



May, 2018

Champions League economic impact

Sports Value

Sports Value specializes in sports marketing, branding, sponsorships, activations, brand valuation and sports properties valuation.

The company is born with the purpose of offering a new sports marketing vision to sponsors, clubs, leagues, athletes, federations and media groups.

Sports Value is guided by the search for adding positive values to its clients' projects, always with effective return, both in tangible and intangible terms.




Amir Somoggi, company founder, for 20 years dedicates his professional trajectory in the contribution to a more professional, transparent and creative sports marketing projects.

The Sports Value brand represents 360 degrees vision of sports marketing and is also a target in the constant pursuit of return for its clients.

The company has the largest database in the market, with data from the last three decades of Brazilian and worldwide sports business.

The evaluations have their own solid methodology, thanks to this extensive database. All strategies for the clients are based on their business, using reliable, tested, and value-based assumptions of their brands and projects.

Methodology

-  Sports Value finished a study on the economic impact of the UEFA Champions League.
-  The study considered the historical financial data published by UEFA and other economic and social information.
-  UEFA Champions League has a very strong impact on the European economy and globally, indirectly inducing different sectors.



UEFA Champions League

Next Saturday we will have another UEFA Champions League final.

An event that every year becomes more magnificent.

This sporting, financial and marketing success did not come about by chance. It was the result of an efficient work to turn the competition into what is most valuable in world football

What UEFA generates with the Champions League, surpasses what FIFA collects with the World Cup.

The big change came in 1992 when UEFA reformed its main competition the European Cup, and transformed it into the current UEFA Champions League.

Competition new management model,, TV and commercial rights negotiation and the global impact have leveraged their brand.

Competition rebrand was based on extensive marketing and brand identity job.

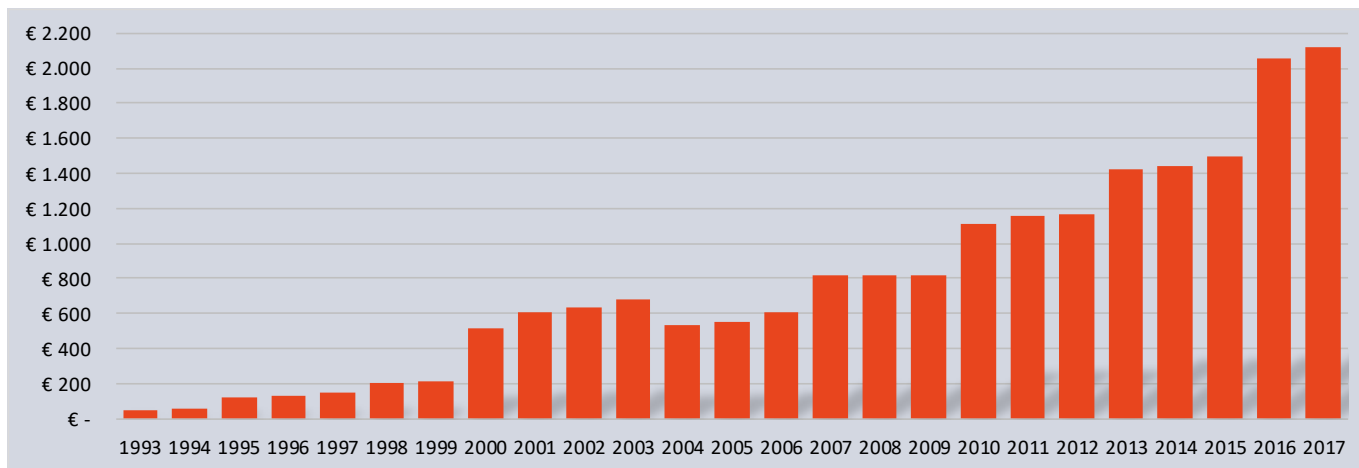


Champions League Revenues

In 1993, the Champions League generated **€ 45 million** in revenues, a figure that jumped to **€ 518 million** in 2000. Currently the turnover of the competition exceeds € 2 billion.

In the 2016-17 season, revenues reached **€ 2.1 billion**, € 1.7 billion for TV rights and € 388 million for sponsors.

UEFA Champions League Revenues Evolution- € million



The growth was impressive 4.611% in just over two decades.

