Two Circles Dataset

Introduction

This analysis identifies five key trends within the provided dataset. To ensure accuracy, teams not part of the Risers League were excluded, along with sponsorships related to shirt sponsors and stadium naming rights. These adjustments refined the dataset and provided a clear basis for the analysis. Full steps can be seen in the notebook.

Insight 1: Trend In Sponsorship Deal Values, Average Deal Value and Number of Deals Over the last 4 years

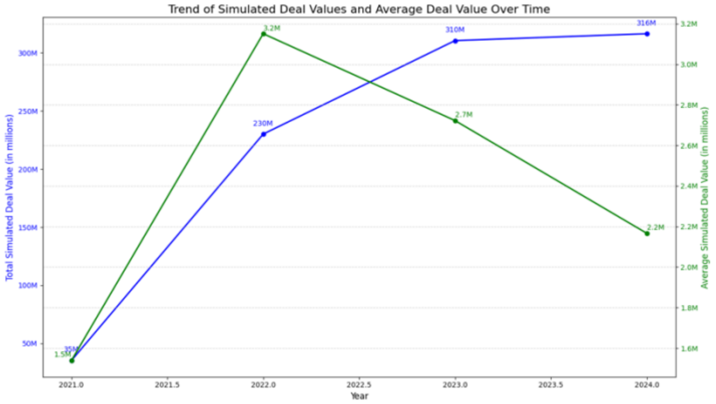

Figure 1. Trend of Simulated Deal Values and Average Deal Value Over Time

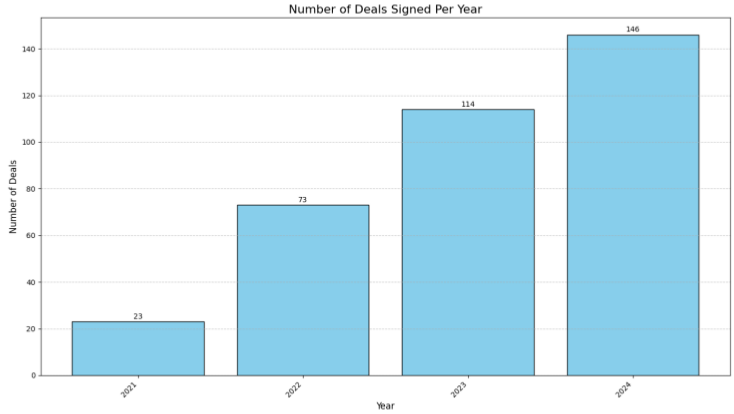

Figure 2. Number of Deals Signed Per Year

The analysis highlights a steady increase in total simulated deal value, rising from £35M in 2021 to £316M in 2024, as shown in *Figure 1*. This demonstrates the growing commercial appeal of the Risers League. However, the average deal value has declined over the same period, peaking at £3.2M in 2022 before dropping to £2.2M in 2024. This suggests a shift towards securing a higher volume of smaller-value agreements. This trend is further reinforced by the total number of deals signed each year, illustrated in *Figure 2*. The number of agreements grew significantly, from just 23 in 2021 to 146 in 2024, indicating that the league is broadening its sponsorship base by focusing on volume.

For Two Circles FC, this shift emphasises the importance of balancing the pursuit of high-value partnerships with the opportunities presented by smaller agreements. Adopting a strategy that combines both can help ensure a stable and diverse sponsorship portfolio.

