SPONSORPULSE

2022 Season

MLB Sponsorship Impact Report

Why we measure sponsorship impact

- Establish a baseline for partnerships
- Adopt a common measurement system and language across your organization
- Understand what's working and leverage learnings across other partnerships
- Arm stakeholders with facts for negotiations and renewals
- Get ahead of identifying and measuring objectives to prove sponsorship value

Major League Baseball brand partners measured in this report:

Background and methodology

Objectives

Measure property health of MLB including:

- Overall & relative engagement
- Engagement frequency
- Profile of those engaged

Measure partnership outcomes of key MLB partners, including:

- Unaided and aided awareness
- Source of awareness
- Target efficiency
- Impact on purchase consideration
- Impact on brand favorability

Who

MLB Property Health:
Representative sample 13 to 64 years old, United States, 2018 to 2022 (ongoing monthly)

Partnership Outcomes, 2022:
Representative sample 21 to 64 years old, United States, October 2022

Total Sample

MLB Property Health:
N = 150,201 General Population
N = 80,852 MLB Engaged

Partnership Outcomes 2022:
N = 1,000 General Population
N = 698 MLB Engaged

Engagement = Watch live on TV, Watch online, Follow events / updates / news, Follow on social, Play fantasy / bet on it, Buy / wear merchandise, Attend events, or Recommend

Methodology

Online survey conducted via our partner, Dynata

Major League Baseball’s Property Health in America

115MM+

Over 1-in-2 Americans aged 13-64 have engaged with MLB in the past year.

Engagement: Watch live on TV, Watch online, Follow events / updates / news, Follow on social, Play fantasy / bet on it, Buy / wear merchandise, Attend events, Recommend

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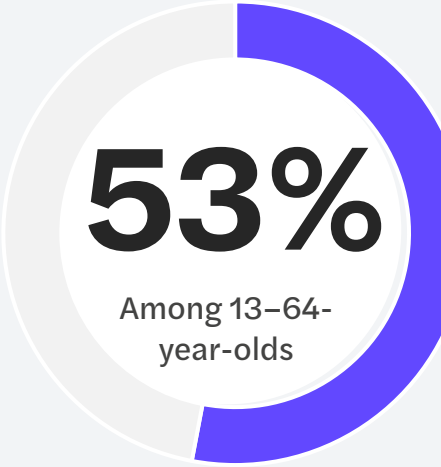
Breaking Down the MLB Fan Profile: Key fan groups that over-index include males, middle-aged, families, and low-to-mid income earning households

