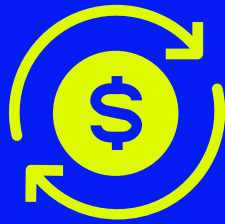


LATAM



NAMING RIGHTS

LEAGUES



WORLD
FOOTBALL
SUMMIT

EL MISTER
Historias de autor

A REPORT TO UNDERSTAND LATIN AMERICA AND NAMING RIGHTS IN LEAGUES



El Mister is a content platform for the sports industry based in Mexico and we are interested in relevant stories of the sector in Latin America.

We do a newsletter, podcast and generate this type of document.

It's a great pleasure for us to be a media partner of the **World Football Summit**, the most important event about the football industry. As part of our content collaboration, we decided to create this report, whose purpose is to document, analyze and learn how brands related to leagues.

We consider the main tournaments in Latin America and 11 of them have sold their naming rights.

Our objective is to present this *x-ray* to understand amounts, costs, activations and ecosystems in the naming rights business.

In a brief and concise analysis, I can say that there is still a long way to go and areas of opportunity. A relevant case has been the relationship between BBVA and Liga MX: at every contract renewal, they redefines objectives to obtain better results and that the investment, which is in millions of dollars, is useful for the Spanish financial institution.

But there are other cases. For example, in Chile, they have problems with the sponsorship of Betsson due to the lack of regulation of online betting; or in El Salvador, where the government decided to remove the sponsorship of 30 million dollars for the tragedy that caused 12 deaths in one of their stadiums.

Today, for brands, visualization is just one of the reasons to acquire a naming right, they want databases, contact points, fan personalization, new business opportunities derived from the sponsorship agreement. The areas of opportunity are diverse.

Ivan Pérez
Founder and CEO
El Mister

NAMING RIGHTS: GREAT POTENTIAL



At **World Football Summit** we strongly believe that the traditional sports business model is outdated, and growth for football properties needs to come from innovation. If we analyze the pillars of the model we find that:

- **Matchday revenue** is constrained due to capacity of the stadiums.
- **Broadcasting rights**, while currently experiencing a positive momentum, will not always be on the rise.
- **Partnerships are becoming more demanding** as brands are becoming more strict when justifying any form of investment in sports.

This report will focus on how these Partnerships, specifically within the realm of “Naming Rights,” in Latin America, which has been identified by previous guests of the World Football Summit podcast like Jordan Gardner or Arianna Criscione as one with a great business potential, are evolving.

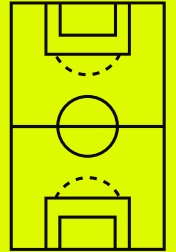
Properties in Latin America should understand that brands are not considering “awareness” as their main objective anymore; fan engagement and driving greater purchase intent have gotten to the top of the list. This effectively means that the equation is much more complex as these brands are now pursuing Benefit, Exposure, and access to Intellectual Property, defined by the size and location of the fan base.

We hope this report provides a comprehensive look into the naming rights landscape to fully understand its value, the type of companies involved and the possibilities that lie ahead once some of these agreements finalize, many of which will do so between the years 2023 and 2026.

What do companies consider when acquiring the naming of a league? According to experts in sports marketing and finance, there are five fundamental points:

- Market (number of fans)
- National and international impact
- Television impact and global reach
- Prestige of the competition
- Possibility for brands to grow by partnering with the tournament

10 FACTS ABOUT THE NAMING RIGHTS BUSINESS IN LATIN AMERICA

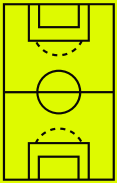


11

leagues in LATAM have a current naming rights contract

4

types of industries acquired naming rights: financial institutions, sports betting companies, telecommunications and retail.



