of what we know today as Brand Management, the centre pillar of marketing, is credited to the work developed by Procter & Gamble in the 1930s¹, many of the tools used by marketers today date back to the late 1800s.

During those early days, functionality was at the core of marketing and the only selling point. In order to attract consumer attention, brands would create all sorts of—true and false—claims to sell the next unit. Detergents claimed to be the solution to all stains, cigarettes claimed to improve health, agriculture tools to be the best in the world, etc.

But maybe one of the best examples comes from the beverage and “miracle medicine” manufactures. At that time, when formal medicine was not available to all, many creative entrepreneurs were developing and launching new elixirs promising to make people smarter, live longer, ease all the pains, and much more. Every week, several new beverages were launched to try their luck while an equal amount were discontinued, reformulated to be launched again. The same strategy was used by pretty much every other category, from detergents to cigarettes. Little did they know their try and error technique would be replicated a century later by the digital advertiser with their AB testing².

During these early days of marketing, founders’ intuition played a big role in defining the plans and tactics. If they needed people to recognize their brand names, they will print and distribute calendars, trays, posters, etc. to the stores and consumers. If they needed people to try the products, they will use coupons and sampling at the points of sale. For those with more resources, a print ad in the local newspaper was also a common way to invest.

Competition was fierce and poorly regulated and it was not uncommon that every successful brand would be copied and counterfeited. Without many formal resources to help them solve their unfair competition claims, entrepreneurs had to be very creative to

¹ On May 13, 1931, an internal memorandum from Neil McElroy (1904-1972), a young man who had joined P&G in 1925 after his graduation from Harvard College, recommended a new approach for how the company should structure its business in order to manage their brands as independent business. In a now-famous memo, he argued that more concentrated attention should be paid to each brand (Daye, 2009).

² A/B testing, at its most basic, is a way to compare two versions of something to figure out which performs better. While it is most often associated with websites and apps, Fung says the method is almost 100 years old (Gallo, 2017).



protect their businesses. One of these challenges was solved by creating a classic packaging design that would stand the test of time.

In 1916, the successful and almost 30-year-old Coca-Cola Company, now widely distributed in all 48 states of the United States³, continued to be heavily copied by imitators. The straight walled bottles were not differentiating enough, and despite the company's efforts, such as a new diamond-shaped label, the business continued to suffer with copy-cats. Other brands with similar names and bottle shapes were taking a bite in Coke's business. The company then decided to create a new and "recognizable if broken" design for its product packaging. The famous Coca-Cola Contour bottle was launched in the United States in 1916 and quickly rolled out nationally creating a clear difference between the brand and everyone else considerably differentiating it from others and making fake colas' growth much harder⁴.

Unlike other marketing tools, sponsorships as a form of financing sports and arts have existed for centuries. A good example is the taxes paid by rich citizens in ancient Athens and Olympia to finance major competitions and public festivities, the first sponsorships in the 5th century BC.

The same happened with the gladiator combats that started in 264 BC in Rome, as they were also "sponsored" by the local wealthy families to display their influence and prestige in the community. Advertisements for gladiatorial displays have survived at Pompeii, painted by professional sign-writers on house-fronts, or on the walls of tombs clustered outside the city-gates. All of them properly displaying the name of the organizer (the promoter)⁵.

When it comes to the arts and science, no example is better than the patronage of the Medici. Thanks to the "sponsorship" of one of the richest families in Europe, Florence became the centre of the Renaissance. Their support to artists was wide, deep and long-lasting. For centuries, they were one of the main investors that we know of. Some of the greatest names in the history of arts and science like Michelangelo, Botticelli and Leonardo da Vinci—among many others, were only able to create wonders thanks to the funds, devotion and patience of the Medici⁶.

³ In 1916, the United States of America was formed by 48 states. It was only in 1959 when Alaska and Hawaii were promoted from territories to states, completing the current fifty.

⁴ One of the most famous shapes in the world is the iconic contour fluted lines of the Coca-Cola bottle. Renowned as a design classic and described by noted industrial designer Raymond Loewy as the "perfect liquid wrapper," the bottle has been celebrated in art, music and advertising (The Coca-Cola Company, 2021).

⁵ The ancient Romans are often seen as bringing civilization to the western world, but they regarded the slaying of gladiators as a normal form of entertainment (Coleman, 2011).

⁶ The biggest accomplishments of the Medici were in the sponsorship of art and architecture, mainly early and High Renaissance art and architecture. The Medici were responsible for the majority of Florentine art during their reign. Their money was significant because during this period, artists generally only made their works when they received commissions in advance.



However, the commercial use of sponsorship took a bit longer to spread and exist as a business strategy. The original date is questionable, but it is widely known that at the beginning of the 20th century, the practice of paying celebrities for product endorsement was very common. The Coca-Cola Company, one of the leading brands since that time, registered their first sponsorship in 1895, when Hilda Clark, a famous model and light opera and dance hall singer, became the first woman to be featured on a Coca-Cola tray. Hilda Clark remained the advertising "face" of Coca-Cola until 1903⁷.

For decades, sponsorships have been local and motivated by product placement and consumption. The later phenomenon of large-scale global events is something that would take more than half a century to debut in the world of sports.

When we look back to the global events we know today, like the FIFA World Cup and the Olympic Games, it is tempting to imagine they have always been like that. That could not be further from reality.