Total % MLB Engaged



Highlight Indicates over index vs. Gen Pop

Sex

56% Male — 50% Gen Pop

44% Female — 50% Gen Pop

Age

36% 21-34 — 33% Gen Pop

52% 35-54 — 44% Gen Pop

12% 55-64 — 23% Gen Pop

Birthplace

87% Born in US — 86% Gen Pop

13% Foreign Born — 14% Gen Pop

Region

17% Northeast — 17% Gen Pop

22% Midwest — 21% Gen Pop

38% South — 38% Gen Pop

23% West — 24% Gen Pop

Kids < 18

45% Kids in HHLD — 40% Gen Pop

55% No Kids in HHLD — 60% Gen Pop

HH Income

41% Under $50K — 36% Gen Pop

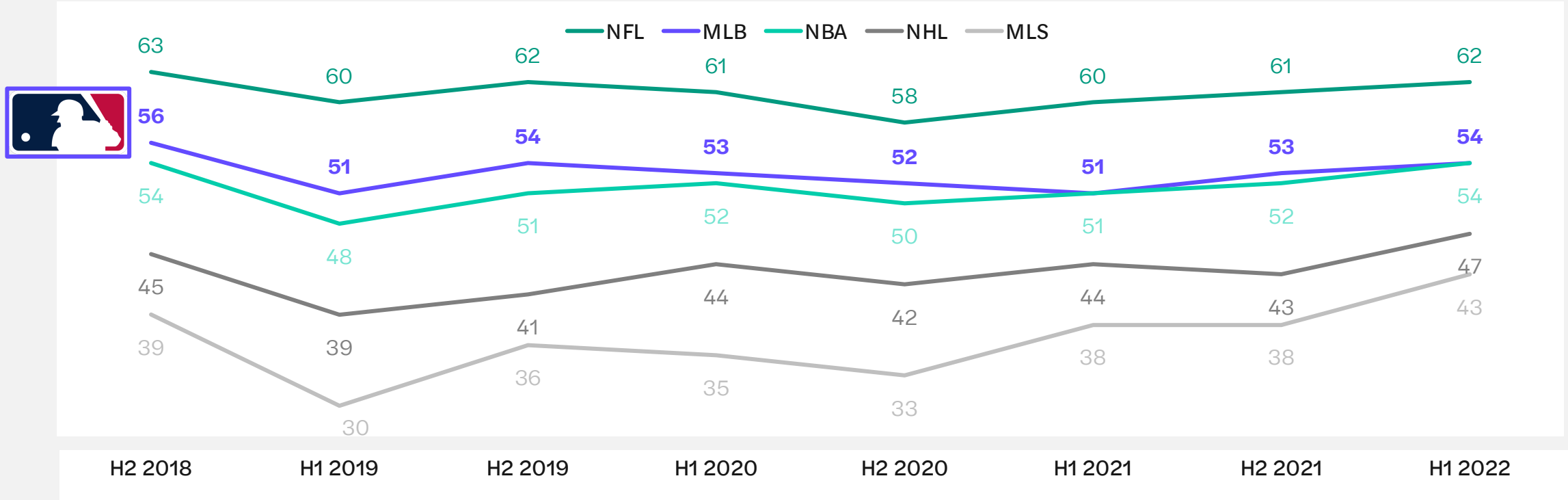
35% $50-$100K — 28% Gen Pop

25% Over $100K — 36% Gen Pop

Engagement Trended: MLB only trails the NFL in engagement, while it's gained some momentum returning to pre-pandemic levels

Trended Engagement

% selected, among total population



Source: SponsorPulse Insights Platform

Measuring MLB Sponsor Impact

Unaided Awareness: Nike, with uniform logo placement, sees unrivaled top-of-mind awareness in an otherwise busy sponsorship space