45.4%

of the naming rights sponsorships in the leagues are from sports betting companies

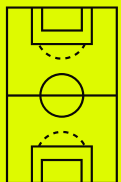


\$187

million dollars is the value of the total naming rights contracts of the 11 leagues

2

The oldest commercial relationships are: Tigo with the Paraguayan League (2010) and BBVA with the MX League (2013)



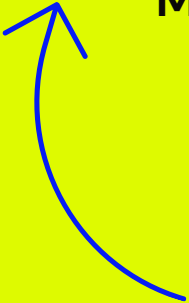
2030



50 MDD

Now, the longest agreement -for the moment- is between BetPlay and Di Mayor in Colombia. The contract is valid until 2030

In July of this 2023 abruptly ended the contract between the AFA and Binance that included the naming of the league. The agreement started in 2022 and included a 50 MDD payment for four years



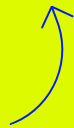
\$10.1



Assai's contract with the Brasileirao, the most important Latin American tournament, ends this year

60%

Of the five most important leagues in the world, only LaLiga (EA Sports), Serie A (TIM) and Ligue 1 (Uber Eats) have naming rights contracts



30 MDD

Another relevant event occurred in El Salvador. Last May, 12 people died in a human stampede during the match between Alianza vs FAS. As a consequence, the National Sports Institute of El Salvador (INDES) decided to suspend the sponsorship which was an agreement of 30 MDD for five years and started in January 2023.



NAMING MAP



[Empty white box] [Yellow bar]



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LIGA
BBVA 

País: **México**

Contract: **Until 2024**

Relationship: **Since 2013**



BBVA HAS SIGNED FOUR CONTRACTS WITH LIGA MX



The relationship began in 2013 when BBVA 'won' the race against Banco Santander to have the naming of Liga MX. This is not the first time that the Mexican championship has a company behind. In 2002, for example, signed for two-year and 8 MDD with Comex, paint manufacturer and distributor of paints and waterproofing products in North America.

According to our research, the first agreement with BBVA was for US\$10 million per year.

Since 2013, Liga MX and BBVA have renewed their agreements: 2016, 2019 and in 2022 was for a couple years.

Each contract has different objectives, goals or new challenges. For example, for the most recent agreement there are three key points: integration of people with disabilities, gender equity and sports education.

The sponsorship agreement includes Liga MX Femenil and other categories and tournaments.

- **The investment between 2013 and 2024 has been approximately \$157 MDD.**

BBVA, the Spanish institution, has a good share of the country's financial market. According to their financial statements, they have 29 million clients, 21 million are 'mobile', grew 19.1% from June 2022 to June of this year.

Liga MX documented that the last **Clausura 2023** tournament was watched by **60.1 million viewers in both Mexico and the United States.**



País: **Guatemala**

Contract: **Until 2026**

Relationship: **Since 2023**



EQUAL FINANCIAL DISTRIBUTION OF SPONSORSHIP



This year has been financially important for the Guatemalan league. **They closed an agreement with Banrural** to have the naming of the tournament.

Banrural was established in 1998 and is one of the fastest growing financial institutions in Central America.

Right now they have 6 million clients and by the end of 2022 –according to their annual financial report– have 12,640 MDD in assets.

- **They are the second largest bank in assets at the national level and third in Central America.**

Banrural has been expanding in Guatemalan soccer, currently sponsoring 25 teams in the country, in addition to Comunicaciones, Municipal and Xelajú, the most important ones, and recently launched debit cards for the teams as part of activations in order to increase the bank's customer base.

The name of Liga GUATE was approved after the bank worked with a creative agency to highlight the country's identity.

Contract agreements:

- Specific projects for the lower categories
- Rebranding of the tournament
- Investment for refereeing and VAR consultancy
- Competition to redesign the league trophy
- Equally distributed among all participants (12 teams)



**Liga
Promerica**

Primera División - Costa Rica

País: Costa Rica

Contract: Until 2025

Relationship: Since 2019



THE SPONSORSHIP INCLUDES THE WOMEN'S LEAGUE



Grupo Promerica was founded in 1991 in Nicaragua and today has operations in nine countries in the region: Guatemala, El Salvador, Honduras, Nicaragua, Costa Rica, Panama, Dominican Republic, Grand Cayman and Ecuador.

Their assets as a financial institution amount to 19,800 MDD, 2.9 million customers and more than 773 branches and points of service.

Since 2019, they decided to enter strongly in Costa Rica thanks to the naming of the league. They created the identity of the championship with their name, graphic and brand positioning.

Probably one of the most important measures was the creation of a fund to support Costa Rican clubs during the COVID-19 pandemic. Promerica contributed US\$5,000.

