SPONSORS

Sponsors

The voice of Sports business

SportsBusiness Journal Reaches

The Companies that Spend the Most on Advertising in Sports Programming

$300 MILLION +

AT&T Mobility LLC
Anheuser-Busch Inc.
Verizon Communications Inc.
Ford Motor Co.

$150-$299 MILLION

Toyota Motor Sales USA Inc.
Chevrolet Motor Division
Geico Direct Inc.
MillerCoors
McDonalds Corp.
Sprint Nextel Corp.
DirecTV Inc.
Nissan North America Inc.

$100-$149 MILLION

Coca-Cola USA
Warner Bros. Entertainment Inc.
Southwest Airlines Co.
State Farm Mutual Automobile Ins. Co.
NFL Enterprises LP
Subway Sandwich Shops Inc.
Lexus Division
Taco Bell Corp.
Microsoft Corp.
Procter & Gamble Co.
Apple Inc.
Dodge Car-Truck Division
Mercedes-Benz USA LLC
Visa Inc.
GMC Truck Division
Hyundai Motor America

$50-$99 MILLION

American Honda Motor Co. Inc.
Pfizer Pharmaceuticals Group
BMW Of North America LLC
Lowe's Home Centers Inc.
Bank of America NA
T-Mobile Intl.
Burger King Corp.
Allstate Insurance Co.
Universal Pictures
Capital One Bank
Lilly ICOS LLC
Home Depot Inc.
Volkswagen Of America Inc.
Pizza Hut Inc.
Nike Inc.
E Trade Securities Inc.
Acura Division
Audi of America Inc.
Unilever Home & Personal Care
AT&T Inc.
General Electric Co.
Paramount Pictures Corp.
National Association of Stock Car Auto Racing Inc.
Sears Roebuck & Co.
American Express Travel Related Services Co. Inc.
Sony Corp. of America
International Business Machines Corp.
Twentieth Century-Fox Film Corp.
Gillette Co.
Progressive Corp.
Kentucky Fried Chicken Corp.
Federal Express Corp.
Jeep Division

$25-$49 MILLION

Wal-Mart Stores Inc.
Pepsi-Cola Co.
United Parcel Service of America Inc.
Kia Motors America Inc.
Pepsico Beverages & Foods North America
Cadillac Motor Co.
Grupo Modelo Sa De Cv
Sterling Jewelers Inc-Il
Exxon Mobil Corp.
Travelers Cos. Inc.
Best Buy Co. Inc.
Comcast Cable Communications Inc.
Dominos Pizza LLC
Electronic Arts Inc.
JPMorgan Chase & Co.
Lincoln-Mercury Division
Bridgestone/Firestone Inc.
Heineken USA Inc.
Columbia Pictures Entertainment Inc.
Wendys Intl. Inc.
Hershey Co.
Hewlett-Packard Co.
Walt Disney Studios Motion Pictures
Papa Johns Intl. Inc.
Frito-Lay Inc.
Nationwide Insurance Enterprise
National Collegiate Athletic Association
Mastercard Intl. Inc.
PGA Tour Inc.
Samsung Electronics America Inc.
Lions Gate Films Inc.
Mars Snackfood US LLC
Diageo North America Inc.
Applebees Intl. Inc.
Fidelity Distributors Corp.
Buick Motor Division
ING Bank FSB
Buffalo Wild Wings Inc.
Mazda North American Operations

Source: The Nielsen Company, 2011

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Top Agencies in Sports Business

McCann Erickson Worldwide
BBDO Worldwide
JWT
Y&R
DDB Worldwide
TBWA Worldwide
Leo Burnett Worldwide
Draft/FCB
Saatchi&Saatchi
Grey
Euro RSCG Worldwide
Deutsch

Richards Group
Ogilivy & Mather Advertising
Publicis
Hill Holliday
Campbell Ewald
Crispin Porter & Bogusky
Goodby, Silverstein & Partners
Wieden & Kennedy
Martin Agency
Doner
RPA
Zimmerman Advertising

Mullen
Universal McCann
Horizon
Carat
Tierney & Partners
Burson Marsteller
Fallon Worldwide
Initiative Media
Mind Share
Media Vest
Zenith Media
Media Edge

Mediacom
Wunderman
Dentsu
Chiat Day
Dailey & Associates (LA)
The BallPark
Media Kitchen
Conover Tuttle Pace
GroupM
Communication Trends
GS&F
GSD&M Idea City

Digitas
Creative Alliance
Cornett Integrated Marketing Solutions
French West Vaughan
Bromley Communications

