

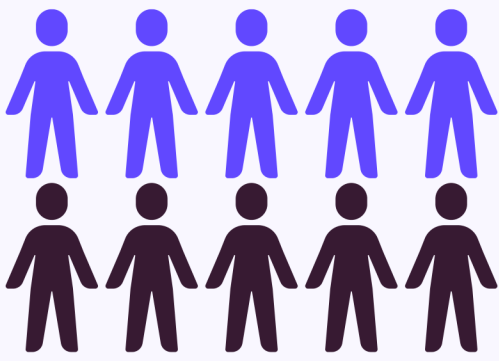


# NCAA March Madness Sponsor Impact Report

Market: USA



Sponsors measured in the full report:



99MM+

46% of Americans aged 13-64 have engaged with NCAA March Madness in the past year.

Source: SponsorPulse Insights Platform

## Strong Momentum in 2023

Ranking #12 out of more than 400 sport and entertainment properties, March Madness is poised for continued growth over the next year.

+24%

of those engaged with March Madness have a growing interest in the property

Source: SponsorPulse Insights Platform

## Partner Target Efficiency

March Madness delivers a significant target audience for all NCAA partners evaluated, but the size of that audience varies significantly from quick service restaurants to telecommunications switchers.

Sponsor	Category	Population of Category Buyers
Pizza Hut	Pizza restaurant purchasers	55MM+
Wendy's	Quick service restaurant visitors	45MM+
Coca-Cola	Soda / soft drink purchasers	42MM+
Buffalo Wild Wings	Sport bar visitors	38MM+
Powerade	Sport drink purchasers	31MM+
LG	Consumer electronic purchasers	26MM+
Capital One	Credit card applicant intenders	18MM+
Nissan	New vehicle purchasers	17MM+
Aflac	Insurance purchasers	17MM+
AT&T	Telecommunications switchers	10MM+





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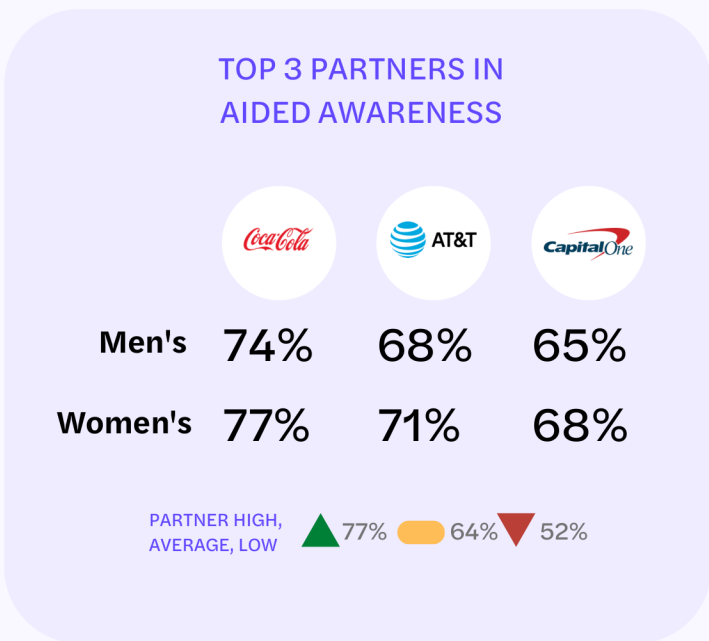
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Let's breakdown the top performing sponsors among those who engaged with the Men's, and the Women's March Madness tournaments.

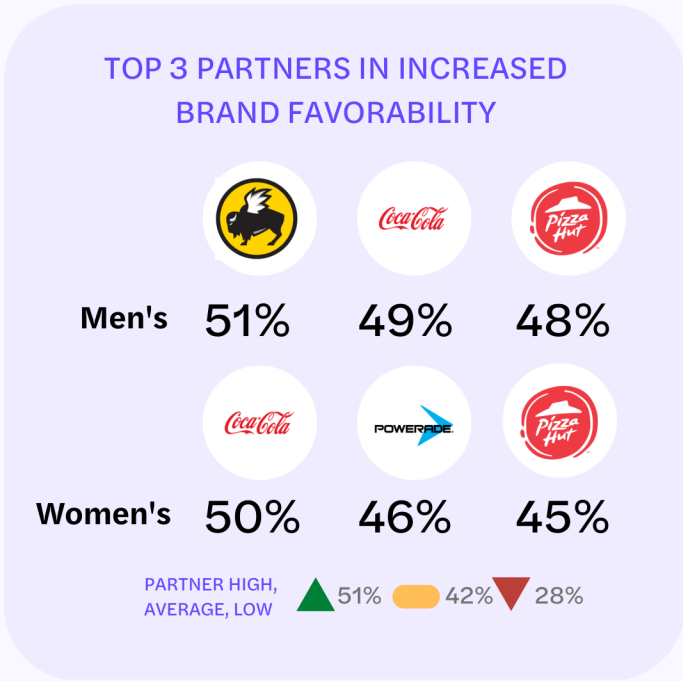
## Aided Sponsorship Awareness

Coca-Cola, AT&T and Capital One are the top performers in achieving aided sponsorship awareness. That result stayed true among those who engaged with the Men's or the Women's March Madness tournaments. Despite AT&T and Capital One's smaller pool of category buyers, they both punch above their weight in driving awareness with non-category buyers.



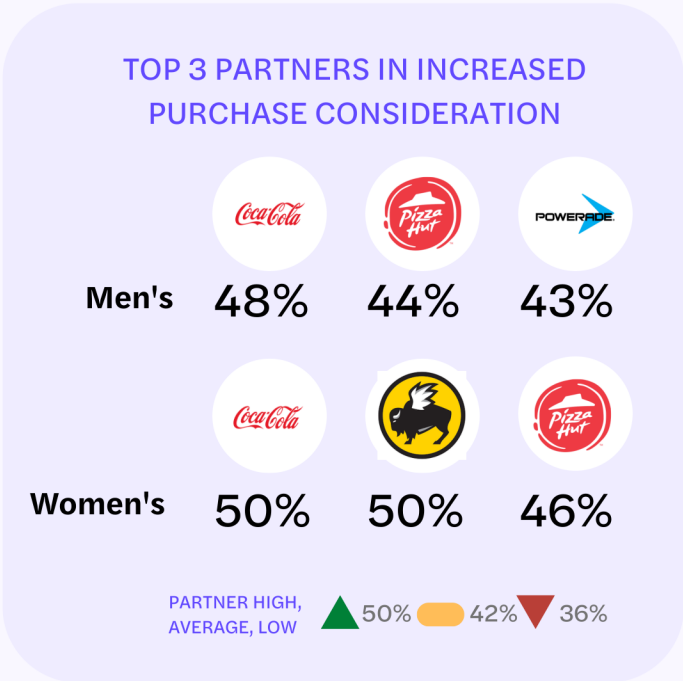
## Increased Brand Favorability

Short-term categories in quick service restaurants, sport bars, and beverages climb to the top in driving brand preference through sponsorship of March Madness. This highlights opportunities for brands to play an active role in creating unique moments tied to viewing, and enjoying the fan experience at retail and on-premise.



## Increased Purchase Consideration

The same four brands successfully extend their impact through to driving purchase consideration. Pre, during, and post tournament activation and connection points that strengthen the brand connection to NCAA March Madness, while facilitating conversion to purchase should drive a material increase in the return on investment.



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