Global sponsorship programs were only created in the 1970s when Hurst Dassler, the heir of the adidas family, in association with Patrick Nally and the West Nally Sports and Communications agency, persuaded the FIFA leadership to match brands with sports events and packaging exclusive sponsorship rights⁸.

The Olympic Games, an event that has been around since 1896, was only sponsored locally until 1988, when the International Olympic Committee, inspired by the success of the FIFA model, finally decided to create its own global marketing program, named The Olympic Program (TOP).

One of the most important factors that propelled sports to the massive industry we know today was the launch and expansion in the distribution of broadcast media in the late 1960s and 1970s. As serendipity goes, these were the decades when North American and Western European corporations were investing to expand their business internationally and needed marketing platforms to get the job done. Sports became the perfect conduit to business attracting a lot of investments.

If events of the past, limited to the local audiences could only attract the interest and investments of local partners, now the globally televised events were able to do much more for brands. Sponsorships officially have become a global marketing tool.

⁷ In 1900, Coca-Cola signed its first celebrity endorsement—the light opera & dance hall singer, Hilda Clark. Continuing the celebrity musical connection that has become so important to Coca-Cola's communication, the Metropolitan Opera diva Lillian Nordica appeared in Coca-Cola's first national magazine ad in 1905.

⁸ The influence of the Adidas brand over international sport, and the World Cup in particular, was taken to new heights by Adi Dassler's son, Horst, who developed a sophisticated system of patronage with the leaders of the largest sports federations. The development of the Intersoccer 4 marketing program, which for the first time gathered FIFA's sponsorship rights together and sold them to multinational brands, helped Dassler win the favor of incoming FIFA president João Havelange by funding his 1974 election pledge to expand the World Cup to 24 teams (Cronin, 2018).



It has been a long road to get to where we are today. The past is a good reference but, at no means, a roadmap for the years to come. The next chapters of this story are starting to be written now.

How should marketers think about sponsorships?

Sponsorships are a form of marketing activity in which one organization (usually a commercial entity owner of brands) pays to another one (usually the owner of some form of rights or intellectual property) for the rights to be associated with it.

Not all sponsorships involve a cash exchange. Many can happen in the basis of services (a software company that let a sporting organization use its products for free in exchange for becoming a sponsor of an event, for example), intelligence (a research institute that offers a “free” study to a football club in exchange for a set number of tickets for future events, for example), access to new geographies (a Chinese company that helps promote an event domestically in exchange for becoming the presenting partner of an event, for example), and many other forms.

For the sponsored entity (called “rights holder”), sponsorships are enablers. They allow the world of sport to create events, promote the sport, build facilities, etc. Sponsorship investments are critical to the existence of sports as we know today.

For the sponsor, they can be solutions to many business problems like being more relevant, being more visible, engaging with multiple constituents, talking about sustainability, creating value for customers, hosting guests, acquiring content, etc. During the next courses, we will talk more about each of them.

The easiest way to understand sponsorships is to think about them as “shortcuts”.

When used properly as a marketing tool, they allow companies to achieve their business objectives better, faster and more interestingly.

There are many examples of incredibly successful companies, like Apple, Tesla and Facebook, that barely invest in sponsorships, but they are the exception to the rule. The Interbrand report “Best Global Brands”, year after year, shows some of the most active sponsors at the top of their table. This is no coincidence.

Companies that sponsor do better because they build more relevant brands, the foundation for more relevant businesses.

But the conviction of the effectiveness of sponsorships is not enough to justify investments. Sponsorship executives need to investigate, model and ask the difficult questions in order to understand if a certain investment is necessary and right for his/her brand.

Sponsorship investments need to be better than any other business solution for a certain problem, in order to be justified. After all, they are one of many tools available in the toolbox of today’s executives, with alternatives such as acquiring another company; investing in a new production line that will allow you to launch a new variant; developing



a community in order to improve the company reputation; launching a new communication campaign; etc.

Remembering that you work for a company, not the sports, is critical to make the right decisions.

One of the most common mistakes of sponsorship professionals, particularly in the early years of his/her career, is to believe they are working to promote and develop the sport. Because many of us are attracted to this profession by the love for sports (or entertainment), it is normal that the purpose of our work is clouded by our own personal preferences.

Unless if you are working for one of the apparel brands, you are not selling the sport. Selling the sport is the work of teams, leagues and athletes, not sponsors. Sponsors exist to use the positive equity of the sponsorships to promote their brands and companies. A sponsor that works for a beverage company sells beverages. A sponsor that works for a payments company sells payment solutions. The same goes to every category of product you can think of.

When you understand this basic rule, you will be in a much better position to make better recommendations, to sign better contracts and to have a more successful career in the world of sports and sponsorships.

In this module, we will explore how people consume sports and entertainment. From what matters most in their lives (their passion points), to their choice of sport or entertainment form (their passion connectors) to the actual events and entities brands sponsor (the marketing assets).

This is a structured way to look at the world of passions, sports and events that will serve you well and guide your audiences in the discussions of what is right for your consumers, brands and businesses.

The Story of a Fan's Life Told Through Sponsorships

I was born in 1969 and my first memory of professional sports was at the age of 9, when my home country Brazil visited our football arch-rivals—Argentina, to compete at the 1978 FIFA World Cup.