Insight 2: Sponsorship Deal Distribution and Values Across Teams

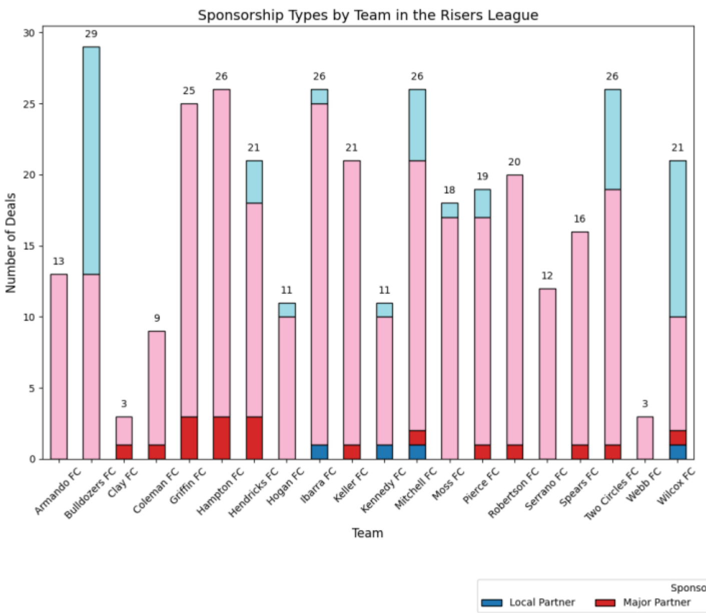

Figure 3. Sponsorship Types by Team in the Risers League

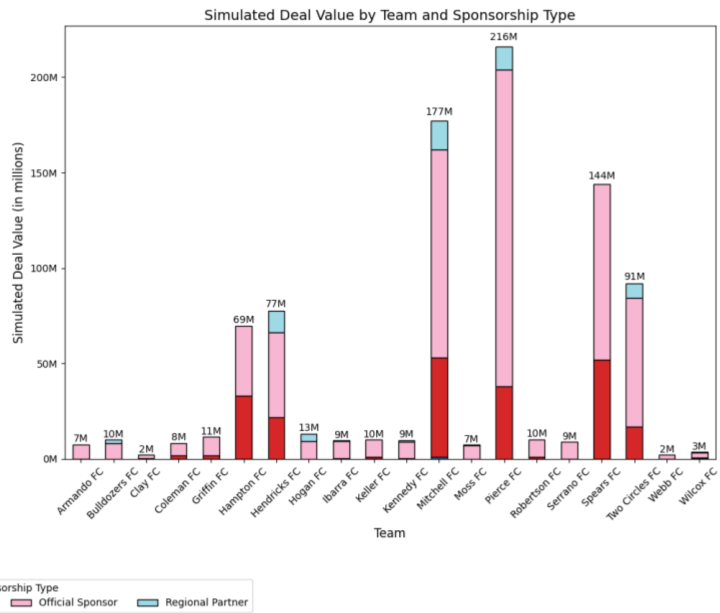

Figure 4. Simulated Deal Value by Team and Sponsorship Type

The distribution of sponsorship deals and their associated values across teams in the Risers League highlights notable disparities in commercial performance, as shown in *Figures 3 and 4*. While some teams have secured a large volume of sponsorships, others rely on fewer but potentially higher-value agreements. *Figure 3.* reveals that Bulldozers FC leads the league with 29 sponsorship deals, followed closely by Hendricks FC and Mitchell FC, each securing 26 deals. In contrast, teams like Webb FC, Wilcox FC, and Clay FC have attracted fewer than 10 sponsorship agreements. The predominance of "Official Sponsor" deals across all teams underscores the significance of this category as a cornerstone of the league's commercial activity.

When examining total deal value in *Figure 4.* we see that Pierce FC stands out with an impressive £216 million in total deal value, followed by Hendricks FC (£177 million) and Two Circles FC (£144 million). This indicates that while the number of deals often correlates with total value, exceptions such as Pierce FC demonstrate the importance of high-value agreements in driving overall performance. Conversely, teams with fewer deals, like Webb FC and Wilcox FC, also account for the lowest total sponsorship values, reinforcing the competitive nature of sponsorship distribution in the league.

Insight 3: Insights from Deal Length and Average Annual Values in the Risers League

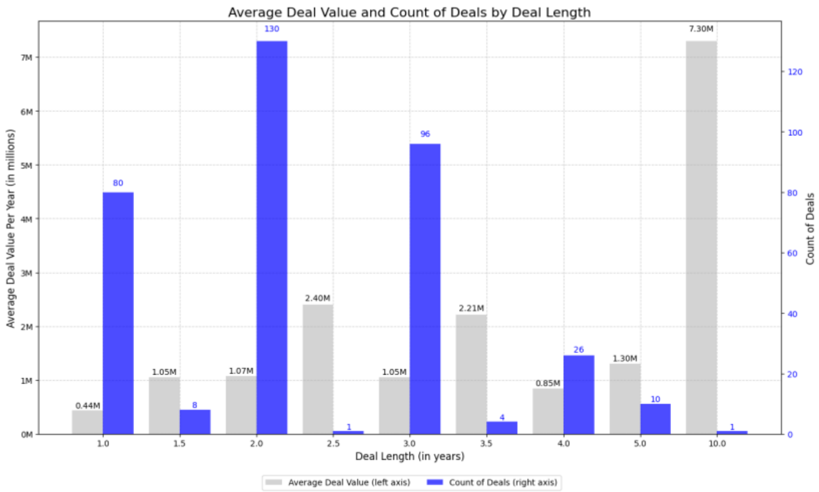

Figure 5. Average Deal Value and Count of Deals by Deal Length

An analysis of average deal values per year, segmented by deal length, offers valuable insights into the sponsorship landscape of the Risers League, as shown in *Figure 5*. The data highlights a clear preference among sponsors for traditional whole-year agreements, with the most common deal durations being 1, 2, 3, 4, and 5 years. In contrast, non-whole-year agreements (e.g., 1.5 or 2.5 years) and the singular 10-year deal constitute a much smaller proportion of total agreements.

