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IEG partners with Association of National Advertisers to support marketers with timely and relevant sponsorship intelligence

CHICAGO, April 5, 2021 - IEG, the sponsorship authority, is advancing its commitment to the marketing community by becoming an ANA Brand Activation Partner Specializing In Sponsorship Intelligence. This new strategic partnership propels innovation and nurtures best practices in the sponsorship industry.

ANA's 50,000+ members will receive access to IEG's comprehensive expertise and research on sponsorship strategy, valuation and performance management, and IEG will regularly contribute to the ANA Marketing Knowledge Center, sharing insights, trends, case studies and webinars covering sponsorship of sports and entertainment, events and attractions, and philanthropic causes and organizations. IEG will also serve as a content provider for various industry conferences and committee meetings. Finally, IEG is supporting the REGGIE Awards as sponsor of the Sponsorship or Licensed Property Marketing category and providing marketing veterans to serve on the awards program judging panel.

"If you look across the marketing mix, sponsorship has by far been the most impacted by the global pandemic based on the impact to live events. We found very early on in our discussions that IEG and ANA have a mutual interest of supporting the sponsorship industry through recovery and reinvention," said Peter Laatz, Global Managing Director, IEG.

Next month, IEG's 2021 Sponsorship Decision Makers report will be made available for ANA members, revealing changes in sponsorship selection, spending, activation and measurement, and new expectations for sponsorship programs.

About IEG:

IEG is the sponsorship authority and industry steward delivering proprietary market intelligence, thought leadership and strategic counsel that empowers informed sponsorship decision making. For nearly 40 years, IEG has provided 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.