Unaided Sponsorship Awareness

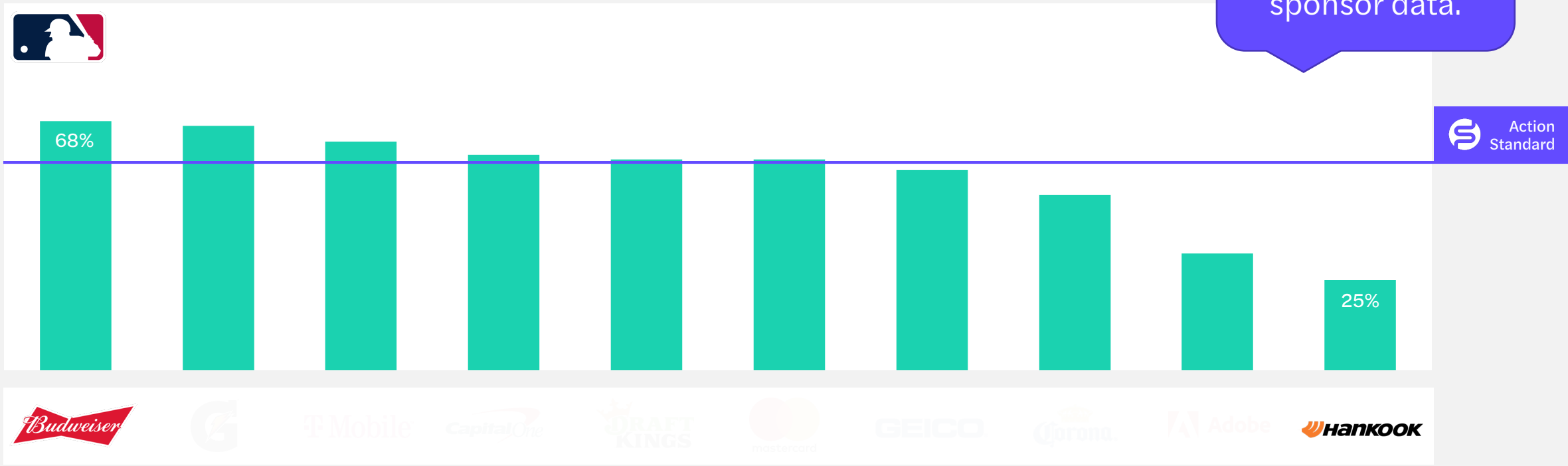
% Total Mentions

When thinking of MLB, what brand first comes to mind? What other brands come to mind?
Base: Engaged with MLB (n=698)

Aided Awareness: Major and long-time sponsor Budweiser reaches the highest aided recall, with a 43-point gap to the last ranked Hankook

Aided Sponsorship Awareness

% aware of partnership, total MLB engaged



Contact sales to unlock all sponsor data.

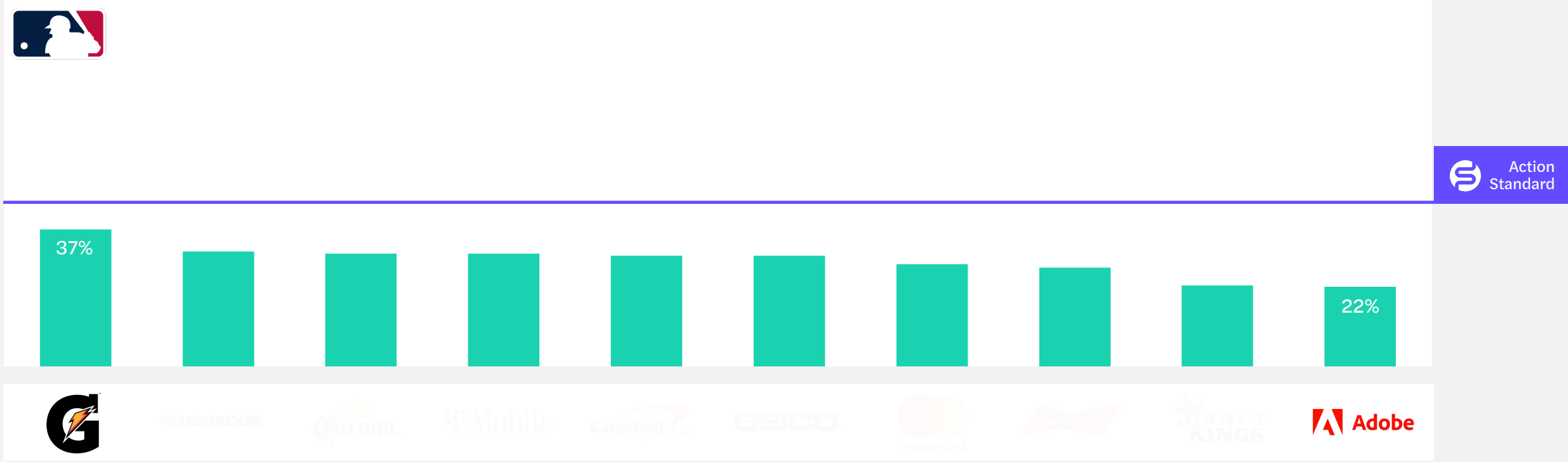
Prior to this survey, were you aware that the following brands sponsor or are involved with MLB?
Base: Engaged with MLB (n=698)

SponsorPulse Action Standard developed from hundreds of measured sponsorships, representing the top 40% of our database of results.