Today the naming has also been extended to the women's championship.



million customers have Promerica



País: **Colombia**

Contract: **Until 2030**

Relationship: **Since 2020**



CONTRACT SIGNED UNTIL 2030



One of the most important contracts signed by the Colombian soccer tournament in their history is with BetPlay, a company of Corredor Empresarial: 58.3 MDD.

BetPlay is a sports betting company. First teamed up with the Colombia National Team in 2019, and a year later began their relationship with Dimayor.

The partnership includes:

- Liga Femenina BetPlay DIMAYOR, Liga BetPlay DIMAYOR, Torneo BetPlay DIMAYOR, Copa BetPlay DIMAYOR and SuperLiga BetPlay DIMAYOR.
- Sponsor of 23 clubs in the men's division and nine teams in the women's division, the Colombian Soccer Federation and the Futsal championship.

The Colombian league is one of the competitions in Latin America with the longest tradition in selling the naming. For example, the cigar brand Mustang sponsored the tournament from 1990 to 2009, Postobón (2010–2014) and Águila beer (2015–2019).

The BetPlay brand came to the market in 2017 and two years later started to become relevant for the country's sports industry. Together with WPlay both have 85% market share.



País: Honduras

Contract: Until 2024

Relationship: Since 2021



BETCRIS DECIDED TO INVEST IN CENTRAL AMERICA



Betcris, which was founded in 2000 in Costa Rica, had a master plan to move forward in Latin America: thoughtful investments and partnerships that are profitable in the medium and long term.

One of their goals was Mexico, in addition to already having a presence in Guatemala, Panama, Nicaragua, Brazil, Ecuador, Honduras and the Dominican Republic, just to mention a few.

- One of their most important agreements was to obtain the naming right of the Honduran league for 1.59 MDD between 2021 and 2024
- The agreement will allow the clubs to receive almost US\$28,000

As part of its strategy, Betcris also invested in at least five other clubs: Marathon, Vida, Real España, UPNFM and Honduras Progreso.

966,426 dollars was the income from ticket sales in the Apertura 22-23 season

1.59 million dollars is the value of the contract between Betcris and the Honduran league



País: Ecuador

Contract: Until 2028

Relationship: Since 2023



LIGA PRO PROMOTES THEIR ECONOMIC DEVELOPMENT



This story has several steps. **One of the most important is that Bet593 is not a 'classic' sports betting company.** We will explain this later.

Let's be brief: The Junta de Beneficencia de Guayaquil is a non-profit NGO that was born in 1888 and controls the National Lottery of Ecuador, which **in 2022 launched their first sports betting app, Bet593 with more than 1,500 national and international sporting events.**

- 100% of the income of this sports betting house goes to social works, health, education, protection and inclusion in Ecuador.

Bet593 decided to 'sign' the Pro League to sponsor Serie A and Serie B for a contract from 2023 to 2028 valued at 15 million dollars (3 million per year).

Bet593 also has commercial relationships with Barcelona Sporting Club, Club Sport Emelec, Deportivo Cuenca, Sociedad Deportiva Aucas, Club Social y Deportivo Macará and Manta Fútbol Club, in addition to sponsoring the Ecuadorian Tennis Federation, the Challenger in the city of Guayaquil, and others.

186.7

million dollars is the value of the squads of the entire Serie A



LIGA1

País: Perú

Contract: Until 2026

Relationship: Since 2020



País: Chile

Contract: Until 2025

Relationship: Since 2023

THE BETSSON CASE

A SWEDISH COMPANY DECIDES TO GROW IN SOUTH AMERICA



Betsson is a sports betting, gambling, casino, poker, bingo and online gaming company that started in 1963 in Sweden.

Today have 20 brands, is listed on the Stockholm Stock Exchange, and in 2022 their revenue was 755 MDD.

One of the company's most important moves was when they reached an agreement to become a regional sponsor of the Copa America 2021. By 2020 they had already signed the naming of the Peruvian league.

One of the important points of the sponsorship is the communication campaign dedicated to 'Responsible Gaming'. Until now, we have not seen that another sports betting company in Latin America had a similar campaign or with a similar emphasis.

