

**Report:**

# **HOW WELL DO WE KNOW BASKETBALL FANS IN THE US?**

October 2023

# AT A GLANCE

01.

Basketball fans are sports enthusiasts, over indexing on sport participation across the board

Sports Participation

Among Basketball Fans



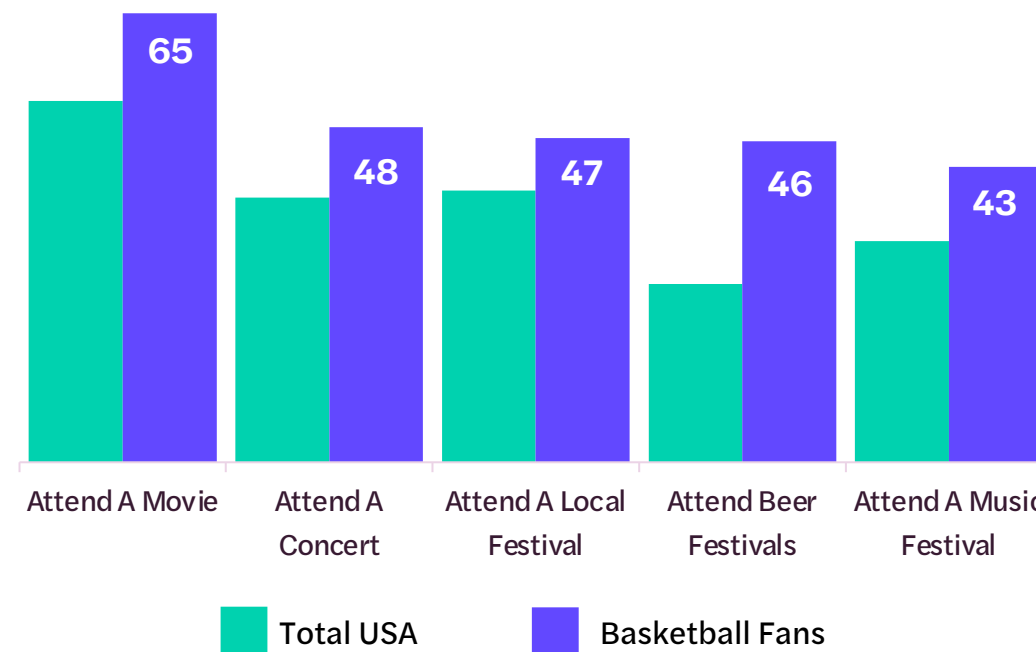
	United States	Basketball Fans	Difference
Play Basketball	31	48	+17%
Play Baseball	23	47	+24%
Play Football	23	47	+24%
Play Soccer	21	32	+10%
Play Golf	20	32	+12%
Martial Arts	17	28	+11%
Play Hockey	13	32	+19%
Play Lacrosse	13	28	+15%

Source: SponsorPulse Insights Platform

**Basketball fans are also “out and about” in the community – creating opportunities to reach them through other passion points**