SportsBusiness Journal Reaches

The Sponsors of Major Sports Leagues

24 hour Fitness
3M
Acer
Acushnet
Adecco
Adidas
Advertising Edge
Aflac
AllState
American Airlines
American Ethanol
American Honda
Andrews Sports Medicine and Ortho Ctr.
Anheuser-Busch
Anjet
AT&T
Atos Origin
Autotrader.com
AVIS
Axe
Bacardi USA
Ball Park
Bank of America
Bayer
BBVA
BearCom
Bed Bath and Beyond
Bell Mobility (Canada)
Beringer
Bimbo Bakeries
Blue Diamond Almonds
BMW
Body by Jake
Bosch
Bridgestone
Brine
British Petroleum
Campbell Soup
Camping World
Canadian Tire (Canada)
Canon USA
Canteen Vending Services
Canyon Ranch Spa
Capital One
Cary International
Cascade Lacrosse
Castrol
Caterpillar
CDW
Charles Schwab
Choice Hotels
Cicso Systems
Cintas
Clabber Girl
Cobalt
Coke
Compeed
Compuware
Continental Tires
Corona
Craftsman Tools
Custom House
Daytona USA
DB Schenker
Deloitte
Delta Airlines
Diageo
Dick's Sporting Goods
DieHard Batteries
DirectTV
Discover Card
DMI (Dairy Markets Inst.) (National Dairly Council)
Dodge
Dow
Dubai Duty Free
DuPont
El Jimador Tequila
Enel
Engergizer
Enterprise Rent a Car
EuroSport
Exide
ExxonMobil
Featherlite
Fed Ex
FIA Card Service
Firestone
Florida's Natural
Forbes
Ford Motor Co.
Fram
Freightliner
Frito-Lay
Fuse
Gatorade
Geico
Getty Images
Gillette
Global Corporate Alliance
GM
Goodyear
Great Atlantic Lacrosse. Co
Haier
Harley-Davidson
Hartford Insurance
Hawaii Tour
Head
Herff Jones
Hershey's
Hewlett-Packard
Hilton
Holmatro Rescue Equipment
Home Depot
Hot Wheels
Humana
Hurst
IBM
Infiniti
InterContinental Hotels
iRacing.com
Izod
J.M. Smucker
JC Penney
Jeep (Chrysler)
Jeld Wen
Jet Set Sports
John Deere
JPMorgan Chase
K&N Filters
Kia
Kleen Kanteen
Kodak
Kolon
KPMG
Kraft Foods
KYMCO USA
Labatt Breweries (Canada)
Lemon Head Candies
Lending Tree
LG Electronics
Lincoln Welders
Lowe's
Lucas Oil Products
Luxilion Sports
Magnum Boots
MainGate
Maker's Mark
Makita
Mars Snack Foods
MasterCard
Matador Snacks
McDonald's
Microsoft
MillerCoors
Mirassou Winery
Mitsubishi Electric
Monster
Motel 6
Motorola
Mountain Dew
Muscle Milk
NAPA
National Guard
National Rental Card
Nationwide
Nature Valley Granola Bar
New Balance
NewsAmerica
NicoDerm

Nike
Norwegian Cruise Lines
Oakley
Office Depot
Omega
Orbitz
P&G
Pacific
PacSun
Panasonic
Papa John's
Paul Arpin Van Lines
Paul Mitchell
Peak Antifreeze
Penn Racquet
Pepsi
Perkin Elmer
PerkyJerky
Philips Electronics
PODS
Polaris
PowerBar
Prestone Parent Co. – Allied Signal; Honeywell
PriceWaterhouse Coopers
Racing Electronics
Racing Radios
Ralph Lauren
Raybestos Brakes
Red Bull
Regency Enterprises
Research in Motion (Blackberry)
Ricoh
Right Guard
Ritmo
Rolex
Ronald McDonald House Charities
Rosetta Stone
Safety-Kleen
Samsung
Scotia Bank (Canada)
Screenvision
Sentient
Sharp Electronics
Sious City Truck and Trailer
Sirius
Sirius XM
SkyCaddie
Snowskates
Sony Ericsson
Sony
South African Airlines
Southern Co.
Spalding
Sprint
Starwood
Starwood Hotels
State Farm
Summit Racing Equipment
Sunoco
Taco Bell
Taco Bell Arena
Tennis Warehouse
The Scotts Co.
TicketMaster
Tiffany & Co.
Tim Hortons
Tissot
T-Mobile
Toyota
Transitions Optical
Travelers
Travelex
Tylenol
Tyson Foods
U.S. Army
U.S. Navy
Under Armour
Unilever
United Airlines
Upper Deck
UPS
US Lacrosse
USANA Health Sciences
USG
Verizon Wireless
Visa
Vizio
Volkswagen
VP Racing Fuels
Vtech Communications
Warrior Lacrosse
Waterford Crystal Group
Wendy's
Wilson Sporting Goods
WIX Filters
XTRAC

SportsBusiness Journal Delivers…

THE SPONSOR/ADVERTISER/PROPERTY UNIVERSE

33% of SBJ subscribers work for professional, collegiate or amateur sports teams and leagues
41% are sponsors or work for advertising, public relations or sports marketing agencies
16% work in media organizations

THE POWER POSITIONS IN SPORTS AND MARKETING

24% hold one of the top positions in their organizations — owner, partner, principal, commissioner, etc.
14% hold titles of executive director, executive vice president, general manager, senior VP, CFO or COO
39% hold positions of vice president, director, manager or similar titles

THE BUYING POWER THAT MAKES A DIFFERENCE

Subscribers Who have Decision-making Roles:

52% Sponsorships/promotional services
37% Event planning
37% Other Media and Marketing
28% Communications/PR
26% Advertising services
26% Professional services, including banking, accounting, insurance and legal services
23% Facility-related purchases, including facility management, maintenance, equipment, infrastructure and construction
21% Property and naming rights
19% Digital/Internet development
17% Technical products and services, including computer hardware, software, etc.
14% Licensing

AN EXCLUSIVE AUDIENCE FOR SPORTS MARKETERS

Among SBJ Readers… % who do not read

87% Mediaweek
70% Adweek
55% Advertising Age

READERS WHO CONTROL THE SPORTS SPONSORSHIP MARKETPLACE

Our latest research shows that the average sponsorship budget managed by SBJ readers is more than $22 million and that 50% of all sports sponsors review their sports marketing agency contracts on an annual or semi-annual basis.

Source: SBJ Subscriber Study, 2010; SBJ Circulation Audit, Fall 2011