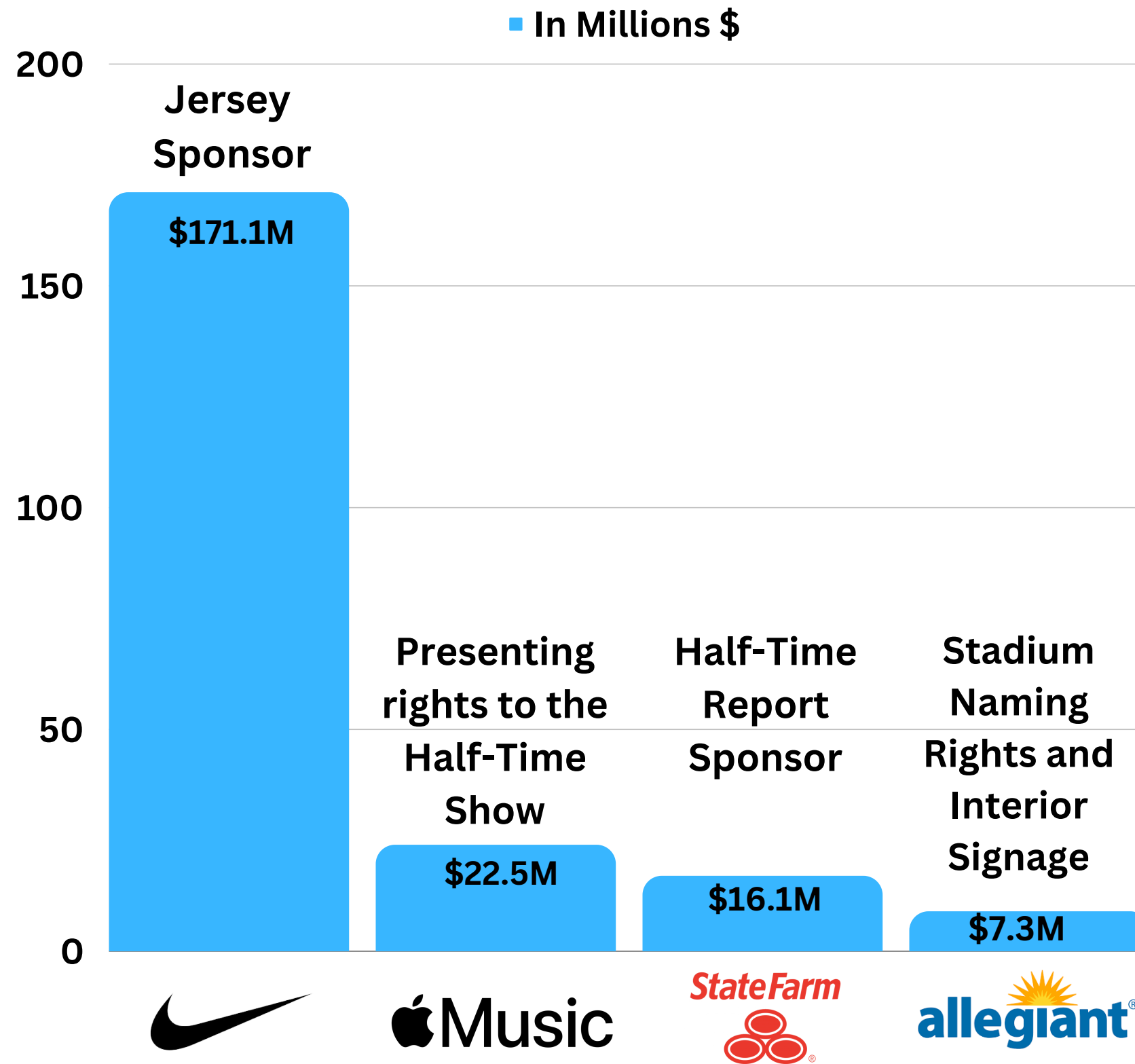


# Total Sponsor Media Value during Super Bowl LVIII



## Sponsorship Decisions - Lesson 8.3

What is **ROI** and why is it important to sponsors? ROI measures “Return on Investment,” which helps a business evaluate the effectiveness of sponsorship activities.

According to insights from Relo Metrics, a firm that measures sponsorship ROI, Nike, Apple, State Farm, and Allegiant were the most visible sponsors during Fox’s broadcast of Super Bowl LVIII and gained the most media value from brand exposure. Nike’s jersey sponsorship accounted for 60% of sponsored exposure during the game.

The study also reports that Verizon’s takeover of the Las Vegas Sphere during the broadcast generated \$2.5 million in media value.