I am not so sure what I was doing back in 1977 or 1979, but I still have those Southern Hemisphere winter months of 1978 very clear in my mind. From the flat in Recife (north-east of Brazil) where I grew up to my official Adidas Brazil team shirt, it is all amazingly clear to me. I can also remember my father's frustration for not being able to light the fireworks he had bought to celebrate Brazil's World Cup championship after that inexplicable win from the home team against Peru by 6 goals.

This is not a childhood trauma, but simply the result of my passion for football. Since a young age, my life has been a sequence of 3 years of absolute amnesia followed by one of bionic memory. It always happens during FIFA World Cup years.



In 1982, I can still see Brazil's number 10 Zico on a famous Coca-Cola TV commercial exchanging his match-sweaty shirt with a young kid that offered him his icy-cold Coca-Cola bottle (an adaptation of the famous "Mean Joe Green" Super Bowl Coke ad in the USA). The results of that World Cup were great for the soft-drinks' brand in Brazil, but awful for the country. We forgot to inform Paolo Rossi, the Italian striker, that he was not supposed to score three times against us in a single match. It was an endless embarrassment.

The 1986 World Cup in Mexico was one of the most unusual ones. Zico and Platini, the all-time stars of Brazil and France, missed their penalty kicks on the field. In the side-lines, we could still see Camel cigarettes advertising on the field boards.

In 1990 FIAT was investing heavily to launch the first low-cost car brand in Brazil, the Uno. Its advertising campaign with national team coach Sebastião Lazaroni was everywhere. In the meantime, on Italian stadia, Brazilian pathetic football did not take us much further into the competition. Brazilian misery was Argentina's Caniggia and FIAT luck. Not much later after that World Cup, they became the number one car brand in Brazil.

Brazil finally won again, for the 4th time, in the 1994 USA FIFA World Cup. Besides Branco's cannonballs, Romario's goals and Bebeto baby rocking goal celebration, we also had Brahma beer ambush with the #1 Fans campaign, one of the greatest of all time. Despite not being a national team sponsor at that time, their brand was everywhere. Brazilians have never drunk so much!

In all the following years and events in 1998, 2002, 2006 and 2010 the team performance and results changed but my story repeats. I can tell everything, for the good or bad in minor insignificant details, immediately forgetting everything.

And this is how we are wired. If you grew up in Brazil or in any other country where football is so much part of people's lives, you can relate to my personal story. In my case, football is not part of my history, it is my history.

Replace football and Brazil by cricket and India, rugby and South Africa, ice hockey and Canada or Russia, baseball and Venezuela or Japan, etc.⁹

The great thing about associating brands with sports is that, sometimes, when the work is done right, brands also can become part of their consumers' histories as well. This is one of the roles of Sports Marketing: **to sponsor our memory.**

When we associate brands with moments that people are emotionally vested (or passionate about), they become more relevant, too. Behind every successful sponsorship there is always a fan that cares deeply about a team, a player, an event, etc.

⁹ "The Sponsor of my Life", written by Ricardo Fort, was published originally in Portuguese at Forbes Brazil in November 2012.



But saying is easier than doing, thanks to four trends influencing how we consume content and interact with our passions. Let us take a look at them in the following pages.

Trend 1: Time Scarcity

Have you ever found yourself complaining about not having time for anything any more? The feeling that you always have more things on your to-do lists than you can handle is real and overwhelming. Modern life brought us many great things in the form of mobility, technology and communications, but instead of making our lives simpler and more efficient, it made us busier and more anxious than ever.

The same modern medicine that helps us identify, prevent and treat diseases, makes us anxious for not being sick ourselves and even over-consume medication. Air travel and the global tourism industry allow us to be in any place on Earth in a matter of hours, but also make us think there is always a better place to be than where we are right now. Communications and social media add to the pressure thanks to influencers' perfectly framed, beautifully shot happy lives, something we think we may never achieve in our own lives.

It seems that all things and all messages around us are reminders of why we are always behind when compared with everyone else. They all seem to be having more fun, travelling more, partying more, making more money and being more successful than what we will ever be.

All of that puts pressure on us to do more and to be more. In this context, time becomes the great barrier for realizing our full imaginary potential in life. "If I only had a few more hours a day...", some say.

In this fast-paced 21st century lifestyle we live in, it is broadly accepted that time has become the scarcest currency in life. Something we have no control of our "total inventory" and that can be impacted by endless factors, like health, wealth and motivation.

As described by Doug Zeigler (2017), a contributor to "The Currency of Time"¹⁰: time is a currency we use every single moment we are alive.

When we commute to work, we are spending that time getting to a place where we do tasks for others. At that job, you are exchanging time for the ability to provide for yourself and family. If you are talking to another person, you are investing time in exchange for their company or their insight. If you are playing with your children, the time you are spending is to pay for their development and joy, in the hopes of making memories and wonderful human beings. We are using our time in exchange for things—all the time, and the shame of it is mostly we do not know it.

¹⁰ Time is your most valuable thing. It's worth more than any amount of money you can ever accumulate. We are rich with it, no matter how much of it we have left. It's a space where we are all truly equal, with no classes or strata separating us (Zeigler, 2017).



Time is a finite thing. We do not know exactly how much of it we have, but it is not a resource we can replenish. We simply have what we have. And that is it.

