

# Global Sports Sponsorship Market Forecast 2024-2033 – Market Size, Drivers, Trends, And Competitors

*The Business Research Company has updated its global market reports with latest data for 2024 and projections up to 2033*

LONDON, GREATER LONDON, UK, January 24, 2024 /EINPresswire.com/ -- The Business Research Company's "[Sports Sponsorship Global Market](#) Report 2024 is a comprehensive source of

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The sports sponsorship market size is expected to see strong growth in the next few years. It will grow to \$84.37 billion in 2028 at a compound annual growth rate (CAGR) of 5.7%.”

*The Business Research Company*

information that covers every facet of the market. As per TBRC's market forecast, the sports sponsorship market size is predicted to reach \$84.37 billion in 2028 at a compound annual growth rate (CAGR) of 5.7%.

The growth in the sports sponsorship market is due to the growing number of sports events. North America region is expected to hold the largest [sports sponsorship market share](#). Major players in the sports sponsorship market include Adidas AG, Nike Inc., PepsiCo Inc., Rolex SA, The Coca-Cola Company, Puma SE, Samsung Electronics Co Ltd., Castrol Limited.

## [Sports Sponsorship Market Segments](#)

- By Type: Signage, Digital Activation, Club And Venue Activation, Other Types
- By Application: Competition Sponsorship, Training Sponsorship, Other Applications
- By Geography: The global sports sponsorship market is segmented into North America, South America, Asia-Pacific, Eastern Europe, Western Europe, Middle East and Africa.

Learn More On The Market By Requesting A Free Sample (Includes Graphs And Tables):

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Sports sponsorship is a form of marketing where a company or a brand provides financial or material support to a sports team, event, or athlete in exchange for exposure and brand awareness.

The main types of sports sponsorship include signage, digital activation, club and venue

activation and others. Signage in sports refers to the display of advertising and promotional materials within sports venues or on sports-related products during events or games. Major applications include competition sponsorship, training sponsorship and others.

Read More On The Sports Sponsorship Global Market Report At:  
<https://www.thebusinessresearchcompany.com/report/sports-sponsorship-global-market-report>

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