

U.S. Sports Marketing Services Market 2025 Trends : Predicted to Grow at a CAGR of 6.6% from 2024 to 2035, Report

By sport, the big 5 pro sports segment was the largest segment in the U.S. sports marketing services market during the forecast period.



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Allied Market Research

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/EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, "[U.S. Sports Marketing Services Market](#) by type and by sport: Opportunity Analysis and Industry Forecast, 2024–2035."

The [U.S. sports marketing services](#) market was valued at \$19,235.10 million in 2023, and is projected to reach \$41,354.93 million by 2035, registering a CAGR of 6.6% from 2024 to 2035.

Sports marketing services refer to a range of strategies and activities aimed at promoting brands, products, or services through sports-related channels, events, and figures. These services tap into the widespread popularity of sports to build connections with audiences, create strong brand associations, and enhance visibility. Key methods include partnerships with athletes, teams, leagues, or events, as well as implementing targeted campaigns that utilize media, sponsorships, and experiential initiatives. By aligning marketing efforts with the values and interests of sports fans, these services focus on engaging specific demographics and driving awareness which is expected to propel U.S. sports marketing services market demand.

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There are several factors driving the U.S. sports marketing services market growth. For instance, the growing investments by brands in sports sponsorships have significantly increased the demand for U.S. sports marketing services. Major corporations are allocating substantial budgets to associate their brands with prominent sports teams, leagues, and events. Sponsorships offer direct access to large and engaged audiences, enhancing brand visibility and

fostering stronger connections with consumers. In addition, companies depend on sports marketing services to identify suitable opportunities, negotiate contracts, and develop integrated campaigns. These investments have driven market growth as organizations seek specialized expertise to align sponsorship efforts with marketing objectives and achieve measurable outcomes.

The diversification of sports audiences has encouraged brands to target specific demographics through tailored sponsorships. Collaborations with niche sports, women's leagues, and emerging segments such as esports enable companies to engage with diverse consumer bases, further driving the growth of U.S. sports marketing services. Sports marketing agencies play a critical role in creating campaigns that maximize brand exposure while aligning with consumer preferences. As brands increasingly integrate sponsorships into broader marketing strategies, the demand for innovative and data-driven sports marketing services is expected to increase, supporting the continued expansion of the U.S. sports marketing services market.

However, regulatory constraints on advertising hamper the growth of the U.S. sports marketing services market by limiting the types of campaigns that are executed in venues or platforms where the public gathers or engages with advertisements. Restrictions on advertisements related to gambling, alcohol, and other sensitive products reduce the opportunities for brands to reach certain fan segments. These regulations limit where and when ads are displayed, particularly in relation to age-restricted audiences or in regions with stricter laws. Furthermore, guidelines surrounding sponsorships and partnerships between sports organizations and companies restrict the range of marketing collaborations possible. As a result, the ability to fully capitalize on sponsorship and advertising opportunities is reduced, affecting the overall effectiveness of marketing strategies and slowing the growth of the sports marketing services market in the U.S.

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The U.S. sports marketing services market is segmented into type and sport. By type, the market is categorized into endorsement marketing, event marketing, social media marketing, influencer marketing, sponsorship, brand activation, and others. By sport, the market is divided into big 5 pro sports, racing, single and multi-day event sports, emerging and women's sports, minor league sports, collegiate sports, international sports and events, and combat sports.

By type, the sponsorship segment dominated the U.S. sports marketing services market in 2023 and is anticipated to maintain its dominance during the forecast period. Sponsorship is the dominant segment owing to its ability to connect brands with large, engaged audiences. Companies align with popular sports organizations and take advantage of the strong emotional bond fans have with various individuals and sports by sponsoring sports teams, athletes, and events. Fans are more likely to associate positive feelings toward the sport with the brand, creating a powerful marketing opportunity. Sports sponsorships provide exposure across multiple platforms, including television broadcasts, digital channels, and social media, allowing

brands to reach diverse demographics. In addition, sponsoring sports properties allows companies to build strong consumer loyalty, as fans often view brand involvement as a sign of credibility and trust, thus driving the market share of this segment. The broad visibility, emotional engagement, and brand loyalty has made sponsorship a crucial driver in the growth of the U.S. sports marketing services industry.

Download the report: <https://www.alliedmarketresearch.com/checkout-final/92f2e026e504f38d914aa7d0849dc17d>

The key players profiled in the U.S. sports marketing services market analysis include 160Over90, AEG, Allied Sports, Athletes First, Creative Artists Agency, Dentsu Sports International Co., Ltd., Elevate Sports Ventures Inc., Endeavor Operating Company, LLC, Excel Sports Management, Genesco Sports Enterprises, GMR Marketing, Havas, Horizon Sports And Experiences, IMG, Infront Sports & Media AG, Learfield, Legends/ASM, Mktg, Momentum Worldwide, Oak View Group, Octagon, Playfly Sports, Revolution Marketing LLC, Sportfive Global Holding GmbH, Sportsdigita, Team Marketing, The Marketing Arm, Two Circles Ltd. (GB), Van Wagner Group, LLC, and Wasserman.

Key Findings of the Study

By type, the sponsorship segment was the highest revenue contributor to the market in 2023. By sport, the big 5 pro sports segment was the largest segment in the U.S. sports marketing services market during the forecast period.

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