Impact on Purchase: Gatorade leads the pack in driving purchase consideration, with a 15-point margin over last ranked B2B brand Adobe

Impact on Purchase Consideration

% net increase in consideration, among aware of partnership



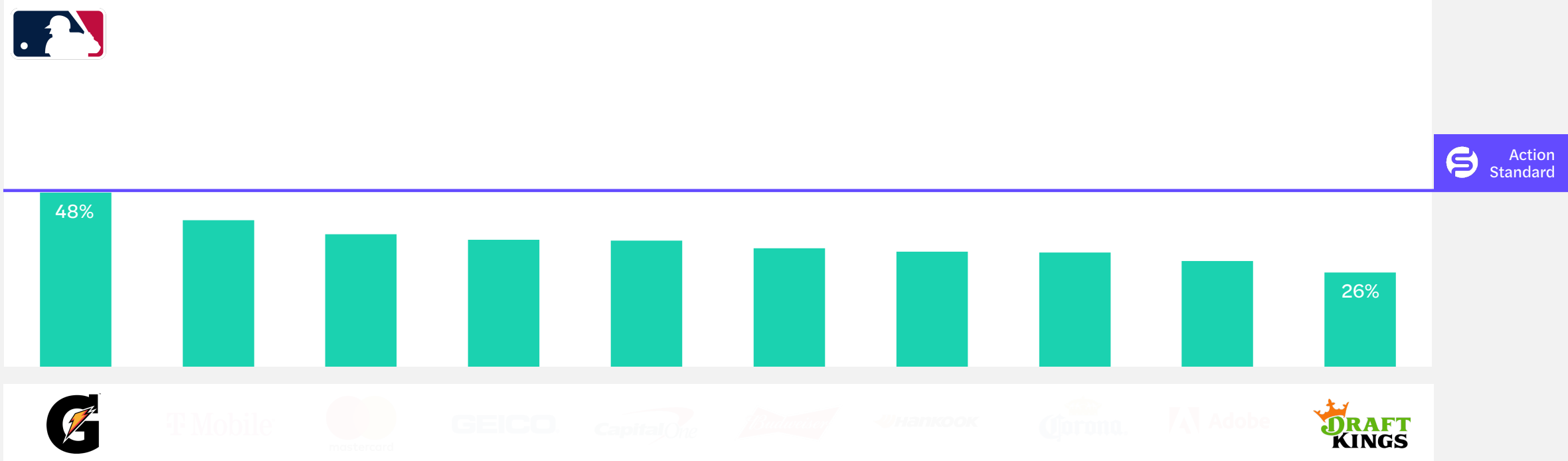
Does the sponsorship of MLB impact your consideration to purchase, learn more about, or consider using the following brands?
Base: Aware of Partnership; Engaged with MLB (n=698)

SponsorPulse Action Standard developed from hundreds of measured sponsorships, representing the top 40% of our database of results.

Impact on Favorability: Gatorade continues to lead in driving brand favorability with almost 1 in 2 fans, while the relatively new sponsor DraftKings impacts 1 in 4

