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ESA RELEASES 2013 EUROPEAN SPONSORSHIP FIGURES

The European Sponsorship Association (ESA) announced that the annual figure for the size of the European sponsorship industry in 2013 has risen to €26.05 billion, a slight increase on 2012 of 0.7%.

The Association reported that 2013 was a good year for many European countries, with the Nordics doing particularly well and the UK, Germany and France also enjoying growth. Some markets, including Italy, continue to decline with Poland and the Ukraine experiencing a slight drop post the European Championships.

Karen Earl, Chairman of ESA said that it was pleasing to see that France had recovered from a difficult year in 2012 and that the effect of the 2012 London Olympics in the UK shows that the same level of investment has been sustained.

“It is encouraging for the UK to see brands which supported the Olympics and which may not have been traditionally involved in sponsorship, recognising the benefits and continuing their support post the event”.

Russia’s figures for 2013 showed a continued uplift from local sponsor investment in Sochi hosting the Winter Olympics at the beginning of 2014.

The 2013 figures also show that non-sport sponsorship revenue remains strong. For the year, the ratio of sport versus non-sport sponsorship stands at 65:35. France has a particularly strong non-sport sector, making up 45% of the French sponsorship market.

Karen Earl added that growth in the Nordics provided good news for the European sponsorship market as a whole: “The Swedish Events & Sponsorship Association has reported a 6.4% growth, while Norway has seen a 3.1% increase and Finland 6.6%.

“In Poland there is evidence that a better understanding of sponsorship exists post the European Championships and sponsors are introducing more creative and innovative campaigns.”

There are encouraging signs globally for the sponsorship industry with IEG (www.sponsorship.com) reporting the global sponsorship industry rising 4.8% in 2013.

	Euro Billions				% change
	2010	2011	2012	2013	yr on yr
Europe (by country)	€ 22.80	€ 25.20	€ 23.74	€ 24.54	
Pan European Events and Euro share of Global events	€ 0.53	€ 1.28	€ 2.14	€ 1.51	
Total	€ 23.33	€ 26.48	€ 25.88	€ 26.05	0.7%

	Sport: non sport ratio			
	2010	2011	2012	2013
Sport	68%	67%	69%	65%
Non Sport	32%	33%	31%	35%

ESA's figures cover all forms of sponsorship, excluding activation, for sports and non-sports across the 50 European Countries.

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For further information, contact ESA on esaoffice@sponsorship.org or telephone +44 (0) 20 8390 3311.

Editor's notes

ESA used its network of European sponsorship associations, key agencies and members across Europe to derive individual country data. The majority of the information for most of the countries was obtained through Repucom's SponsorGlobe, which provides details of fees paid for sponsorship rights.

About ESA

As a membership association, the European Sponsorship Association (ESA) focuses on promoting best practice and raising industry standards. Its many activities, which include policy, governance and corporate responsibility, education and training, the ESA Diploma qualification, information, networking and the ESA Excellence Awards, all have these goals as their core objectives.

ESA's reach encompasses all types of sponsorship activity from sport, broadcast, education, the arts and culture through to environment and the community. Its membership includes sponsors, rights holders, agencies and consultants, professional advisors and suppliers.