## Trajektory **ALL STAR RECAP** NHL, NFL, NBA ALL STAR & PRO BOWL GAMES

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# **NHLOVERVIEW** ALL STAR GAME OVERVIEW | TV BROADCAST



TOTAL BRAND VALUE \$42,137,967

# OF BRANDS **238** 

#### 16

6

**# OF ASSET LOCATIONS** 

avg. households

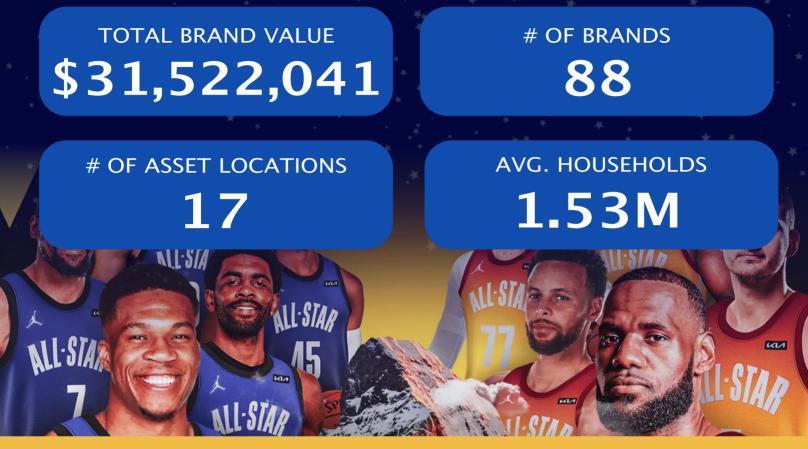
#### **Brand Asset Locations Rank By Value**

1. Playing Area (Ice Surface)	\$19 <b>.</b> 9M
2. Lower Level Banner	\$10.7M
3. Jerseys	\$832K
4. Upper Level Banner	<b>\$184K</b>
5. Helmets	\$43K

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# **NBAOVERVIEW** | TV BROADCAST





#### **Brand Asset Locations Rank By Value**

1. Playing Area (Court)	\$8.6M
2. Basketball Stanchion	\$5.5M
3. On-Court Seating	\$2.9M
4. Jerseys	\$2.9M
5. Lower Level Banner	\$1.3M

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# **NFLOVERVIEW** | TV BROADCAST



TOTAL BRAND VALUE \$39,499,693

## # OF ASSET LOCATIONS

avg. households

**# OF BRANDS** 

95

#### **Brand Asset Locations Rank By Value**

1. Playing Area (Field)	\$9.8M
2. Jerseys	\$5.8M
3. Hats	\$938K
4. Lower Level Banner	\$483K
5. Shoes	\$438K

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#### **BRAND SUMMARY** TOP 3 BRANDS BY VALUE FOR EACH ALL STAR GAME

E	BRAND	TOTAL DURATION	TOTAL VALUE	
NHL ALL STAR GAME			A	
1	HONDA	17M 46S	\$8.44M	
2	CAT	11M 12S	\$2.55M	
3	GEICO.	14M 25S	\$2.37M	
NBA ALL STAR GAME				
1	AT&T	12M 16S	\$3.05M	
2	Ruffer	27M 40S	\$2.66M	
3	NIKE	15M 09S	\$1.13M	
NFL PRO BOWL GAME				
1	NIKE	17M 34S	\$3.84M	
2		04M 46S	\$696K	
3		05M 19S	\$568K	
	GATORADE			

### HONDA ALL STAR VALUE

Another year of All Star and Pro Bowl games have come and gone. We saw some new faces rise to stardom (Mac McClung), some changes take place (the NFL scrapping the traditional tackle football game and opting for flag football), and some things that haven't changed (the NHL's unique 3-on-3 format).

After reviewing the results from our case study, it had us wondering – **is sponsoring an event like the All-Star Weekend worth it for a brand?** If you take a look at the NHL All Star Game and the ROI that Honda received from sponsoring the weekend, one would think so. Honda came away with over **\$8 million in value**, which was **\$5 million more** than the next closest brand across all three of the events (NBA, NHL, NFL).

How did Honda achieve this kind of return? First, Honda's logo was featured in the NHL All Star Game's event logo, the center ice logo and surrounding logo, upper level banner logos, as well as multiple logos displayed along the boards giving them plenty of time on screen. Second, Honda also had a car on the ice during the pre-game festivities and even had Matthew Tkachuk take a picture with it (pictured below). A successful sponsorship for Honda.

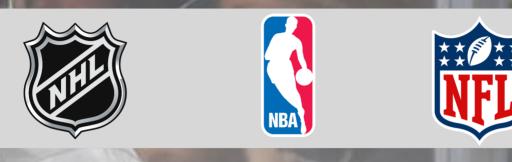
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HONDA \$8.44M PARTNER VALUE



### **OVERVIEW**





## partner value \$42,137,967





2.



# partner value \$31,522,041

TOP BRAND (NHL ALL STAR GAME)



Top Location: Lower Level Banner (\$38M) TOP LOCATION (NHL ALL STAR GAME)



**Playing Area** 

13-1

### **ABOUT TRAJEKTORY**

A nerd, a marketer, and a strategist walk into a bar...

Trajektory was built by people who have a combined 40+ years of sports industry experience. We're not your typical vendor or solution. We built the platform we wish we had when we were valuing assets and building partner recaps. Providing partner data shouldn't be overwhelming. We make it easy.

Trajektory is a pioneer in the sports analytics industry that fully tends to the reporting and storytelling insights needed from organizations. Our main disrupter is our proprietary algorithms. We provide holistic reporting that replaces old ways of thinking and creates transparency in the marketplace and valuation methodologies that are more transparent and consistent for brands to understand. We've also created dashboards that house ALL of your partner data and provide easy-to-digest recaps. At the click of a button.

### TELL THE FULL STORY

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