



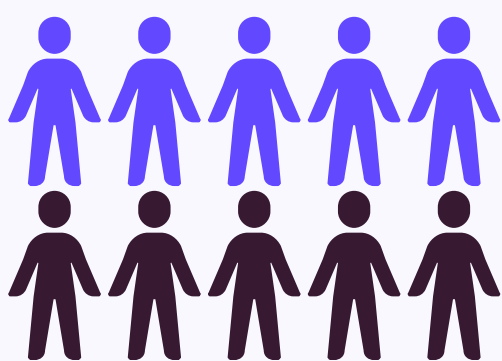
 SPONSORPULSE

NBA End of Season 2022 Sponsor Impact

Market: USA



NBA Partners Measured



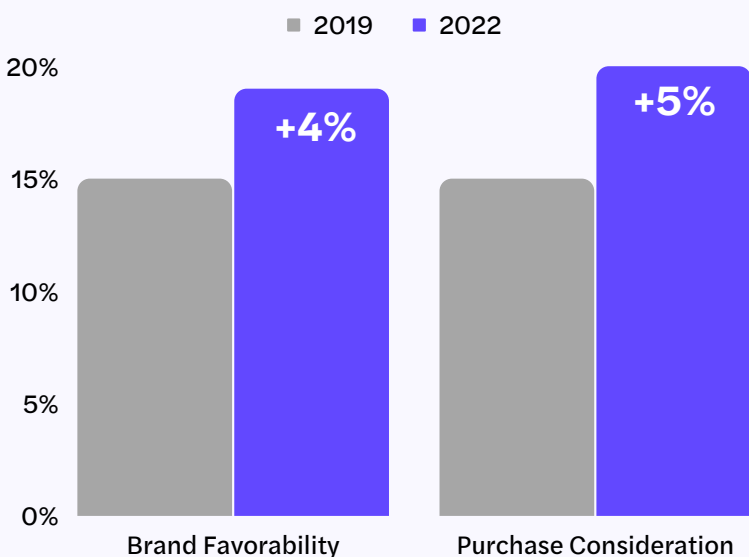
112MM+

52% of Americans aged 13-64 have engaged with the National Basketball Association in the past year.

Source: SponsorPulse Insights Platform

NBAs Potential to Impact

From 2019 to 2022, consumer response to NBA sponsors has grown materially. Fans of the league are rewarding brands that are getting into the game with greater potential to drive brand favorability and purchase consideration.

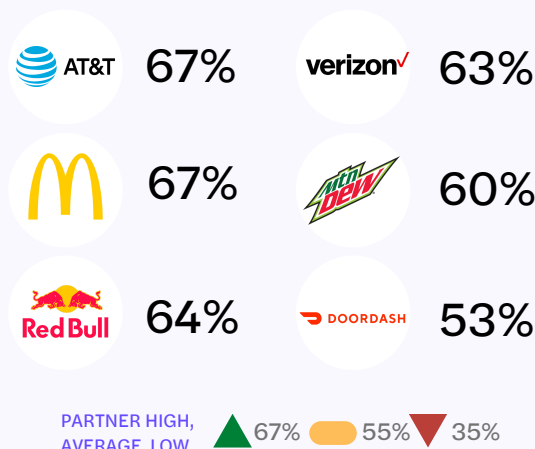


Source: SponsorPulse Insights Platform

Top Sponsor Awareness

Five of the NBA sponsors measured exceed the partner average and SponsorPulse awareness benchmark of 58%. More than 6 in 10 fans who engage with the league are aware of top sponsors, representing more than 65M Americans.

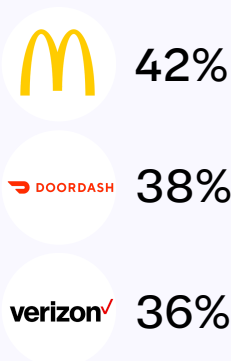
TOP 6 PARTNERS IN AIDED AWARENESS



Top Impact Drivers

McDonald's sponsorship not only reaches the masses, but converts to impact. FanDuel posts early gains in driving conversion through its NBA sponsorship, and Verizon outperforms most despite its long-tail category.

TOP 3 IN BRAND FAVORABILITY



TOP 3 IN PURCHASE CONSIDERATION



[Contact us for the full report](#)