

Brand Level Sponsorship Portfolio Analysis

Insurance: State Farm's Portfolio

State Farm Insurance is the leader in spending for the insurance sector of sports sponsorship. Some recent sponsorships that the company has activated include deals with the NCAA, specific NASCAR drivers, NFL, NBA, and MLB. More specifically, State Farm is the title sponsor for the MLB Home Run Derby and has a program that connects MLB fans with their favorite charities.

Additionally, State Farm has title sponsorships in other areas, including the State Farm Arena in Texas, an LPGA tournament called the State Farm Classic, and a high-school basketball tournament called the State Farm Holiday Classic. Furthermore, State Farm sponsors a competition program between Texas A & M and Texas called the State Farm Lone Star Showdown and a similar program between Arizona and Arizona State called the State Farm Territorial Cup Series.

State Farm's sponsorships can be categorized not only on the professional level, but on the amateur sports level as well. A majority of its sponsorships are title-sponsor based, but there are also a lot of leveraged sponsorships that include reward programs for fans and connections to the insurance company's numerous charitable ties. It seems as if the categories of sponsorship that State Farm positions itself in are numerous, although it has been noted that the company has reduced its number of total sponsorships in recent months to "focus on further activation and quality improvement of current sponsorship relationships¹."

The insurance company's audience seems to be the market share that State Farm is trying to retain over rival companies such as AllState and Aflac. It's sponsorship programs are geared toward giving consumers enjoyable experiences that formulate positive attitudes toward the State Farm brand. Furthermore, State Farm utilizes its charity ties to portray to consumers of sport that the company is very much community-oriented and cares about the customer.

In an industry that focuses on relief of disaster and accidents, State Farm attempts to portray an image of reliability and care amongst its potential customers. The company's portfolio of sponsors seems healthy and is successful at differentiating itself from competing brands to win over market share.

¹Andrews, Jim. "State Farm Moving In Smart Sponsorship Direction." *Sponsorship.com*. 4 Feb. 2010. Web.

