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ASN BRANDS IN FOOTBALL ASIA 2024

Report Compiled: May 2024

Following on from the ASN Football Asia Market Analysis 2023, we dig deep into the details of the Asian brands that sponsor football. This report looks at which categories of football sponsors have grown in terms of their sponsorship spend, and which have declined, over the past decade – and what type of sponsorship they favour. The report includes detailed information on sponsorship spending in 2023 – including analysis of the biggest deals – and considers the impact of legislation and societal trends on football sponsorship’s rich tapestry of opportunities.

Appendices I-V look at sponsoring brands in each of the five top markets.

Cost:

Free - premium subscribers

US\$750 excl. VAT - non-premium subscribers

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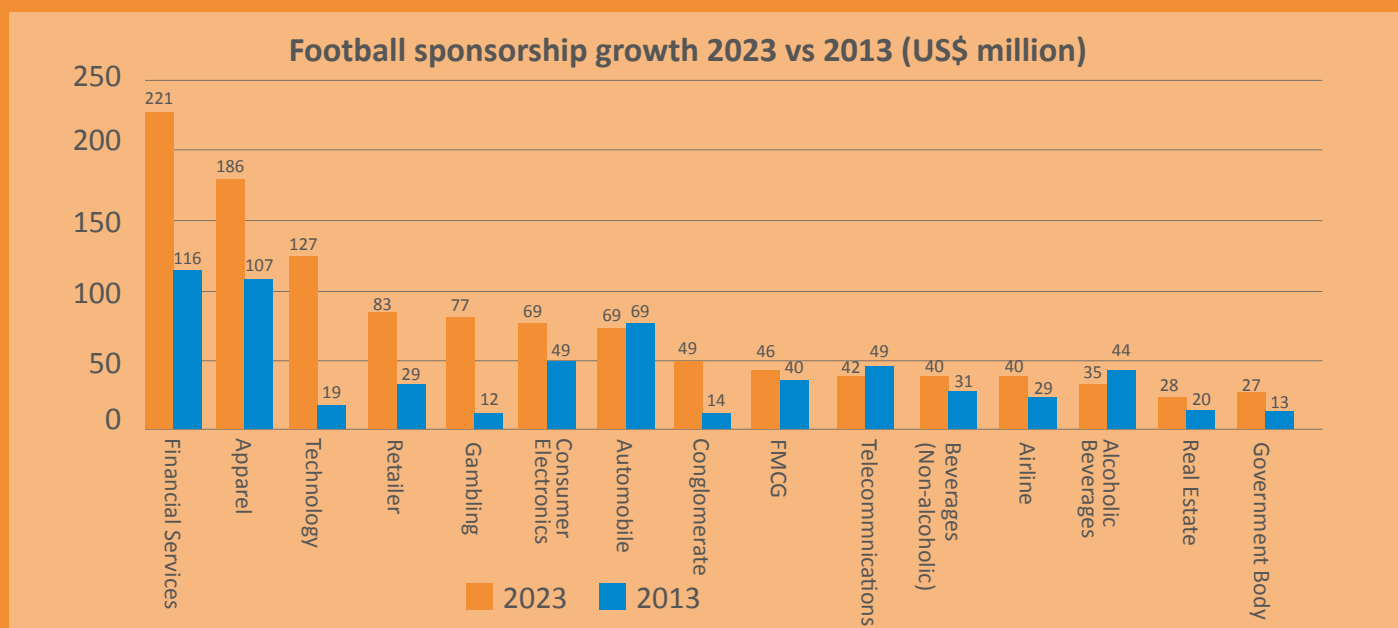
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Overview

Football sponsorship in Asia in 2023, at US\$ 1.4 billion, accounted for just 2.4% of the global football sponsorship market of US\$ 58 billion – and much of that US\$ 1.4 billion was directed towards English and European football as opposed to the regional game. 62% of the 20 biggest Asian sponsorship deals (accounting for a massive 31% of all Asian spending) went to top-flight English and European clubs.

Nevertheless, over the past decade, football sponsorship in Asia grew by +73%, with technology, retailer and gambling demonstrating the strongest – and the most recent – increases.



Asia Sponsorship News Co., Ltd.

Created by media professionals with decades of experience, Asia Sponsorship News (ASN) is the leading news and intelligence resource for the sponsorship industry in Asia.

Frustrated by the lack of insights into the multi-billion dollar sponsorship industry in Asia, ASN was created by a group of media professionals with decades of experience in the fields of media, marketing, analysis and sponsorship.

Over the past 15+ years, the ASN Index has tracked over US\$ 150 billion sponsorship spend in Asia and over 270,000 sponsorship deals in the region. Over the years there has been a clear trend that sponsorship spend is increasing faster than traditional media spend, as brands realise the benefits of engaging fans through sponsorship and brand partnership marketing.

ASN offers weekly newsletters with the latest news about sponsorship deals in Asia as well as insight into the articles and wider industry perspective. There is also a rights holder directory with more than 2,000 rights holder contact details. ASN also offers more customised services such as consulting, reports, lead generation, training and rights evaluation.

The Premium Tools section of the ASN website features the core analytics dashboard with deals listing and brand directory. An elaborate search engine allows Premium subscribers to use these tools to help drive sales and generate leads. In practice, a European football team may source an appropriate sponsor for a specific right using the ASN Index and its sophisticated search tool.

The ASN Index tracks more than US\$ 10 billion of sponsorship deals in Asia annually, 60 percent of which fall in the sports category.

We encourage everyone to go to www.asiasponsorshipnews.com to browse the site and explore all the tools and services.

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