

Sponsorship

For brands seeking to associate themselves with sport, Opta can be an ideal partner. We are skilled at interrogating our databases to find the information that is insightful, interesting and relevant.

This can be used across media of all types and is ideal for generating the kind of PR buzz that only sport can create.



Brand Activation

Opta understands that your brand needs to stand out from the crowd - to engage your customers, clients, fans and employees with a unique, tailored and compelling message.

We believe that sport can be the ideal way for you to do this.

In a time of noise and clutter the biggest sporting competitions still cut straight through and achieve high-profile coverage on the front and back pages.

By aligning your brand with sport, you can create a buzz in a way that almost nothing else enables you to.

The options and opportunities are as broad as your imagination.

Opta's brand activation team can help you to explore, define and develop these opportunities. Our expert editorial team knows, more than anyone else in the industry, how to interrogate the mountains of data that Opta hold to bring out the information that can help you to get a piece of the action.

Whichever element of sport fits your brand message, we can find the right solution for you.

What They Say

“Opta proved the right partner to help us interpret performance data and display it in a way the media wanted and the consumer understood. We worked with Opta on the Castrol Index because of their understanding and expertise around how to deliver unique insights into performance.”

Paul Goodmaker

Sponsorship Programme Manager, Castrol



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