### Top 5 Out & About Activities

Among Basketball Fans

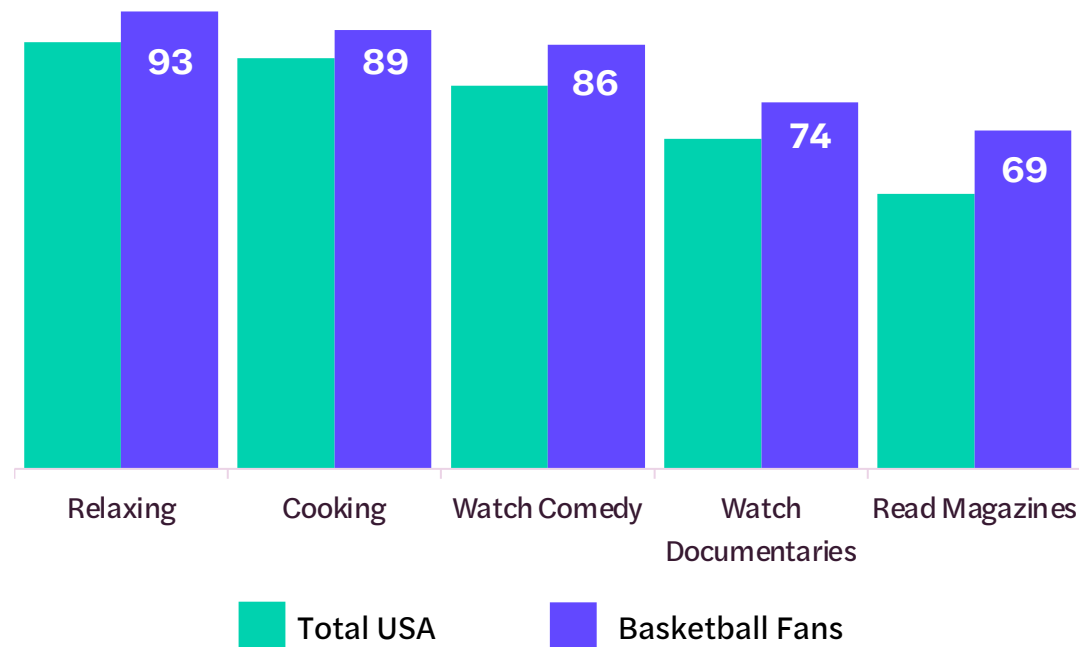


Source: SponsorPulse Insights Platform

**They also engage in many rest and relaxation activities – from cooking to watching comedy**

### Top 5 Rest & Relaxation Activities

Among Basketball Fans

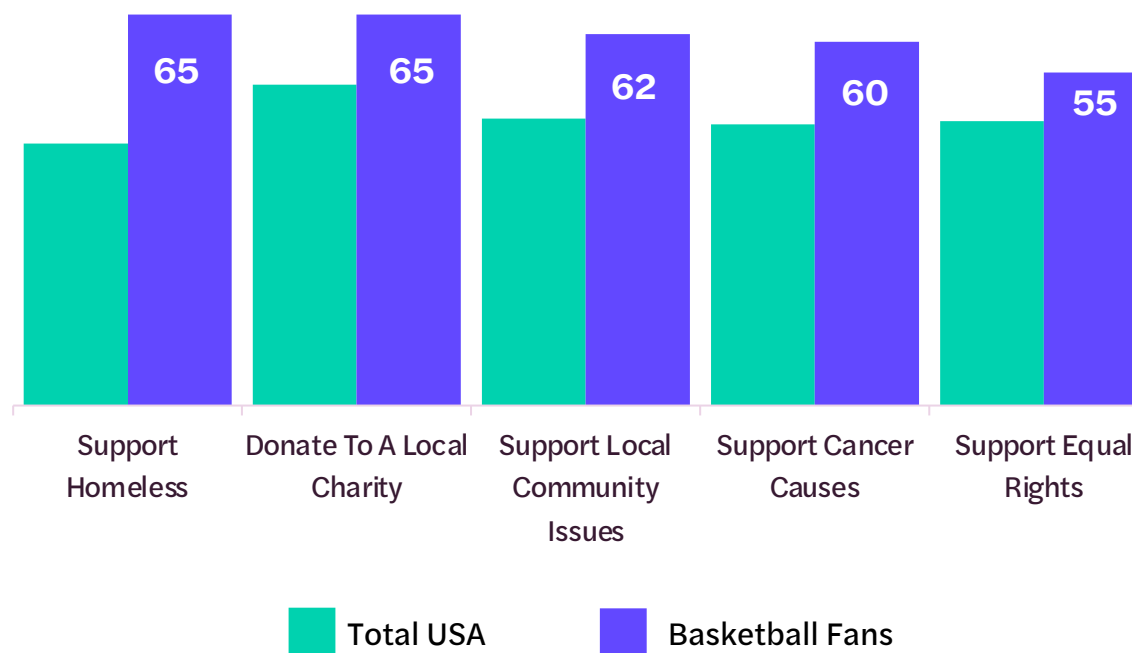


Source: SponsorPulse Insights Platform

These fans are also **very cause-conscious** and focused on community – they're significantly more likely to donate and support local community issues