When assessing deal values, the three highest average annual values 2.5 years (£2.4 million), 3.5 years (£2.21 million), and 10 years (£7.3 million) are significantly influenced by the limited number of deals within these categories, which skews their averages upward. These figures should therefore be interpreted cautiously, as they may not reflect broader trends in sponsorship valuation. For the more common whole-year agreements, average annual deal values exhibit relative consistency, ranging between £0.85 million (4 years) and £1.30 million (5 years). However, 1-year deals stand out with a markedly lower average value of £0.44 million per year. This suggests that while shorter-term agreements may offer flexibility, they are less lucrative on an annualized basis compared to longer commitments.

For Two Circles FC, this analysis highlights the importance of targeting whole-year deals in the 2-5 year range, as they strike an optimal balance between volume and value. Additionally, selectively pursuing high-value, long-term agreements could enhance sponsorship revenues while maintaining strategic flexibility to respond to evolving market conditions. Short-term 1-year deals, though less financially impactful, should be approached with a strategic lens, leveraging them as entry-level opportunities that could potentially evolve into longer, more lucrative partnerships over time.

Insight 4: Global Sponsorship Dynamics: Key Markets and Strategic Opportunities in the Risers League

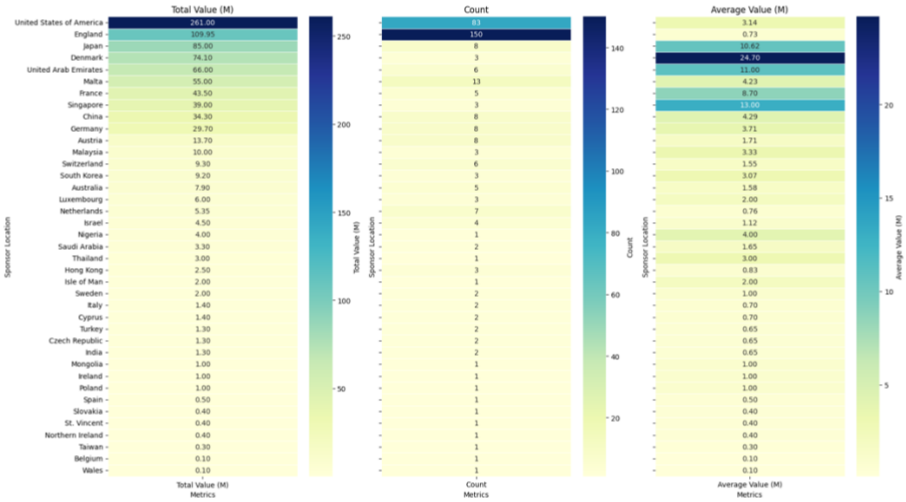

Figure 6. Heatmap showing Total Value (M), Count and Average Value (M*)* by Country

The geographical distribution of sponsorships in the Risers League reveals significant regional trends across total value, number of deals, and average deal value as shown in *Figure 6*. In terms of total sponsorship value, the United States (£261 million) and England (£239.95 million) dominate, contributing the largest shares of revenue. Japan (£85 million), Denmark (£74.10 million), and the United Arab Emirates (£66 million) also play critical roles in driving the league's commercial performance.

When examining the number of deals, England stands out with 150 agreements, nearly twice as many as the 83 deals secured in the United States. Other regions, such as Malta (13 deals) and Japan (8 deals), account for smaller but noteworthy portions of the total. England’s prominence in deal count reflects its importance as a central sponsorship hub for the league.

Average deal value, however, tells a different story. Denmark (£24.70 million per deal) and the United Arab Emirates (£11.00 million per deal) emerge as leaders, despite having fewer agreements overall. The United States strikes a balance between quantity and value, with an average deal value of £3.14 million. In contrast, England, despite its high volume of deals, has a comparatively modest average value of £0.73 million per agreement.

For Two Circles FC, these trends suggest a twofold strategy. Capitalising on England’s high volume of deals ensures stable and predictable revenue streams. At the same time, targeting regions with higher average deal values such as Denmark, the United Arab Emirates, and the United States provides opportunities to maximise financial returns. Diversifying sponsorship efforts across these key markets will help the club achieve sustainable growth and unlock greater commercial opportunities.