Impact on Brand Favorability

% net more favorable, among aware of partnership



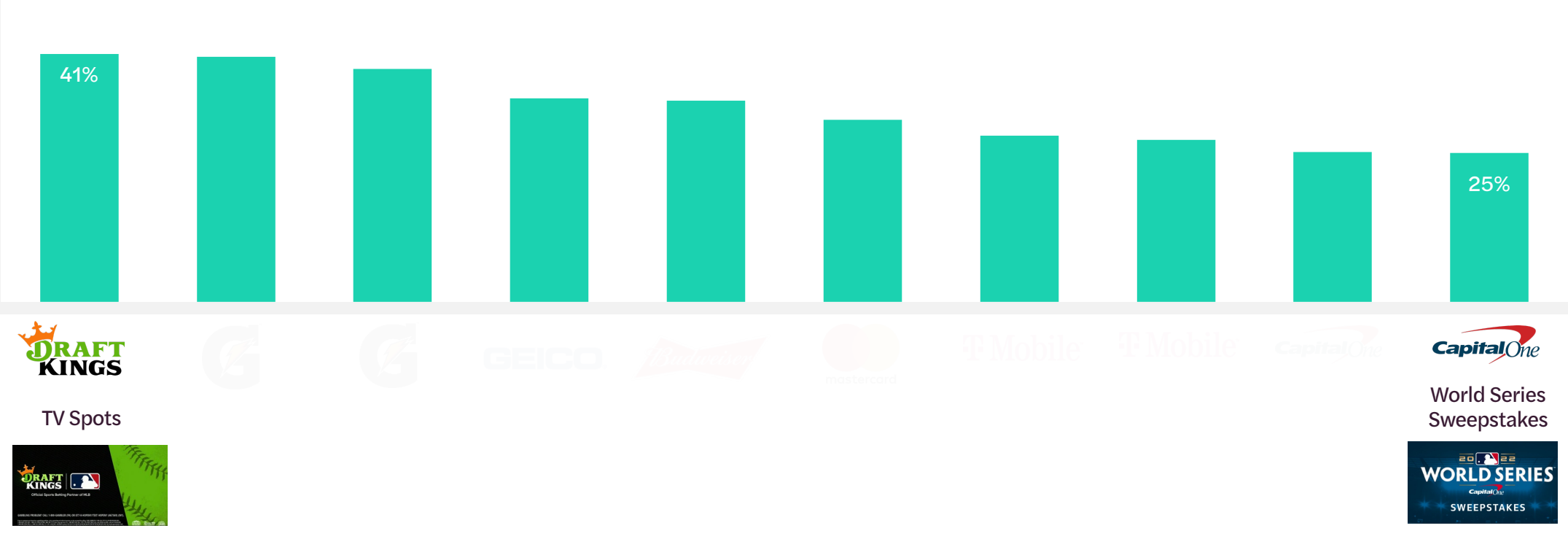
How does the sponsorship of MLB make you feel toward each of the following brands?
Base: Aware of Partnership; Engaged with MLB (n=698)

SponsorPulse Action Standard developed from hundreds of measured sponsorships, representing the top 40% of our database of results.

Top Activations: DraftKings MLB :30s spots top recall among MLB engaged, while 1 in 4 MLB fans recall Capital One's World Series Sweepstakes

Top Sources of Awareness of MLB Partnership

% aware, among MLB engaged



How did you become aware of [brand]'s sponsorship of MLB?
Base: Engaged with MLB (n=698)

Contact sales to unlock
all 10 sponsor spotlights

MLB x Budweiser Impact Spotlight

Target Efficiency: 68% of MLB fans are beer consumers, with even higher category usage among males, fans living in the West, and those who engage weekly or more

68% +29 vs. Non-Engaged

Of MLB engaged have consumed beer in the past 3 months

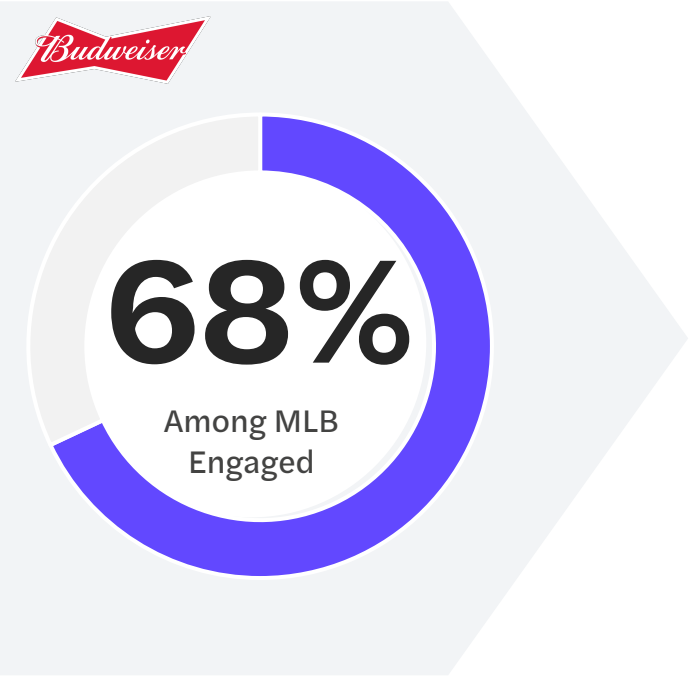
Higher Category Usage Among:

