



Make your sponsoring engagement measurable!

Would you like to know how successful your sponsoring engagement really is? With our unique sponsoring statistics and individual sponsoring analyses, we provide you with clear answers.

We show you

- ✓ How your sponsoring engagement compares to the competition
- ✓ How much media value your investment achieves through TV, print, out-of-home, online, and social media
- ✓ The impact of your activation measures, such as on-site campaigns
- ✓ How you can easily compare data!

Our Sponsoring Media Value (SMV) provides a precise, data-based foundation for strategic decisions. This allows you to get the most out of your engagement.

Benefits for

Sponsors

- ✓ Benchmarking and competitive analysis
- ✓ Basis for strategic sponsorship decisions
- ✓ Arguments for budget and resources
- ✓ Monitoring the success of your sponsorship

Organizers, clubs, associations

- ✓ Benchmarking and competitive analysis
- ✓ Success monitoring for sponsors
- ✓ Acquisition of new sponsors
- ✓ Optimization of sponsorship offerings

For which channels are sponsorship analyses available?



TV & Streaming



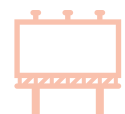
Print



Online



Social Media



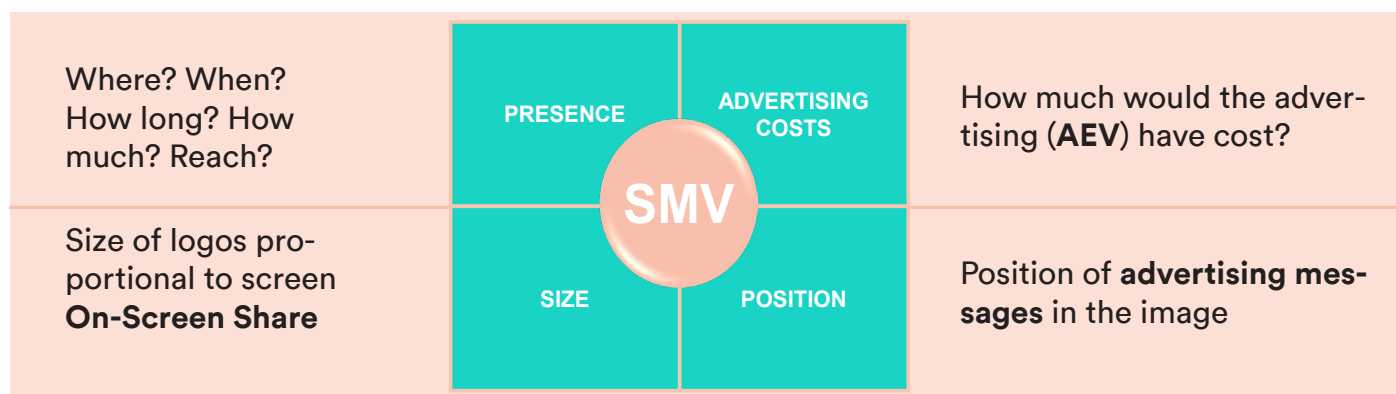
Out-of-Home

Sponsoring – Insights in detail

Our insights are based on the following parameters

 Presence	 Consumption	 Advertising costs	 Sponsoring Media Value
Documentation and analysis of TV broadcasts, print and online reports in the relevant Swiss media, as well as information on out-of-home and social media. Optional: on site	Comprehensive audience data from Mediapulse, WEMF, and marketers provide insight into the extent of the reach. Target group analyses depending on the availability of the media channel.	The official advertising prices of TV stations, online sites, SOM channels, print and OoH media are used to obtain correct advertising equivalence values (AEV).	Calculation of the SMV (in CHF) based on the advertising equivalence values and the quality factor.

Calculation of the weighted Sponsoring Media Value (SMV) (in Swiss francs)



KPIs

Weighted sponsorship value / sponsorship media value	Unweighted sponsorship value	Quality factor
Financial equivalent of media presence within the scope of the respective sponsorship commitment in Swiss francs after weighting the (unweighted) sponsorship value with the quality factor.	Financial equivalent of media presence without taking the weighting factor into account.	Represents the deviation factor between unweighted and weighted sponsorship value. The higher the value, the more visible the sponsor was.
Reach sponsor	Number of posts	CPM
Represents the gross contact sum per sponsor (equivalent to "reach"). The gross contact sum across all media channels indicates the number of visual contacts in Switzerland analyzed for media input, i.e., excluding net reach. It does not take into account which individuals were reached multiple times, nor with what content.	Represents the number of posts per sponsor in earned and owned media. In the advertising statistics, we aggregate this by media supplier on a daily or weekly basis. In the sponsorship statistics, it is not possible to determine the number of plays, etc.	The cost per mille calculates the amount required to generate 1,000 contacts based on gross contacts, visibility duration, and presence in print, online, and social media. In TV, the CPM is calculated on the basis of 30-second units (former classic TV spot length).

Sponsoring statistics – Sponsoring in Benchmark

We maintain unique sponsoring statistics that measure the media sponsoring activities of sponsors at clubs and events – on an ongoing basis!