Insight 5: The Influence of Sponsor Location and Category on High- and Low-Value Deals in the Risers League

An analysis of the top 20 and lowest ranking 20 sponsorship deals by value reveals that the patterns are more strongly defined by sponsor location than by category.

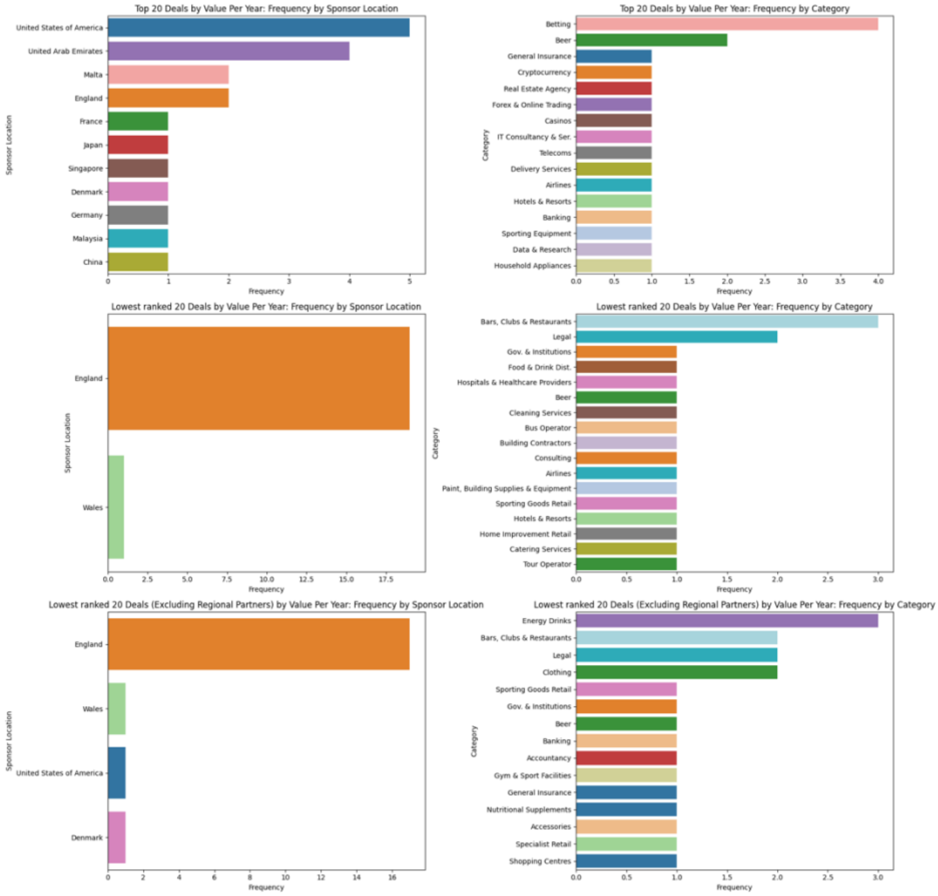

Figure 7. *Top 20, Lowest Ranked 20 & Lowest Ranked 20 (filtered) deals by Sponsor Location and Category*

In the top 20 deals, as seen in *Figure 7.* international markets such as the United States and the United Arab Emirates dominate, contributing the highest-value sponsorships. England and Malta also feature, though to a lesser extent, reinforcing the dominance of a few key regions in driving high-value sponsorship agreements. In contrast, the original bottom 20 deals were predominantly made up of regional partners, with England accounting for the vast majority of agreements and only a small number originating from Wales or the United States. To assess whether this concentration of lower-value sponsors in England was driven by regional partnerships, a second bottom 20 analysis excluding regional partners was conducted. However, this adjustment did not significantly change the results, as England still accounted for most of the lower-value sponsorships.

While the categories of sponsorships are more varied, the industries in the top 20 deals such as betting, general insurance, airlines, and banking are potentially sectors with larger marketing budgets. In contrast, the bottom 20 deals (both original and adjusted) span a wide range of smaller industries, including bars, clubs & restaurants, legal services, and food & drink outlets, reflecting sponsorships that are often localised and niche. For Two Circles FC, this analysis highlights the importance of focusing on international markets for high-value partnerships while maintaining a stable base of localised sponsorships. To strengthen their sponsorship portfolio, the club should prioritise approaching companies in high-value categories identified in the top 20 deals, such as betting, banking, and airlines. This approach can help Two Circles FC maximise revenue opportunities and enhance their commercial strategy.