



FOR IMMEDIATE RELEASE

## IEG Valuation Next providing timely sponsorship and multimedia rights appraisals to inform ongoing negotiations

*Critical information and context for colleges and universities making sponsorship decisions that will impact athletics programs for years to come*

CHICAGO, December 7, 2020 – The college sports sponsorship landscape is undergoing a seismic shift, creating an urgent need for independent, unbiased intelligence and counsel grounded in facts. In addition to a global pandemic, delayed and reduced multimedia rights payments and forthcoming athlete name, image and likeness legislation have led to colossal uncertainty. Because of these challenges, IEG, the sponsorship authority and original pioneer in sponsorship measurement, is stepping up to help schools make informed decisions with [Valuation Next](#).

Valuation Next is a modern approach to valuing sponsorship offerings, trusted by professional sports and entertainment properties, sponsoring brands, social-driven organizations and public-sector operators. For nearly 40 years, IEG has delivered expert counsel across a full spectrum of partnerships. IEG is now making Valuation Next available to colleges and universities faced with difficult sponsorship negotiations.

“Commercial precedent can no longer propel you through a renewal process in any business in today’s environment,” said Peter Laatz, Global Managing Director, IEG. “Sponsorship sellers and buyers both benefit from a fair market analysis done by a trusted advisor with no vested interest in the final agreement figures.”

Valuation Next emphasizes the premium of association and other important variables that influence consumer behavior and distinguish sponsorship from traditional advertising. Designed to be simple, transparent and useful, IEG’s Valuation Next gives sponsorship decision makers:

- Data to drive decisions with three distinct value breakouts of sponsorship assets, use of likeness and exclusivity.
- Qualitative context to inform sponsorship negotiation and optimization that considers unique business opportunities, the competitive landscape and alignment with marketing priorities.
- Speed and flexibility through quicker turnaround times and customized reporting formats based on organizational preferences.

IEG has a limited number of openings for colleges and universities in need of Valuation Next reporting by the end of the year. Email [info@sponsorship.com](mailto:info@sponsorship.com) to schedule a call to learn more.

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#### About IEG

IEG delivers proprietary market intelligence, thought leadership and strategic counsel that empowers our clients to make more informed sponsorship decisions. For nearly 40 years, IEG has delivered expert counsel across a full spectrum of partnerships. The world's most recognized sports and entertainment properties and best-known brands, along with start-ups, social-driven organizations and public-sector operators, all turn to IEG to access the company's unmatched depth of expertise. When sponsorship decisions are made, IEG is there to deliver a measurable impact. IEG is owned by Engine Shop and is part of the Bruin Sports Capital portfolio.