### Top 5 Causes Engaged With

Among Basketball Fans

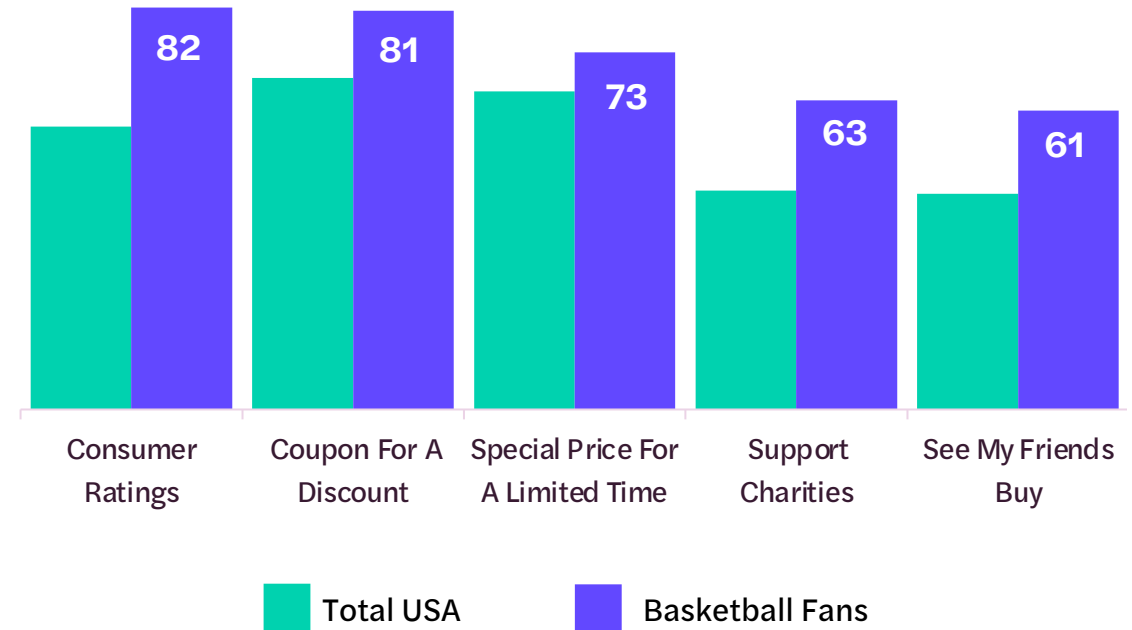


Source: SponsorPulse Insights Platform

When it comes to marketing tactics, **these fans prioritize consumer ratings and discounts to drive action**

### Top 5 Marketing Tactics that Work

Among Basketball Fans



Source: SponsorPulse Insights Platform



There are a **lot of layers to every fan** that reveal opportunities to connect with them beyond the court





# ABOUT SPONSORPULSE

02.

# SponsorPulse helps sponsorship marketers **maximize outcomes** by enabling consumer data-driven decisions, across every stage of the sponsorship journey



## Property Selection

We monitor hundreds of potential sponsorship opportunities across sport, entertainment, cause, and music – to assess a new opportunity's fit and benefit.



## Valuation

Buy confidently with fact-based guidance on the current & potential value of your sponsorships with our Opportunity Value.



## Activation

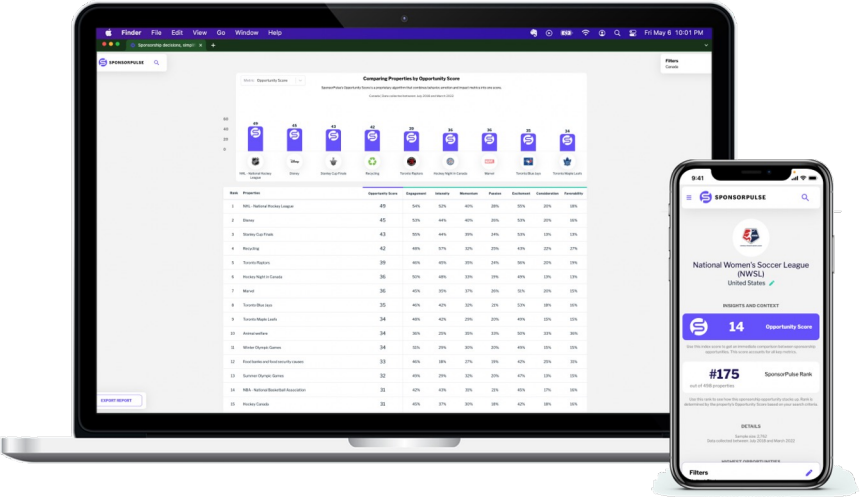
Increase the efficiency of your ad spend through the creation of targeted audience segments using the SponsorPulse Audience Network.



## Impact Management

Leverage data to demonstrate outcomes for your brand with a consumer-first focus.

How we **standout** in an industry in need of evolution



1

**Sponsorship-focused**

Products and solutions built with intention for sponsorship buyers and sellers, by sponsorship buyers and sellers.

2

**Consumer driven, at your fingertips**

Our insights are derived from our proprietary global consumer database and Insights Platform, to provide a deep understanding of consumer passions with a few simple clicks.

3

**Transparent, actionable, and accessible**

The sponsorship industry has needed a credible source of consumer truth for the industry to rely on, and SponsorPulse delivers that.

4

**Global industry experience and benchmarks**

We offer a complete understanding of the global landscape across thousands of properties, among millions of consumers, and have built ROI benchmarks for continuous optimization.

5

**Personal touch**

Our team acts as an extension of yours. We have a team dedicated to supporting your success at every stage of the journey.

## Get in touch

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**THANK YOU**