



ALL STAR RECAP

NHL, NFL, NBA ALL STAR & PRO BOWL GAMES



NHL OVERVIEW

ALL STAR GAME OVERVIEW | TV BROADCAST



TOTAL BRAND VALUE

\$42,137,967

OF BRANDS

238

OF ASSET LOCATIONS

16

AVG. HOUSEHOLDS

1.26M



Brand Asset Locations Rank By Value

1. Playing Area (Ice Surface)	\$19.9M
2. Lower Level Banner	\$10.7M
3. Jerseys	\$832K
4. Upper Level Banner	\$184K
5. Helmets	\$43K

NBA OVERVIEW

ALL STAR GAME OVERVIEW | TV BROADCAST



TOTAL BRAND VALUE

\$31,522,041

OF BRANDS

88

OF ASSET LOCATIONS

17

AVG. HOUSEHOLDS

1.53M



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

NFL OVERVIEW

ALL STAR GAME OVERVIEW | TV BROADCAST



TOTAL BRAND VALUE

\$39,499,693

OF BRANDS

95

OF ASSET LOCATIONS

21

AVG. HOUSEHOLDS

4.19M

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

BRAND SUMMARY




TOP 3 BRANDS BY VALUE FOR EACH ALL STAR GAME

BRAND	TOTAL DURATION	TOTAL VALUE
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NHL ALL STAR GAME

1	 HONDA	17M 46S	\$8.44M
2		11M 12S	\$2.55M
3		14M 25S	\$2.37M

NBA ALL STAR GAME

1	 AT&T	12M 16S	\$3.05M
2		27M 40S	\$2.66M
3		15M 09S	\$1.13M

NFL PRO BOWL GAME

1		17M 34S	\$3.84M
2		04M 46S	\$696K
3	 GATORADE	05M 19S	\$568K

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.



A blue rounded square graphic containing the Honda logo at the top, the word 'HONDA' in bold black letters below it, the amount '\$8.44M' in large white font, and the text 'PARTNER VALUE' in white at the bottom.



OVERVIEW



1.  PARTNER VALUE
\$42,137,967

2.  PARTNER VALUE
\$39,499,693

3.  PARTNER VALUE
\$31,522,041

TOP BRAND (NHL ALL STAR GAME)


HONDA **\$8.44M**

Top Location:
Lower Level Banner (\$38M)

TOP LOCATION (NHL ALL STAR GAME)

  **\$139M**

Playing Area

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

ALL PARTNERS. ALL ASSETS.



and more ...



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