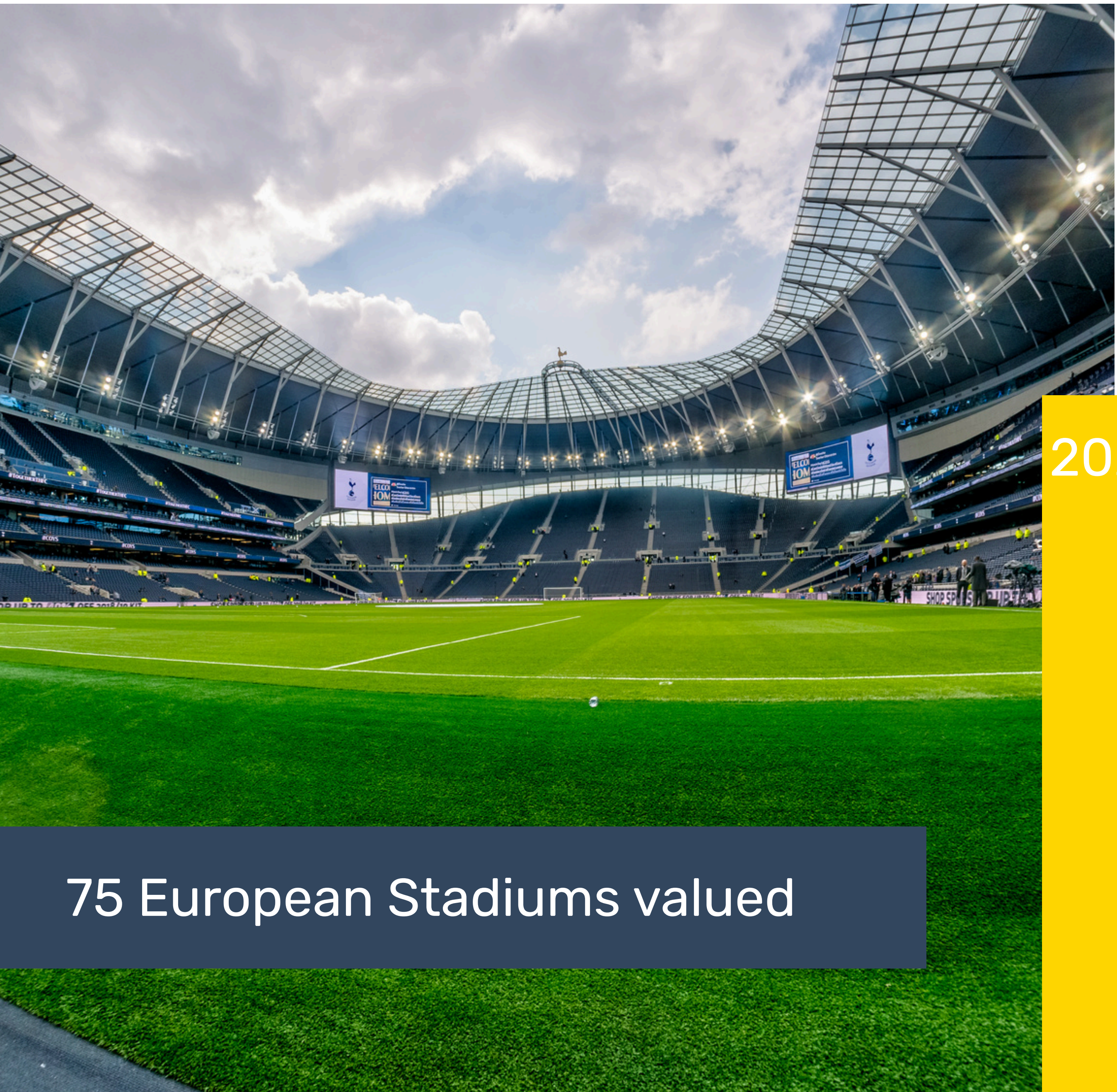
THE SPONSOR

FAIR MARKET VALUE REPORT

# STADIUM NAMING RIGHTS



2026

75 European Stadiums valued

# Foreword

**What makes a stadium sponsorship valuable: capacity, location, history? All true, but ultimately a stadium, like any asset, is only worth what someone else is willing to pay for it.**

**€520m**

***(£455m)***

**The combined fair market sponsorship value of Europe's top 75 stadiums**

For decades, the buying and selling of sponsorship has been an opaque process, and consequently, there have been some remarkable deals done by astute sellers and savvy buyers.

