

# Blockchain and Cryptocurrency Sponsorships Emergence and Impact in Sports

April 2022

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## INTRODUCTION

Scope of the briefing

Key terms and definitions used in this report?

Rise of crypto - from novelty to boom

## COMMERCIAL PARTNERSHIP LANDSCAPE

The many benefits of deals between sports properties and crypto players

NBA leads the way in crypto deals among widespread growth

North America: League hesitancy means open sponsorship opportunities?

European Football: Several top-flight teams among the properties without a crypto partner

Socios.com boasts highest deal volume globally, eToro follows suit in key European leagues

Fan tokens and exchanges make up 75% of crypto deals

Summary

## CURRENT SITUATION AND FUTURE OUTLOOK

Regulation: Future of crypto deals in sport tied to regulation and adoption

Integration: Fan tokens can unlock revenue for top properties from global fanbase

Acceptance: Crypto players move into digital wallet services can increase adoption

Challenges: Difficulties emerge as crypto assets and services spread among sport fans

Coinbase, Crypto.com, eToro and FTX make waves at Super Bowl LVI

Terraform Labs gets green light for sponsorship deal from majority of own token holders

Socios.com expands into wider entertainment industry with first esports fan token

Three things to expect in the future of crypto sponsorships?

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