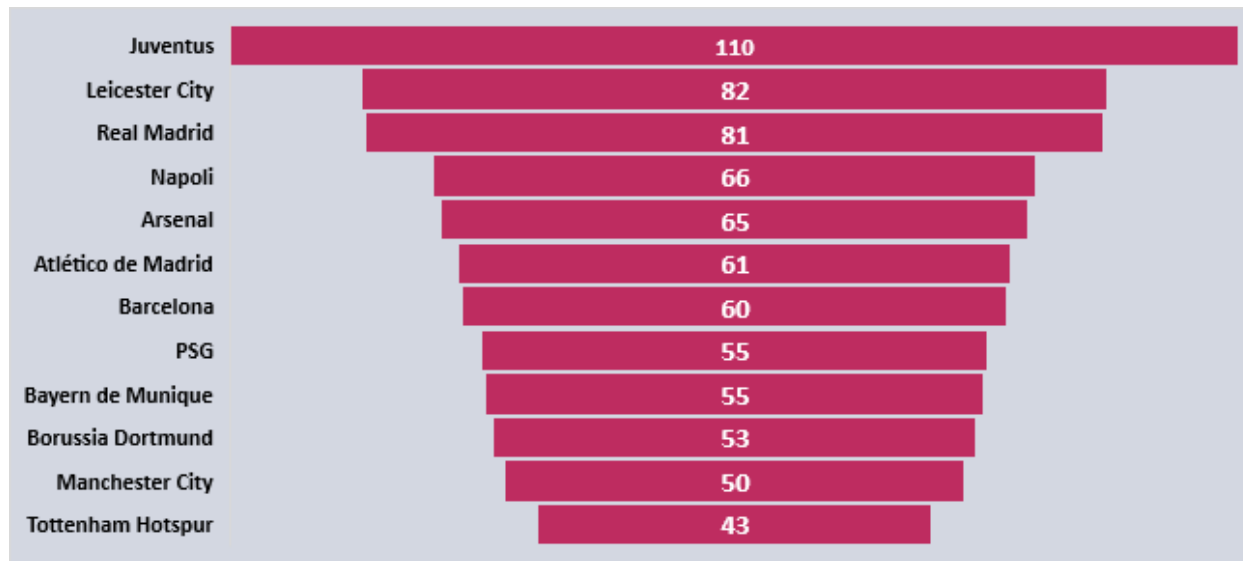
Accumulated inflation in the Eurozone between 1992 and 2017 was 58%.

Prize Money to the teams

One of the fundamental points for the competition was the view that a great part of the resources generated were directly destined to the payment of the participating teams.

In the edition of 2016-17 were distributed **€ 1.3 billion** in prize money to the teams.

Champions League Prize Money- Biggest Payments- 2016-2017- € million



The more representative a market in attracting media resources to the Champions League, more the country's teams receive from UEFA.

Champions League Diferentials

What is the secret of success?

- Professional management of the competition and its commercialization;
- Leveraging the brand through a strong and unique identity;
- Creating marketing icons like your theme song, the ball, the marketing actions and the final;
- Centralization of transmission and negotiation contracts with sponsors;
- Substantial prize money to participating teams;
- Full transparency in accountability;
- Attraction of global sponsors, willing to activate the relationship of their brands with the competition.

Economic Impact

The direct resources moved by the Champions League are only part of the total economic impact.

The total economic impact of the competition exceeds **€ 3.6 billion**.

Direct Economic Impact
€ 2,1 billion

Indirect Economic Impact
€ 1,5 billion

Tourism and Transportation impact
€ 237 million

Final match impact for the host city
€ 50 million

The indirect effects on the economy as employment, economic induction of different sectors, taxes and social security are part of all this economic impact.

Contact



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Services

OUR SERVICES



Sports Marketing

Sport offers a unique platform for brands enhancement, engagement and consumer loyalty and effective sales expansion.



Sports Branding

In today's ever-changing world and with increasing consumer demand, branding or brand management becomes even more essential.



Sponsorships and activations

Sports sponsorship and its complementary activation actions are proven to be the best marketing tool for today.



Brand valuation

Branding is a fundamental discipline in the global business. Brands are constantly evolving and must be at the heart of every management.



Sports properties valuation

Sports Value is the first company in the Brazilian market to evaluate sports assets, with its own methodology and extremely consistent premises.



International Affairs

The rapidly evolving world demands that sports marketing projects have a global character today.

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