

STANLEY CUP PLAYOFFS BRACKET



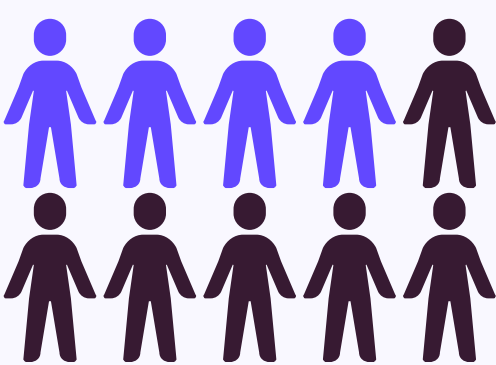
SPONSORPULSE

NHL End of Season 2022 Sponsor Impact

Market: USA



NHL Partners Measured



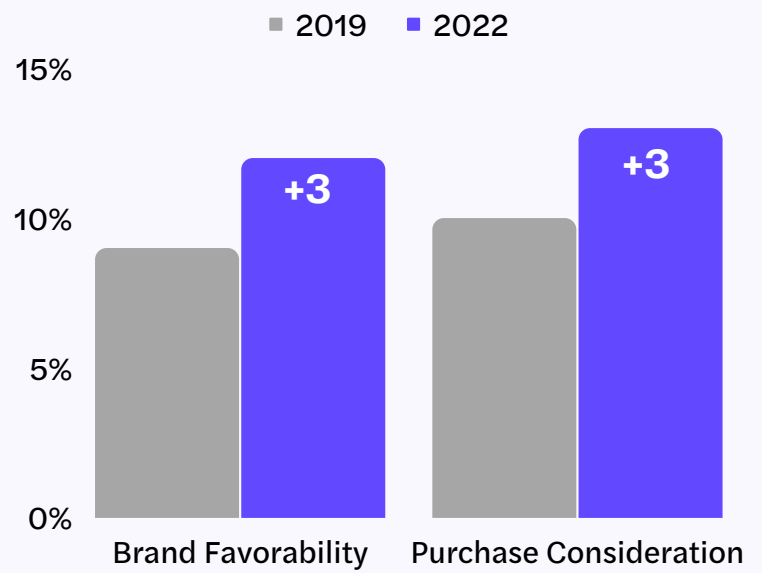
93MM+

43% of Americans aged 13-64 have engaged with the National Hockey League in the past year.

Source: SponsorPulse Insights Platform

NHL's Potential to Impact

From 2019 to 2022, we've witnessed growing benefits for NHL partners. Fans of the league are more likely to reward brand sponsors that invest with the league vs pre-pandemic levels. Potential for sponsors to gain favorability, and drive purchase consideration, are both up +3% pts vs. 2019 levels.

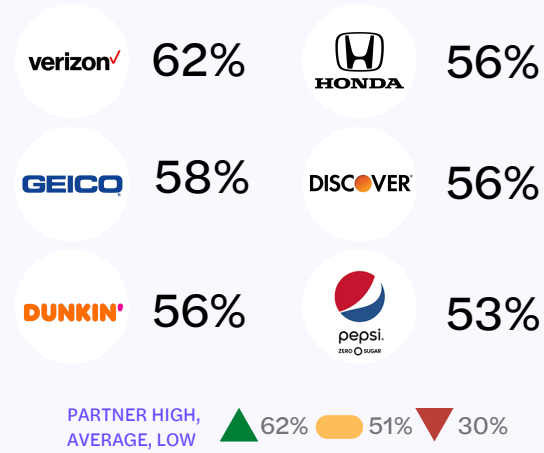


Source: SponsorPulse Insights Platform

Top Sponsor Awareness

6 of the 10 NHL sponsors measured have achieved aided sponsor awareness among more than 1 in 2 NHL fans. A mix of short and long-term category partners have achieved break through with hockey fans, most of whom have been long-time partners of the league.

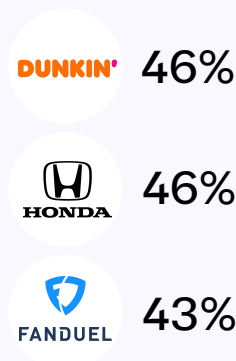
TOP 6 PARTNERS IN AIDED AWARENESS



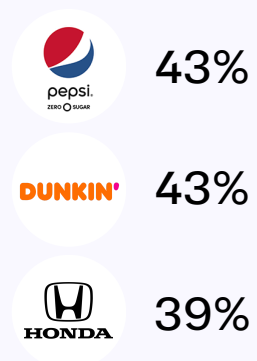
Top Impact Drivers

Dunkin' and Honda - both long-term sponsors with substantial activation - manage to drive material gains in brand favorability and purchase consideration. Consistent activation around marquee events like All-Star Weekend, and team partnerships deliver results.

TOP 3 IN BRAND FAVORABILITY



TOP 3 IN PURCHASE CONSIDERATION



[Contact us for the full report](#)