



relo Sports Sponsorship METRICS INTELLIGENCE

NFL sponsorship data that unlocks full potential for outcome models currently powered by Snowflake

2022 NFL BRAND SPONSORSHIP DATA - BUILT FOR BRANDS & TEAMS

Relo Metrics is a leader in sports sponsorship valuation used by brands, teams, leagues and broadcasters to measure and optimize their sponsorships. Using computer vision and AI models that lead to 95% accuracy, we ingest, analyze and own the data covering sports sponsorship activity across **broadcast, social and streaming**.

Relo is the only firm to deliver sponsorship data via Snowflake.



Trusted Sponsor Media Value

Calculation of the value of an organic brand exposure for a sponsorship that is discounted based on the quality of the exposure viewability.



Omni-Channel Measurement

Monitoring all channels that matter when analyzing the value of your sponsorship broadcast, streaming and social.



Benchmark Critical Placements

See team-by-team comparisons of social and in-venue placements, and make important decisions on where to make your next investment.

Monitoring everywhere that matters in sports sponsorship...

BROADCAST
STREAMING
SOCIAL



Contextual Benchmarking. Compare social media performance across every league and compare your visibility to similar brands.

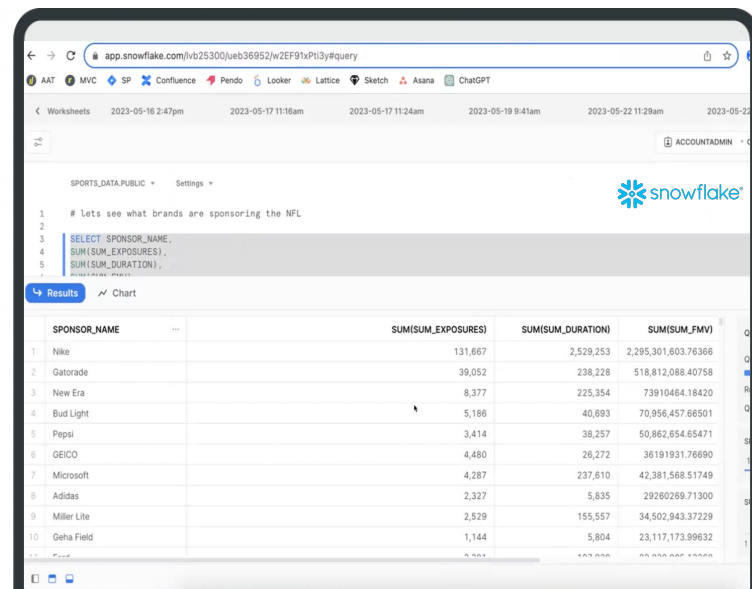
Asset Optimization. Optimize placements by analyzing the value of individual assets, partners and get recommendations on areas to improve.

Automated Reporting. Eliminate hours of manual report generation through one-click reports that are formatted with your branding.

Goal Pacing. Set sponsorship performance goals for all your partners and know in real-time throughout the season how you're tracking.

EXAMPLE QUERIES IN SNOWFLAKE:

- 1 What brands are sponsoring the NFL?
- 2 What brands appear on the scoreboard for each team?
- 3 What teams post the most social branded content?
- 4 What teams provide the most value for partners via social?



Ready to see sponsorship differently? Let's Talk →

relometrics.com/contact