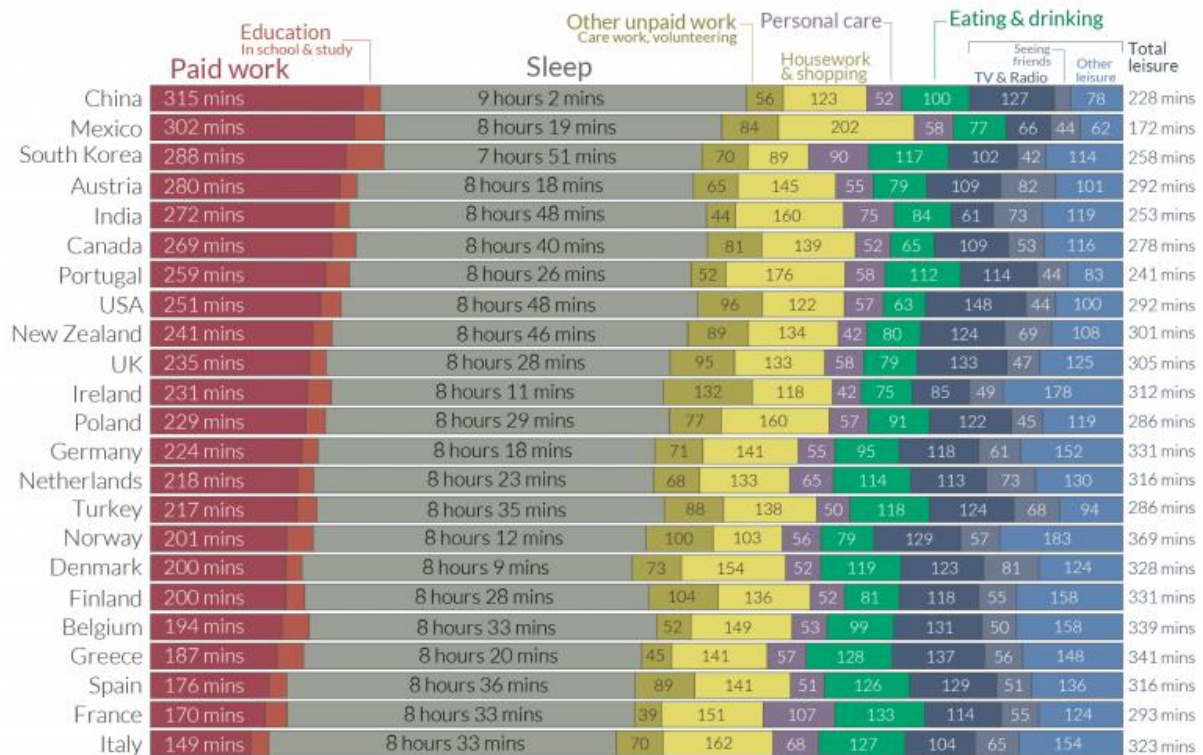
The idea of “wasting time” is unforgivable. As most of our time is taken by activities we simply cannot avoid, like eating, sleeping, hygiene, commuting and working, the net discretionary time available in our days is limited to just a few hours. This is the time we have in our hands to do all things that make us happy and alive.

Figure 1: How do people across the world spend their time and what does this tell us about living conditions?

How do people spend their time?



Averages of minutes per day from time-use diaries for people between 15 and 64.



Data source: OECD Time Use Database, Gender Data Portal. For most countries surveys were conducted between 2009 and 2016, but surveys for some countries are older. OurWorldinData.org - Research and data to make progress against the world's largest problems. Licensed under CC-BY by the author Esteban Ortiz-Ospina.

From Our World in Data, by Ortiz-Ospina, 2020. <https://ourworldindata.org/time-use-living-conditions>

Aware of its scarcity, people have become more conscious in recent years of where they allocate the few available hours every day. According to Our World in Data (chart above), people around the world spend only a tiny part of their day with their passions.

Trend 2: A Changing Media Landscape

Few areas of business have changed so dramatically as the media. In the brief span of a few decades, we went from no media choices (the world our parents grew up in), to several ones (the early days of cable TV), to almost infinite alternatives in the world of digital media.



The idea of “mass media”, reaching millions of consumers simultaneously, started to die with the internet. If in the 1970s it was possible to talk to half of any country’s population with a single TV show, today this is no longer a choice.

The diversity of choices in many countries around the world, particularly in North America and Western Europe, makes it impossible to reach many people without investing fortunes and developing a very complex connections planning. No single media outlet and very few shows and events can deliver dozens of millions of eyeballs at once.

In the USA alone, the alternatives for brands to reach consumers are so vast, only AI can save marketers. Just trying to grasp the enormity of these numbers can create an anxiety attack in any media planner. There are an estimated 1,761 TV channels¹¹, 15,451 radio stations¹², over 1.9 million podcasts (a total of 47 million episodes)¹³, 340,000 big format outdoor displays¹⁴ and 1,279 daily newspapers¹⁵. These are just the so-called “traditional media”, the ones available when we were kids.

Since the digital revolution of the early 1990s and the later social media explosion of the 2000s, the number of alternatives has increased dramatically. As of early 2021, there were over a billion websites in the world. When it comes to social media platforms, the options are also very broad. The most popular options are:

Google Search: this is a paid advertising service that uses a cost-per-click model. AdWords uses your keywords and paid ads to match them with a user’s search query.

Facebook: effective to provide access to an almost unlimited number of laser-focused niche groups in the form of images, video ads, promoted posts, and more.

