

STADIA & ARENA

RESEARCH AND CONSULTANCY

Europe - North America - Asia - Australia - Africa



STRENGTHENING YOUR POSITION THROUGH INSIGHT

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Over the past decade the stadia and arena sector has evolved into a fascinating and complex business, rich with opportunity for those capable of making the right decisions.

Whether assessing the viability of a new build or unlocking the potential of an existing venue, both stadium owners and sponsors need access to research-based insights, which will review all their marketing challenges in the context of the wider market; and help them make those crucial commercial decisions.

What can Comperio offer?

Comperio Research upholds an exceptional track record in stadium and arena research and boasts an extensive portfolio of clients, ranging from national stadiums seating 90,000 to smaller local facilities. We have drawn on this experience and expertise to develop an innovative range of products and services which will offer you fresh thinking and powerful intelligence.

STADIUM REVENUE PROJECT

Revenue projection studies

A revenue projection study will forecast and appraise the financial future of your stadium, enabling you to make business decisions from a position of clarity.

Our objective is to help you understand the income you can expect from both corporate and fan-based products, encompassing corporate boxes, premium seating, general admission, merchandise and sponsorship deals.

The methodology involves conducting quantitative and qualitative research among potential purchasers from each market to gain insight into product demand.

The information we gather, will enable us to advise you on how to:

- Rationalise product strategy
- Establish market sizes
- Obtain a more accurate picture of price acceptability
- Maximise revenue streams

STADIUM SELECT

Naming rights — are you selecting the right properties?

Stadia naming rights is a boom industry and is reputedly worth some \$1.5 billion worldwide. As a result, potential sponsors may find themselves overwhelmed by the sheer volume of opportunities.

In response to this issue, Comperio has developed a rigorous research-based business model, **Stadium Select™**, which will help you identify the stadium most likely to deliver a high return on your investment (ROI).

The product measures both the tangible and intangible benefits of sponsorship properties within the stadium marketplace such as:

- Prestige of venue
- Brand fit
- Anticipated media exposure
- Marketing opportunities — incorporating corporate hospitality, product showcasing and signage and branding

Each of these variables is given a score, to indicate the extent to which buying naming rights at the venue will support your objectives and corporate strategy.



Economic impact assessments

Building a stadium can stimulate a local economy and act as a catalyst for growth, both through increased employment and localised expenditure. Many of these projects also create the impetus to regenerate a previously run-down area. Therefore the implications for a range of stakeholders cannot be ignored — national governments, local councils, developers and financiers all need to understand the likely impact of constructing a venue, if they are to make the right social, strategic and financial decisions.

Comperio's robust analytical tool, **Stadium Impact™**, analyses the financial implications of building a venue and measures the impact on local employment, government revenues, transport infrastructure and vertical markets. This intelligence can be used for:

- Public relations purposes
- Seeking government or private funding
- Acquiring project partners
- Satisfying planning criteria
- Predicting ROI

Why choose Comperio?

After nearly a decade of working in the stadia sector, we have a unique understanding of both new developments and established stadiums, and we know the right questions to ask and the right issues to measure. We will combine this exceptional market knowledge with the latest and most creative research techniques to provide you with useful data, informed analysis and leading-edge consultancy.

A few examples of our clients:

- Wembley Stadium, United Kingdom
- Inter Milan, Italy
- Olympique Lyonnais, France
- Sampdoria, Italy
- Euro 2008, Austria/Switzerland
- 1860 Munich, Allianz Arena, Germany
- RhineEnergie Stadium, Cologne, Germany
- Globe Arena, Sweden
- Fulham FC, United Kingdom
- Stockholm National Stadium, Sweden
- Brighton International Arena, United Kingdom
- Suncorp Stadium, Australia

About us:

Comperio Research is one of the world's leading full-service research agencies with an enduring reputation for excellence throughout the sports, sponsorship, media, event and tourism sectors.

As part of **IMG**, the world's premier sports, entertainment and media company, Comperio has access to a global network of 60 offices in some 30 countries, and is widely renowned for pushing the boundaries of research.

Today, this fast-growing and dynamic business provides cutting-edge research solutions to a diverse and illustrious client base, comprising international brands, sporting bodies, sports venues, event organisers, tourist boards and government agencies.

If you would like further information about **stadia & arena research** please contact us at info@comperioworld.com



www.comperioresearch.com

Our areas of expertise include:

- Stadium and Arena
- Events and Exhibitions
- Sponsorship and Media
- Economic Impact Studies
- Corporate Hospitality
- Travel and Tourism
- Opinion Polling
- Consultancy

Methodological tools:

- Focus groups
- Business modelling
- Segmentation analysis
- Observational research
- Face to face interviews
- Electronic data capture systems
- Telephone interviews
- Depth interviews
- Online surveys

