

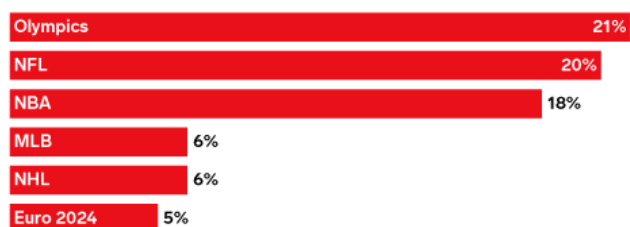
The Olympics are the biggest sports event for sponsorships this year

Article



Sporting Events That US Sponsorship Efforts Will Revolve Around in 2024 According to Marketers Worldwide, Jan 2024

% of respondents



Note: top 3 responses

Source: Genius Sports, "Sports Advertising Report 2024," May 30, 2024

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Key stat: 21% of marketers worldwide will revolve US sponsorship efforts around the Olympics this year, putting it ahead of the NFL (20%) and NBA (18%), per January 2024 data from Genius Sports.

Beyond the chart:

- The Summer Olympics could be the [most-watched television event in eight years](#), according to the International Olympic Committee's (IOC) reporting.
- But this Olympics will go beyond [TV](#). "There are a lot of other ways to align with Olympic content that can often be very impactful. [Social media](#) offers real-time engagement with the events but also the athletes. [Podcasts](#) and audio are also great, efficient ways brands are connecting with the Olympics," said Jennifer Kohl, chief media officer at [VML](#).
- Kohl said one of her favorite activations is "quick-turn content," where brands can tell Olympic stories of winners and underdogs as they emerge.

Use this chart:

- Allocate sports marketing budget.
- Consider partnerships with lesser-known Olympic athletes.
- Guide future sports sponsorship decisions.

More like this:

- [Sports ad inventory growth creates new, niche opportunities for brands](#)

- 2024 Summer Olympics could be the most watched televised event in eight years
- Shoppable media helps brands monetize live events
- Reallocation from linear TV is the No. 1 source for funding CTV ad spend increase

Note: Respondents were asked, "What sporting events will your US sponsorship efforts revolve around in 2024?"

Methodology: Data is from the May 2024 Genius Sports "Sports Advertising Report 2024." 100 marketers worldwide were surveyed during January 2024. Respondents were based in the US, the UK, Australia, and Canada.