Amazon: uses branding and performance advertising that includes inventory, ad formats, and more closely matched targeting capabilities.

Pinterest: paid ads are shown among all the other posts; therefore, they look more natural and less likely to be ignored or perceived as spam.

YouTube: viewers worldwide watch more than one billion hours of YouTube videos every day, reaching a number that is about to pass U.S. television viewership. YouTube offers pre-roll ads and in-stream ads, as well as TrueView Discovery ads that show alongside other videos in the YouTube search.

Twitter: mostly text-based platform that uses hashtags, tweets, trends, and other tactics for promotion. It has a wide variety of targeting options where you can gain new

¹¹ Number of commercial TV stations in the United States from 1950 to 2017 by Statista (Stoll, 2021).

¹² Number of commercial radio stations in the United States from 1952 to 2019 (Statista Research Department, 2021).

¹³ Podcasthosting.com (2021)

¹⁴ Number of billboards in the United States from 2016 to 2020 by Statista (Guttman, 2021).

¹⁵ Number of daily newspapers in the United States from 1970 to 2018 by Statista (Watson, 2021)



followers, encourage opt-ins, boost conversions, and is also great at helping grow brand recognition.

Instagram: owned by Facebook; it offers the same ultra-targeting technologies for ads. Instagram is more geared towards graphics; therefore, it is best to use pictures and videos to get your messages across.

Google AdMob: work like in-game ads except they are designed for mobile devices. The draw of these ads is that they will usually offer the viewer a free game download making the viewer more likely to read and respond to your ad.

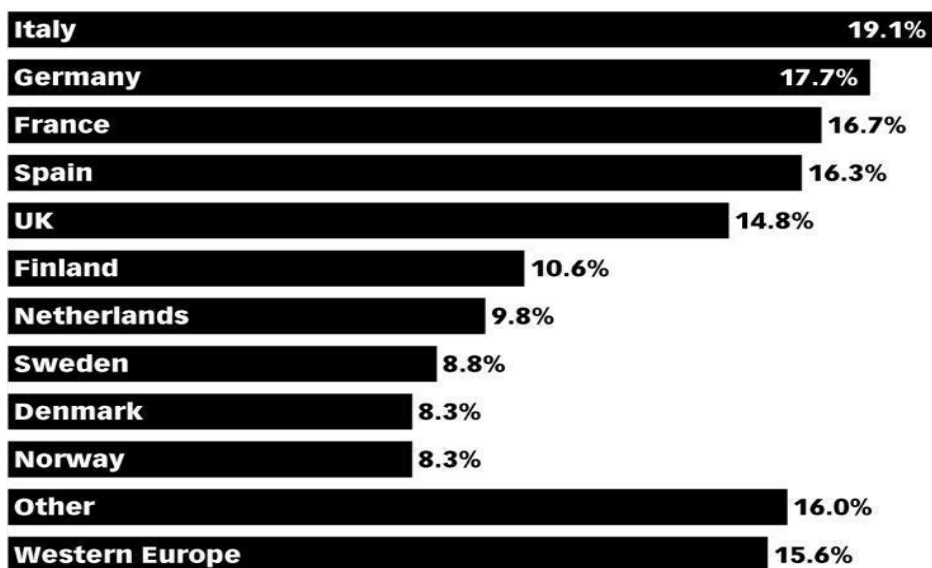
LinkedIn Ads: helpful when trying to connect with a business' decision maker. LinkedIn ads work best for business-to-business (B2B) advertising; however, it can also be used for business-to-consumer (B2C) advertising to organizations as well.

This list is only scratching the surface, as we have not listed any forms of product placements, sponsorships, OTT services (like Netflix, Amazon and Hulu), etc. In many parts of the world, the share of internet users watching digital video, either free or paid-for, now equals or surpasses the share watching live TV.

Figure 2: Subscription OTT Video Service User Growth in Western Europe.

Subscription OTT Video Service User Growth in Western Europe, by Country, 2020

% change vs. prior year



Note: individuals of any age who watch video via any app or website at least once per month that provides paid subscription access to streaming video content over the internet and bypasses traditional distribution; examples include Amazon Prime Video, HBO Now, Hulu, Netflix, Sling TV, and YouTube Premium; OTT video services are not mutually exclusive; includes overlap between video services

Source: eMarketer, Sep 2020

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www.eMarketer.com

From Subscription OTT Video Service User Growth in Western Europe, by Country 2020
Change vs Prior Year, 2020. eMarketer.



<https://www.emarketer.com/chart/239675/subscription-ott-video-service-user-growth-western-europe-by-country-2020-change-vs-prior-year>

