

SPORTQUAKE

5 REASONS WHY BRANDS INVEST IN FORMULA ONE



Formula 1 is a unique platform for more than 100 of the world's most successful brands, all of whom have forged partnerships with the sport and its teams.

We look at five reasons why the sport continues to be such a lucrative global marketing platform.

5 REASONS WHY BRANDS INVEST IN THE FORMULA ONE

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FOLLOWED GLOBALLY, ACTIVATED LOCALLY

Unlike traditional sponsorship models where brands must engage multiple rights holders to create a meaningful footprint in each market, **F1 provides a consolidated platform for global fan engagement.**



F1 partnerships help to establish local relevance in both established and emerging markets. **Middle Eastern countries are seeing significant fan growth**, notably United Arab Emirates and Saudi Arabia, while **F1 also continues to grow in its established European markets**, particularly in the UK and Germany.

4

PREMIUM IP THAT INCREASES BRAND RECALL

F1 and the competing teams are some of the **world's most recognised and admired institutions.**

Sponsorship allows brands to integrate this IP across all their online and offline marketing touch points to **boost their brand awareness** by long-term association.



From **growing credibility and trust** for young fintech brands seeking to give first-time buyers the confidence to transact, to providing an **injection of cultural relevance** to traditional brands, to lifestyle brands wanting to grow their customer base through Instagram influencers.

1

A GLOBAL PODIUM FOR YOUR BRAND

Nielsen Sport's 2024 study named **F1 the most popular yearly sporting series.**



Amassing the largest global TV audience after football, F1 is providing brands with extensive visibility and exposure on a worldwide scale. The sport attracts a global TV audience of **1.5 billion** and an average **Grand Prix audience of 70 million.**

3

REACH A YOUNG, FEMALE AUDIENCE

Since 2021, F1 has seen global interest grow by **5.7%** gaining approximately **50 million new fans.** This fan growth is driven by the female demographic – women now comprise **41% of the total fan base** for F1, with **16-24-year-old demographic noted as the fastest growing age sector.**



Attracted to this changing fan demographic, we're seeing a **significant shift** in the brands engaging in the sport with new sponsorship categories opening up.

5

SYNERGIES WITH HI-TECH BRAND VALUES

F1 is synonymous with speed, precision and innovation. By aligning with the sport, and often integrating their services, **brands enhance their product image.** Information Technology companies now make up **23% of all F1 sponsorships.**



We have seen an influx of finance trading brands enter the space. The **precision of F1** brought the addition of Coinbase, gate.io, Libertex and Pepperstone. Crypto and gaming brands also highlight growth sectors with brands such as Bybit, OKX, Stake, Crypto.com, and Infinox joining.

READY TO ACHIEVE

YOUR BRAND GOALS?

SPEAK TO THE TEAM:

We help brands create winning partnerships with the biggest names in sport, enabling them to grow brand awareness, build credibility and deliver impactful results.

Get in touch: hello@sportquake.com