The other case is Chile, which is going through a moment of uncertainty. **The Chilean league signed in 2023 an agreement until 2025 with Betsson for about 2.5 MDD per year, but that right now is at risk.**

The business 'is at risk' because Chile's Ministry of Justice and Human Rights asked the National Professional Soccer Association (ANFP) to terminate the agreement because online bookmakers are not regulated in the country.

The contract with Betsson has several particularities, one is that they give the name to the two main tournaments, the annual agreement is four times more than Plan Vital used to pay. And the other point is because several clubs in the Chilean league also have contracts of this type, canceling the agreements would be a very strong financial blow.



País: **Paraguay**

Contract: **Until 2023**

Relationship: **Since 2010**



País: **Panamá**

Contract: **Until 2026**

Relationship: **Since 2020**

THE TIGO CASE

TIGO AND PARAGUAYAN SOCCER: A LONG-TERM RELATIONSHIP



Tigo is a telecommunications company owned by Empresas Públicas de Medellín EPM and Millicom International Cellular, S.A., which was established in 2004.

Since then, Tigo has expanded to nine countries and their businesses include mobile telephony, television, broadband and business communications.

One of these projects is Tigo Sports, which began broadcasting in February 2014. They have 13 channels and presence in seven countries, 10 television studios, 13 mobile units for local men's and women's soccer.

We mention all of this because they have had a commercial relationship with the Paraguayan Soccer Association since 2010 and have been the national team's broadcasting rights partner for years, including the naming of the championship. **Tigo's last contract was for 55 MDD between 2021 and 2023.**

In addition to Tigo, the Paraguayan league also shares the naming with the financial company UENO, which their sponsorship objectives are to develop new channels and experiences to facilitate financial inclusion, helping the population to incorporate services and products in which fans can make payments through digital tools, without the need to handle cash.

TIGO ALMOST TRIPLED THEIR INVESTMENT IN PANAMA



Panama is one of Tigo's most important projects. Their sports evolution and the professionalization of soccer have been relevant for the decision to invest **US\$9.4 million between 2023 and 2026** as one of the most important partners, which includes the naming of the local championship. In addition, **each year it will contribute US\$200,000 for the two champions of the tournament.**

Tigo Panama's sponsorship supports the National Teams in all categories, in addition to the Panamanian Soccer League (LPF), including all professional, professional and amateur leagues.

Tigo substantially increased their investment. **In 2020, they closed an agreement valued at 3.3 million dollars, the current contract is 2.8 times as big**, that speaks not only of the commitment, but also of the confidence to invest.

Another important milestone was in mid-2022, the company launched the Tigo Sports channel in the country. They broadcast the matches of the First Division, Second Division and the Women's League. Investment + content to increase your audience and income.

+100,000

downloads has the Tigo Sports Panama app



**BRASILEIRÃO
ASSAÍ**

País: Brasil

Contract: Until 2023

Relationship: Since 2018



ASSAÍ, THE BRASILEIRAO BRAND SINCE 2018



The naming of the Brazilian league is one of the most valued in the Latin American market.

The retail company, Assaí, has been related to the tournament since 2018 and their last renewal was for one year and paid in 2023, 10.19 million dollars.

In addition to the league's naming rights, the company has perimeter branding on the club's grounds, as well as appearing in the league's official content.

Assaí operate in 24 states in the country, have 30 million customers per month and have a workforce of 76,000 employees.

The company has invested in becoming a commercial partner of the Mineiro, Carioca and Pernambucano championships. In the Paulista tournament, it renewed their sponsorship with the men's and women's tournaments.

The future of the tournament's naming right is unknown at this point.

8.1

million was the attendance of the Brasileirao in 2022

40

million dollars have been the income from the international rights of the Brasileirao (2020-23)



INFORMATION

This report was made with information from:

- **El Míster Investigation Unit**
- Information of the national federations and leagues included in this report
- Forbes, Sports Business, Sports Business Journal, Sports Value
- Information and financial statements of the companies involved in this report.

The photos and logos were taken from the official accounts and websites of the competitions that are part of this report.

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**¡SOMOS
ORGULLOSAMENTE
MEXICANOS!**

**ivan@elmister.media
+5255 1681 9302**

EL MISTER

Historias de autor

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