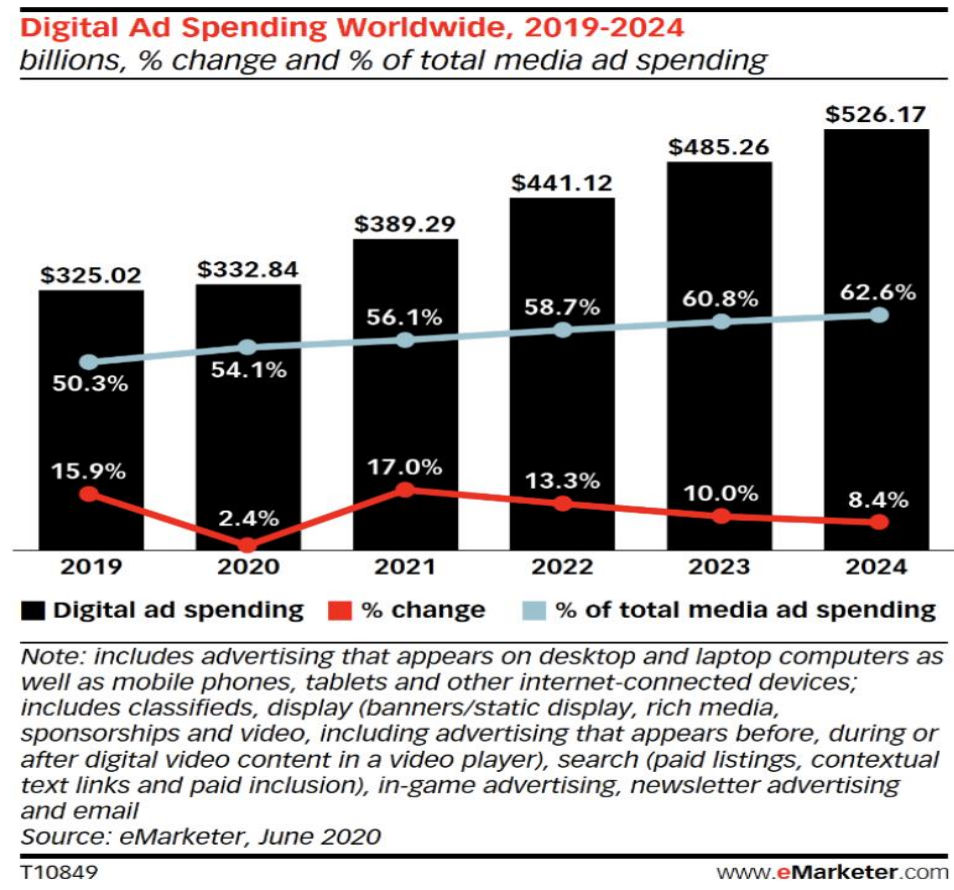
Trend 3: More Brands with More Money

The price of entry to be seen has never been higher. Despite all the crisis, ad spending continues to rise. Worldwide advertising revenue for media owners will jump 10.2% to a record USD 651 billion in 2021 after falling 4.1% in 2020 amid the coronavirus pandemic.

A lot of the growth is coming from digital media. Worldwide ad revenue for digital pure plays—Facebook, Google and other digital media companies will surge 14.1% to USD 397 billion in 2021, giving digital ventures 61% of global ad revenue.

The forecast for the coming years is that the overall spend will continue to grow, and the growth will continue to be heavily driven by digital media. By 2024, it is estimated that 62.6% of all media investments will be in digital.

Figure 3: Global Digital Ad Spending.



From Global Digital Ad Spending Update Q2 2020, by Ethan Cramer-Flood, 2020. eMarketer. <https://www.emarketer.com/content/global-digital-ad-spending-update-q2-2020>

We can feel the growing pressure of advertisers in our everyday content consumption. Everywhere we turn, there are multiple brands fighting to capture our attention. Whether we are thumb scrolling through our Instagram, Twitter or TikTok feeds, watching videos



on YouTube, listening to our playlists on your Spotify account or checking our Gmail account, marketers are right there to interrupt us. They come in the form of “promoted posts”, “pre-rolls”, “mid-rolls”, ads between tracks, and ads in your own inbox. Unless we sign up for the paid premium services, your day will be interrupted by brands you probably do not even care about, trying to sell you products you do not want to purchase. Thanks for wasting our precious and limited time, dear marketers!

Trend 4: Ad Avoidance Technology

If avoiding ads was almost impossible just a few years ago, today we have plenty of resources to do it using ad blockers, paid subscriptions or simply consuming content in ad-free platforms, like Netflix or Amazon. This is a self-preservation move from consumers in order to protect as much of their time as possible for more meaningful things than ads.

Ad blockers (also known as content blockers) are software programs that prevent ads from being shown on websites. They can be browser plugins or independent apps.

According to Statista Research Department (2021), roughly 25.8% of internet users were blocking advertising on their connected devices in 2019. This figure is expected to keep growing (albeit slowly) which loosely translated means that a quarter of paid advertising messages will never reach their audiences.

Paid subscriptions have been another common alternative to monetize services without relying on advertisers. Spotify Pro, YouTube, and many apps offer the paid alternative in which the distraction and annoyance of ads are no longer part of the user experience.

Finally, there are the ad free platforms, whose only way of consumption is through a paid subscription. Netflix, Amazon Prime, Hulu, ESPN+, Disney+, Apple TV and many other OTT (over the top) platforms were created mimicking Netflix’s success and saving users the precious time they used to waste in commercial breaks.



Unit 1.2 Sports and Entertainment are the Answers

No matter where you are, there is a greater number of brands investing more and more to reach you everywhere you go despite your efforts to avoid them. They take important time away from you. Time you would rather use experiencing things that you care about.

With this picture clear in their radars, brands resorted to the only solution to reach their consumers in this crazy media landscape we live in: live sports and entertainment (S&E). Live S&E is the last content type people still tune in. It is the last way the media industry still has to reach us while we are paying attention.

A good example is the dominance of live S&E in the American media. According to Schneider (2019), 17 of the topmost watched TV events in 2019 were live S&E attractions.