74%	of male fans
74%	of fans living in US West
74%	of intense engagers (daily/weekly engagement)

Have you done the following in the past 3 months?
Base: Engaged with MLB (n=698)

Sponsorship Efficiency: Strong awareness of Budweiser's sponsorship overall, with strength among mid-to-high income households and key category segments

Budweiser Sponsorship Awareness



Base: Engaged with MLB

Sponsorship Awareness By Segment

% of segment aware, among MLB engaged

Sex

69%	Male
67%	Female

Age

65%	21-34
69%	35-54
71%	55-64

Birthplace

70%	Born in US
56%	Foreign Born

Region

65%	Northeast
71%	Midwest
66%	South
71%	West

Kids < 18

66%	Kids in HHLD
69%	No Kids in HHLD

HHI

66%	Under $50K
73%	$50-$100K
64%	Over $100K

73%	Beer Consumers
80%	Budweiser Customers
58%	Non-Budweiser Customers

Impact Scorecard: Though Budweiser reaches exceptional aided awareness levels, there's opportunity to drive greater impact through activation

	Partner Average	Among MLB Engaged	Among Beer Purchasers	Impact vs. Action Standards
Sponsorship Reach				
Unaided Sponsor Awareness % total mentions	<1%	2%	3%	
Aided Sponsor Awareness % aware	53%	68%	73%	
Sponsorship Impact				
Impact on Key Image Attributes (Avg.) % net increased, among aware	39%	35%	41%	
Incremental Purchase Consideration % net increased consideration, among aware	29%	27%	33%	
Enhanced Brand Favorability % net more favorable, among aware	34%	32%	39%	

