

Sponsorship decisions, simplified.

One platform. One currency. Clear direction.

What is SponsorPulse™?

SponsorPulse™ is the global standard in consumer-driven sponsorship solutions. We provide actionable insight-based solutions for progressive properties and brands looking to be at the forefront of building strong connections with consumers. Measure, size and compare thousands of sponsorship opportunities across sport, music, entertainment, arts, and cause, measured with one common currency: the consumer.

25MM

Fresh
Monthly
Data Points

1MM+

Individual
Consumer
Respondents

2,200+

Sponsorship
Properties

125+

Consumer
Profiles &
Filters

150+

Brand-user
Filters

18

Countries
Across All
Continents

How we simplify decision-making

PLAN & DECIDE



Identify top sponsorship opportunities across sport, music, entertainment and cause.

NEGOTIATE & SPEND



Assess the value of sponsorship opportunities for your property, category and brand.

CONNECT & TARGET



Develop a media strategy that is rooted in platforms that connect consumers to the property.

MOTIVATE & IMPACT



Identify leading emotional connection opportunities that are most likely to convert to impact.

EVALUATE & OPTIMIZE



Track property health and impact over time to identify opportunities.

How we measure property health



Opportunity
Score

=



Engagement



Intensity



Momentum

BEHAVIOR



Passion



Excitement

EMOTION



Purchase
Consideration



Favorability

IMPACT

How you can unlock access today

Subscribe for unlimited access to an entire country's worth of data that includes thousands of properties, national to state-level data, demographic filters, category behaviour filters, brand-user filters and more...

Basic

\$4,500 USD / year

1 user

Premium

\$7,500 USD / year

3 users

Enterprise

\$14,100 USD / year

Unlimited users