Figure 4: Top most watched TV events in 2019

RANK	PROGRAM (NETWORK)	VIEWERS (000)	DATE AIRED	RANK	PROGRAM (NETWORK)	VIEWERS (000)	DATE AIRED
1.	SUPER BOWL LIII: Patriots vs. Rams (CBS)	98,820	2/3/2019	11.	NFL SUNDAY NIGHT FOOTBALL: Vikings vs. Cowboys (NBC)	23,261	11/10/2019
2.	AFC CHAMPIONSHIP: Patriots vs. Chiefs (CBS)	54,399	1/20/2019	12.	NFL SUNDAY NIGHT FOOTBALL: Patriots vs. Steelers (NBC)	22,500	9/8/2019
3.	NFL PLAYOFFS: Rams vs. Cowboys (Fox)	33,651	1/12/2019	13.	NFL SUNDAY NIGHT FOOTBALL: Packers vs. Bears (NBC)	22,386	9/5/2019
4.	ACADEMY AWARDS (ABC)	30,541	2/24/2019	14.	NFL SUNDAY NIGHT FOOTBALL: Ravens vs. Patriots (NBC)	22,335	11/3/2019
5.	NFL PLAYOFFS: Cowboys vs. Seahawks (Fox)	29,690	1/5/2019	15.	NFL SUNDAY NIGHT FOOTBALL: Cowboys vs. Eagles (NBC)	21,722	10/20/2019
6.	COLLEGE FOOTBALL CHAMPIONSHIP: Clemson vs. Alabama (ESPN)	24,945	1/7/2019	16.	NFL SUNDAY NIGHT FOOTBALL: 49ers vs. Packers (NBC)	21,083	11/24/2019
7.	THE BIG BANG THEORY, "The Change Constant"/"The Stockholm Syndrome" (Series Finale) (CBS)	24,755	5/16/2019	17.	GRAMMY AWARDS (CBS)	21,024	2/10/2019
8.	NFL SUNDAY NIGHT FOOTBALL: Saints vs. Cowboys (NBC)	24,373	9/29/2019	18.	NCAA BASKETBALL CHAMPIONSHIP: Virginia vs. Texas Tech (CBS)	19,864	4/8/2019
9.	WORLD'S BEST (Post-Super Bowl) (CBS)	23,544	2/3/2019	19.	GOLDEN GLOBE AWARDS (NBC)	19,212	1/6/2019
10.	WORLD SERIES GAME 7: Nationals vs. Astros (Fox)	23,309	10/30/2019	20.	THE BIG BANG THEORY, "The Donation Oscillation" (CBS)	18,853	2/7/2019

From Most watched tv event in the world 2019, Name bet, URL: <https://namebet.cc/photo/most-watched-tv-event-in-the-world-2019.htm>

The result: S&E sponsorships and broadcasting rights fees for premium properties have never been more expensive. The most recent and iconic example of this *stravaganzza* is the latest NFL media deal in the USA (signed in March of 2021 and valid through 2033). Amazon, CBS, ESPN/ABC, Fox and NBC have signed deals totalling USD 113 billion.

A similar trend is also observed in sponsorships for the premium properties. The market estimates that every one of the 13 TOP International Olympic Committee partners are investing in rights fees alone close to 1 billion dollars for an 8-year sponsorship of the Olympic Games.



This strategy has proven to be effective because when we are consuming S&E content, our guards are down and we are more open to messages, even the commercial ones. These are some of the few hours in a day we choose what to do. This is a moment we are interacting with our passions. The passion we feel for a sport, a team, an athlete or an event is the back door brands found to enter our lives.

What is passion, after all?

According to the Merriam-Webster Dictionary (n. d.), passion is a “a strong liking or desire for or devotion to some activity, object, or concept”. But my favourite definition comes from Wikipedia. “Passion is a feeling of intense enthusiasm towards or compelling desire for someone or something. Passion can range from eager interest in or admiration for an idea, proposal, or cause; to enthusiastic enjoyment of an interest or activity; to strong attraction, excitement, or emotion towards a person” (Passion, 2021).

Passions are as diverse as people. Each one of us has our own. Some are passionate about cars, others about travel, cooking, religion, politics, etc. The list is endless. While some passions cannot be commercialized—like the passion for my family or loved ones, many can and are. This is where sports and entertainment live.

This is a non-exhaustive list of passions that brands are more actively involved with:

In sports: American football, basketball, motorsports, cricket, cycling, dancing, fitness, football, golf, Olympics, rugby, running, skateboarding, sport climbing, surfing, swimming and tennis.

In entertainment and leisure: the arts (theatre, acting, etc.), DIY (do it yourself), fashion and beauty, gaming and e-sports, influencers, movies, music, photography, tech and gadgets, travelling, emerging passions, cocktailing, cooking (and eating), social activism, sustainability, yoga and mindfulness.