Highlights of the sponsoring statistics

- ✓ Information on over 160 Swiss sponsors
- ✓ Continuous analysis of more than 330 sporting events as well as 28 entertainment events
- ✓ Including European and World Championships held in Switzerland
- ✓ Access on demand (time series from January 2024)
- ✓ Relevant media channels (TV, print, OoH, online, and social media)
- ✓ Advertising (TV, print, out-of-home, cinema, online) by event organizers and sponsors
- ✓ All data in an interactive dashboard for maximum flexibility:
 - ✓ Individual, interactive analyses
 - ✓ Creation of custom reports including export function
 - ✓ Display of KPIs by sponsor, media channel, media, competition, advertising medium, etc.

Overview of the sports and events analyzed

Football	Hockey	Snow sports	Cycling	Indoor sports	Tennis	Athletics	Equestrian sports	Entertainment + Culture	Other
Credit Suisse Super League	National League (H)	Ski Alpin World Cups CH	Tour de Suisse	Liga, Cup, National-Teams	Swiss Indoors Basel	Athletissima Lausanne	CSI Basel	Locarno Film Festival	Curling WM
AXA Women's Super League	National League (F) (ab 25/26)	Snowboard/Freestyle World Cups CH	Tour de Romandie	Basketball	Gonet Geneva Open Genf	Weltklasse Zürich	CHI Genf	Zurich Film Festival	Beach Volley Gstaad
National Teams	National Teams	Skisprung World Cup CH	UCI WM Strasse Zürich	Handball	EFG Swiss Open Gstaad	Spitzenleicht-athletik Luzern	CSIO St. Gallen	Montreux Jazz Festival	Omega European Masters
UEFA Women's Euro 2025	Spengler Cup		UCI WM MTB Wallis	Volleyball				Paleo Festival	Super-10-Kampf der Sporthilfe
				Floorball				Art on Ice	
								Baloise Session	
								Open-Air-Festivals	

As of June 2025.
European and world championships in the above-mentioned sports that take place in Switzerland are included in the sponsorship statistics.
National team matches (test matches, invitational tournaments, etc.) in the above-mentioned sports are included throughout, even outside Switzerland.

Sponsoring analyses – Individual sponsoring-insights

We provide analyses tailored to your needs that comprehensively cover all aspects of sponsoring – from media channels to on-site activities.

You determine the scope!

- ✓ Is your event or brand not included in the sponsoring statistics?
- ✓ Would you like to measure the value of your on-site sponsoring event?
- ✓ Are certain media titles (e.g., regional) missing?
- ✓ Do you have other activation measures that you would like to measure?

With our customized analyses – either on their own or in combination with data from the sponsoring statistics – we will find the right solution for your needs.

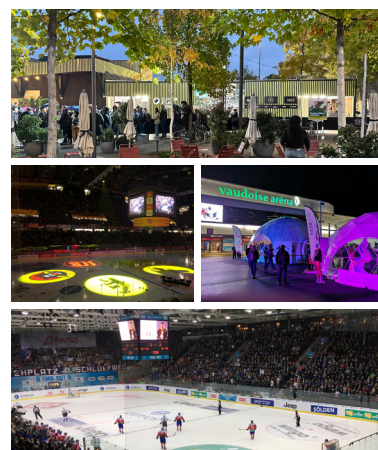
Highlights of the customized sponsoring analyses

- ✓ All relevant media channels (TV, print, online, and social media), plus event-specific media outlets (print, TV, online)
- ✓ Integration of advertising (TV, print, out-of-home, cinema, online) from event organizers and sponsors Creation of custom reports, including export to PDF
- ✓ On-site activities (flyers, sampling, screens, stands, etc.)
- ✓ Specific activations and non-media rights (testimonials, hospitality, tickets, etc.)
- ✓ Additional quantitative and qualitative analyses (sentiment, target audience, etc.)

On-site analyses

The following factors, among others, are taken into account for the evaluation:

- ✓ Number of visitors per event
- ✓ Contact opportunities per advertising medium/sponsor
- ✓ Size and quality of the sponsor's presence
- ✓ Number of sponsors in the visitors' field of vision



Your contact

Do you have questions about our products and services?
Our consulting and analysis team is happy to help!



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Overview of services:

Sponsoring statistics vs. sponsoring analysis

Scope of services	Sponsoring statistics	Sponsoring analysis
Objective	Uniform data basis for defined commitments for performance monitoring and benchmarking with competitors	Detailed recording of all relevant assets for measuring the success of your own sponsorship commitments
Data basis	Media and advertising presence	Individually definable
Sponsors	Defined sample (>160 sponsors)	Individually
Events	Approx. 40 defined sports and events in Switzerland, national team matches, European and world championships in Switzerland and abroad	Individually
Media channels	TV, print, online, social media, out-of-home	Individually
Media sample Earned media	TV, print, online, social media, organizer accounts	TV, print, online, social media, organizer accounts Comprehensive samples in all media channels (all regularly published publications in Switzerland) Individual social media analysis possible
Advertising	TV, print, online, out-of-home (organizers and sponsors)	TV, print, online, out-of-home (organizers and sponsors)
On-site activities/activations	Not included	Individually
Key figures	Visibility, reach, sponsorship media value (SMV) (in CHF)	Sponsoring statistics + additional key figures possible as required
Evaluation	Retrospective possible	Approx. 6 weeks after the end of the analysis period
Delivery format	Interactive dashboard (Access requires the user to have a PowerBI Pro license)	Report as PDF
Time series	From January 2024	No time series available