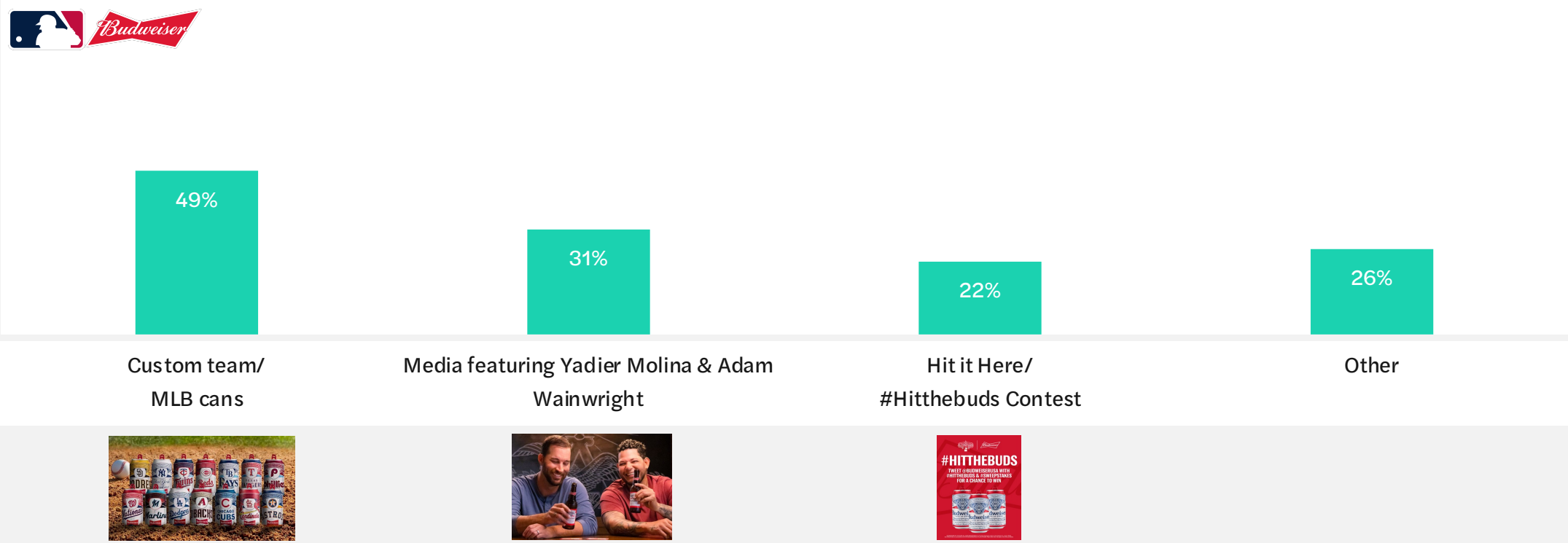
Action Standards

- Top 10%
- 60-90%
- 30-60%
- Bottom 30%

Source of Awareness: 1 in 2 MLB fans aware of the partnership attribute their awareness to the custom MLB Team Cans

Sources of Awareness of MLB Partnership

% aware, among MLB engaged and aware of partnership

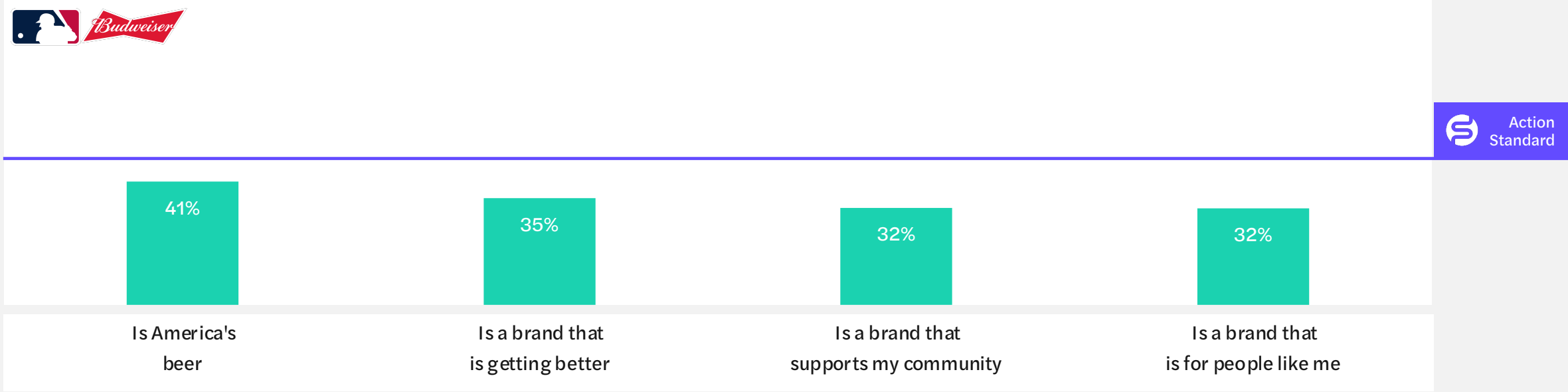


How did you become aware of Budweiser's sponsorship of MLB?
Base: Aware of Partnership; Engaged with MLB

Equity Impact: 1 in 3 consumers aware of the partnership agree that it positively drives equity statements

Brand Equity Enhancement

% net increased perception, among MLB engaged and aware of partnership



Does Budweiser having a partnership with MLB increase, decrease, or not change your perception that Budweiser ...?
Base: Aware of Partnership; Engaged with MLB

SponsorPulse Action Standard developed from hundreds of measured sponsorships, representing the top 40% of our database of results.

Get access to the full report today

The MLB 2022 report includes the following:

- Comparison of how all ten measured sponsors compare to one another across awareness and impact
- Top 10 sponsor activations ranked by awareness
- Detailed Partner Impact Spotlights for all ten measured sponsors, including source of awareness and equity impact
- Full comparisons to SponsorPulse Action Standards

Major League Baseball brand partners measured in this report:

Contact Sales

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