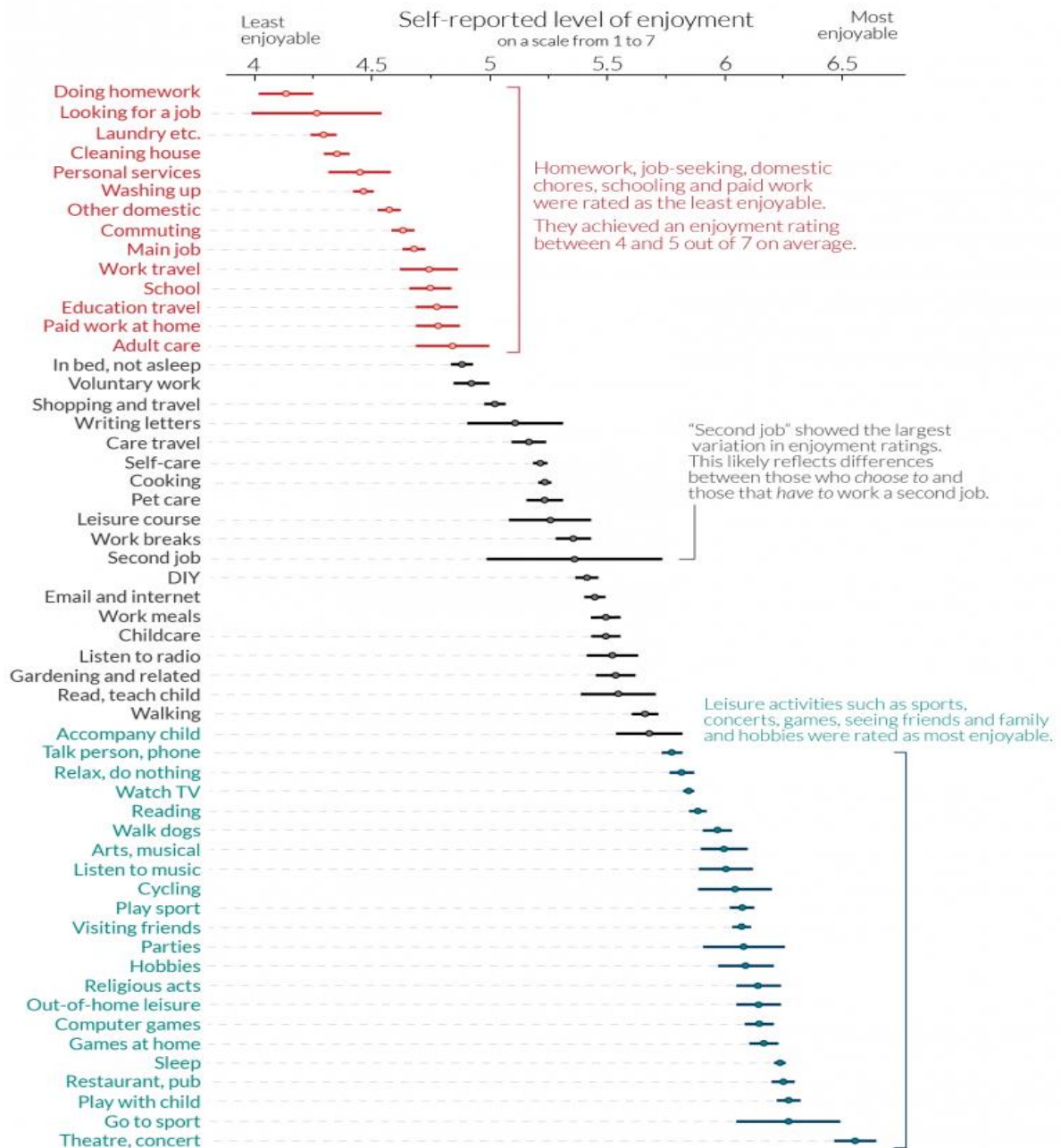
If we plot all several activities in our lives on a scale from least to most enjoyable, we will see our obligations at the lower end and our passions at the opposite end of the spectrum.



Figure 5: How Do People Spend Their Time?

How do people rate the enjoyment of different activities?

Shown is the mean answer and the 95% confidence interval.
Data from the United Kingdom Time Use Survey in 2014-15.



The data comes from diaries where respondents record the sequence of what they do over a specific day, and how much they enjoy each activity.

See the source for details

Source: Jonathan Gershuny and Oriel Sullivan (2019). What We Really Do All Day: Insights from the Centre for Time Use Research.

OurWorldinData.org – Research and data to make progress against the world's largest problems.

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From Time Use, by Esteban Ortiz-Ospina, Charlie Giattino and Max Roser, 2020. Our World in Data. <https://ourworldindata.org/time-use>

For each of these passions, I am sure we all can name brands that have developed some sort of association with it. If you are passionate about music, chances are Spotify is part of your life. If you are a gamer, you may be crazy for the latest edition of the EA FIFA game



or League of Legends. When it comes to sports, the list of successful brands associated with them is endless.

In the world of sponsorships, we call these areas of interest in our lives “passion points”.

People are attracted to passions for different reasons, but one thing they all have in common is the ability to help us fulfil some of our basic emotional needs. We all choose to invest our time in that passion because we want to... Here are some examples:

Figure 6: Examples of reasons why people want to invest time in their passions



Movies
escapism, self-identity, self-enrichment, etc.



Gaming
stimulation, bonding, popularity/fame, self-identity, etc.



Fashion & Beauty
self-esteem, escapism, self-expression, creativity, etc.



Football
belong, bond, have fun, feel empowered, recharge and show identity.



Surfing
be in touch with nature, adrenaline rush, belong to a certain lifestyle, etc.



Tennis
self-reliance, stress reliever, mind and body training, etc.

Author's own creation.

In the next module, we will discuss the choices we make to connect with each of our passions.



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