The industry's only point of reference has been media valuations, theoretical calculations of equivalent media costs, often inflated to command the highest possible price.

Smart brands don't buy these numbers anymore. Furthermore, media awareness figures value only one side of what is a multifaceted asset capable of delivering a wide range of benefits to an organisation beyond mere exposure.

## Fair Market Value

Fair market value (FMV), on the other hand, considers the entirety of the value on offer and the purchased price of comparable assets on the open market where no existing relationship exists.

It is a valuation approach grounded in commercial reality, not hypotheticals.

This is why FMV has become the preffered approach of many sponsors and was adopted by the Premier League in 2021 as its preferred methodology for assessing the current market rate of any given sponsorship.

## Methodology Overview

*The Sponsor's* methodology is built around three core inputs:

**1. Survey of brand leaders**
Identifying the sponsorship attributes that matter most to decision-makers.

**2. Attribute-to-deal correlation**
Analysing which of those attributes consistently convert into signed deals.

**3. Commercial deal data**
Quantifying how much brands are prepared to pay to secure those attributes.

All three inputs are deliberately designed around the people who matter most in sponsorship pricing: the sponsors, those charged with decision-making and budget-allocation authority.

At The Sponsor, our fair market valuations provide a holistic and independent view of sponsorship value, providing much-needed clarity for our audience of sponsors.

In this report, our team has meticulously imported over 100 data points across 90 stadiums into The Sponsor's powerful SponsorIQ™ valuation engine.

The result is the most comprehensive assessment of European stadium sponsorship valuation and pricing ever conducted.

The research uncovers the attributes that drive sponsorship value in European stadium naming rights, the stadiums that offer the greatest opportunities for brands, and, most importantly, the fair market value of securing those rights.

Together, these insights form a commercial benchmark for one of sponsorship's most visible assets: the stadium.

In a market often driven by emotion, *The Sponsor's* FMV analysis gives brands the clarity to invest with confidence and rights holders the evidence to price with authority.

**For further information regarding sponsorship valuation and pricing, contact:**

**enquiries@thesponsor.com**

# Executive Summary

## A view from the top

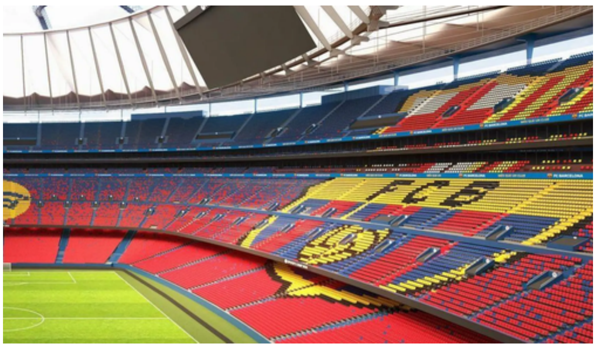
At the top of the European naming rights market stand two assets that are visibly ahead of the rest. Santiago Bernabéu, the only stadium in the dataset rated AAA+, records an estimated fair market value of €21.1m.

