

Press release of 26th January 2022

SPONSORSHIP IN ITALY SET FOR 10,5% GROWTH IN 2022

The Italian sponsorship industry **grew by 12.8% in 2021**, reaching **€ 1.003 billion**, and **recovering 114 million** over the previous year.

The **21st Predictive Analysis "The Future of Sponsorship"**, conducted by **Stageup** and **Chainon**, estimates that there will be a **further growth of 10,5%** in 2022, up to **€ 1.109 billion**.

Despite strong macroeconomic uncertainties, the growth will be driven by **sport and major events**, and will also involve **culture, entertainment and social sponsorships**. The pre-pandemic levels will be reached again in 2024.

In **2021, € 752 million have been** invested in **sport sponsorships, +15.7%** over 2020. The growth was helped by **cryptocurrency and blockchain players**, by the large **events** canceled in 2020 and postponed to 2021 (Olympics and European Football Championship); by the **international events** organized in Italy (Ski World Championship in Cortina, ATP Finals in Turin), the Luna Rossa performance in America's Cup and the **achievements of italian athletes** in international competitions.

Further growth is expected in 2022 (+7.8%, € 811 million). The biggest drivers of growth will be the investments by the cryptocurrency and digital companies, as well as the **great events scheduled in Italy** (like the European Swimming Championship and the Beach Volleyball World Championship in Rome, European Basketball Championship in Milan) and in the near future (Milan-Cortina 2026 Winter Olympic Games).

In 2021, investments in **the social sector** increased by **3.8%** compared to the previous year, reaching **€ 165 million**. In 2022, a stronger growth is expected (**+15.2% to € 190 million**), primarily driven by *brand activism*.

The **cultural and entertainment sponsorship market** also grew by **7.5%**, amounting to **€ 86 million**. The modest recovery is mostly due to the protracted restrictive measures adopted in the pandemic period, when shows, tours and concerts were canceled, and the attendance in all the venues was drastically reduced. Things will change in 2022: a **+25.6% is expected**, and the market will reach **€ 100 million**. The musical summer shows and the fast-growing Esports market will be driving the recovery.

12 KEY PREDICTIONS FOR 2022

- 1) Cryptocurrency sponsorships will show strengths and weaknesses
- 2) Blockchain will change the sponsorship deals
- 3) The link between sponsorships and territorial marketing will be confirmed
- 4) The cultural sponsorship will grow through the web
- 5) Key sectors will be: automotive, technology, tourism and finance
- 6) Sport marketing will have to deal with human rights
- 7) Contracts will have to pay considerable attention to ethical themes
- 8) Esport sponsorships will be more and more interactive
- 9) Integrated communication plans will be sold
- 10) Transparency will be the key
- 11) Sponsorship will target women and "Generation Z"
- 12) Sponsees will have to go digital

[DOWNLOAD THE PREDICTIVE ANALYSIS ON WWW.CHAINON.IT.](http://www.chainon.it)

QUOTES

Federico Gaetano - President of Chainon

*"The two-year pandemic and the transition period that started in 2021 accelerated the digital **transformation**. This trend has spread all over the world, primarily in the most advanced markets; Italy will have to follow starting from 2022. The future of sports and cultural sponsorship will be a digitized **complex sponsoring process that will take place through the blockchain technology**. Blockchain is a "necessary revolution". Next February we will launch the **Chainon platform, a highly innovative digital marketplace that will help the meeting, negotiation and signing of contracts in real time, with 95% savings on commissions**. The grassroots sport is facing an unprecedented crisis, and it will be mainly the sports associations, the small clubs, that look with interest to our product."*

STAGEUP, owned by **Fibo Spa** (the financial institution of the cooperative system of Bologna that sees among its members the most important players in the area), deals with management consulting, communication and marketing also through outsourcing and temporary management services. In the last 20 years it has established itself as one of the Italian leading companies in research and advising services in the sports, culture and entertainment markets.

CHAINON (www.chainon.it) is a digital **marketplace**, the first in the world, to sell and buy sponsorships and media rights in sports and entertainment through the use of proprietary algorithms, blockchain and artificial intelligence. With Chainon, born from Stageup and **Par-Tec** (www.par-tec.it), finding your sponsorship partner will become easier, faster, transparent, with savings of over 90%.

PRESS OFFICE

Luca Marozzi

comunicazione@stageup.com

Cell.+39 320 0385977