

The logo graphic for Momentum Unmasked is located in the top-left corner. It features a dark teal background with several abstract elements: a green pentagon containing the text 'MOMENTUM UNMASKED', a pattern of white dots, a series of white curved lines, and a series of white horizontal lines.

**MOMENTUM  
UNMASKED**

# **REDEFINING THE PARTNERSHIP RULES OF ENGAGEMENT:**

*How to adapt to the ever-changing  
landscape in the time of COVID*

*Presented by Momentum Worldwide*

# How has the impact of COVID changed the sponsorship landscape?

It's safe to say that both brands and rights holders are trying to continually hit a moving target with respect to sponsorship relationships, many of which have been both substantively and significantly impacted by the pandemic.

As new priorities have emerged for both brands and rights holders, and the pandemic has changed the points of connectivity for consumers, it is time to re-evaluate the ecosystem and its future, along with how best to connect with fans and their passion points:

- 76% of sports fans feel brands should be focusing on supporting a league or team to support the sports community's future
- 69% of sports fans say now, more than ever, sports need brand sponsorships
- 89% of consumers believe it is necessary for brands to help solve important societal problems

\*Momentum mPulse Study August 2020

# The silver lining?

This strategic inflection point provides the opportunity for brands and rightsholders to collectively innovate and focus on areas of engagement where passion and purpose meet.

The marketplace operates in a more uncertain climate—one which still has sports fans engaged, but in new and different ways. As such, this has required exponential innovation, not only in the way games are played, but in how these partnerships are planned, negotiated, activated and measured.

That brings us to the framework for navigating the landscape:

## New Rules for Sponsorship Engagement: **A.D.A.P.T** Framework

- **Agility** – Allow enough flexibility for portfolios and partnerships to be opportunistic
- **Diversification** – Balance portfolio and asset mix to ensure consistent activation
- **Accountability** – Clearly defined roles and responsibilities, with scenario planning for contingencies
- **Protection** – Build new contractual language (e.g., "Impossibility" or "Impracticality" of performance)
- **Transparency** – Be clear about the north star. Help rights holders through brand and business immersions

# Where does that leave us?

During times of great turmoil, it is necessary for any industry to evolve. However, as some aspects of the landscape are irrevocably changed, the following is and will still be true:

**1**

**Brands that succeed are those that innovate through crisis.**

**Provocation:**  
**What current challenges does your brand face that can be turned into opportunities for innovation?**

**2**


**Consumers expect more from brands — help them connect purpose with passion.**

**Provocation:**  
**What is your brand purpose and how can partnerships help?**

**3**

**The key enabler to a strong brand consumer connection starts with a strategic negotiation.**

**Provocation:**  
**Do your 2021 plans meet the ADAPT methodology?**



**Contact us to set up a Momentum Unmasked  
Workshop and let us help you build your 2021  
Partnership Roadmap.**

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**THANK YOU.**

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