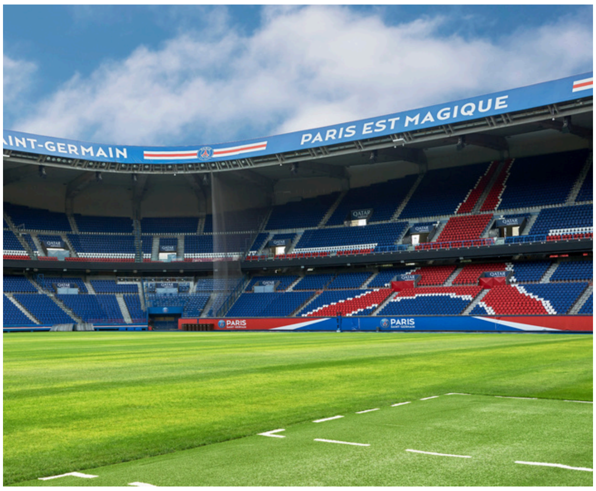
Spotify Camp Nou, rated AAA, follows closely at €18.5m. These are the only venues that combine consistent elite football, global reach and newly modernised infrastructure at a scale unmatched elsewhere in Europe.

Beyond these two, sponsors face an immediate shift in the balance of advantages.

High-profile venues remain available, yet each presents at least one limiting factor. Parc des Princes is valued at €13.5m but is constrained by infrastructure challenges. Tottenham Hotspur Stadium, at €12.8m, offers world-class facilities but is discounted due to inconsistent on-pitch performance.

Across the table, the pattern is consistent. Where reputation, audience depth or infrastructure weaken, value declines accordingly.






## Commercial Opportunities

The broader market remains substantially underexploited. Only 23 of the 90 stadiums have a recorded naming rights partner, leaving a long tail of high-quality assets available for brands seeking large-scale visibility.

Even within the top 20 assets by value, 14 remain unsponsored. This highlights a substantial opportunity in the market. For brands, it represents a rare window in which many of the continent’s most powerful platforms are still available. For stadium owners, it points to a clear route to revenue.

## Pricing Accuracy

Where partnerships do exist, pricing generally falls within commercially rational bands relative to modelled values. Exceptions reflect local dynamics. Allianz secured favourable rates in its home market, its partnerships with Juventus and the English RFU sit at the higher end of the pricing spectrum.

# Executive Summary

At the other end of the scale, venues such as *[redacted]* Stadium and *[redacted]* Arena sit well below FMV. These variations point to the role of emotional,  cultural and market-specific pressures that fall outside purely economic valuation.

## National Team Stadiums

Nineteen national stadiums feature in the analysis, several of them among the highest-valued assets, including Wembley Stadium at €14.4m, Stade de France at €11.8m, and Aviva Stadium at €*[redacted].* Their value reflects episodic, yet globally visible, fixtures often coupled with high status as the nation's flagship stadium.

## Shared Stadiums

The San Siro is one of six shared stadiums appearing within the data set. These shared venues offer sponsors the chance to double down on audience reach and event frequency, yet only Stockholm’s Strawberry Arena and Dublin's Aviva Stadium currently have a naming partner.

## Non-Sporting Events

Stadiums that host concerts provide sponsors access to diverse audiences. The ability to attract major cultural events is strongly influenced by proximity to competing venues. In dense markets such as London, multiple stadiums exist in close proximity.

These venues must compete to host major events like Taylor Swift's Eras Tour. However, when considering venues for the Eastern European leg of the tour, PGE Narodowy in Warsaw, valued at £*[redacted],* is effectively the sole viable option.

## Outlook

Taken together, the findings point to a market with significant room for expansion, with many high-quality stadium assets still available.

For rights holders, the priority is to price assets correctly in line with market value and secure new long-term commercial partnerships.

# What's included in the full report?

The full report provides an independent valuation of stadium naming rights across 75 of Europe’s largest stadiums, supported by market data, analytical insight and a full breakdown of the valuation methodology. It includes:

- Fair market valuations and sponsorship strength ratings for 75 stadium naming-rights assets
- Current stadium naming-rights agreement and deal data
- Analysis of the key drivers of stadium naming-rights value
- Full market regression modelling and valuation framework
- Top 10 stadium naming-rights breakdown and supporting analysis
- Market insights and pricing dynamics across the sector
- Strategic pricing assessment and valuation recommendations
- Identification of under- and over-valued assets
- Country and sector-level comparisons
- Exclusive interview with a stadium naming-rights sponsor
- Valuation certificates and options for further bespoke reporting

**For further information regarding the contents of this report, please email:**

**info@thesponsor.com**