



FleishmanHillard's sports team provides marketing communications and reputation management services for brands, leagues, teams and governing bodies – from the boardroom to the locker room and from store shelves to sports' grandest stages, including the Olympic Games and the FIFA World Cup. Our global network of sports communications counselors helps clients leverage their sports investments to build their business and protect their reputation while connecting with key audiences every step of the way.

### **BUILD** Business

- Sponsorship evaluation and activation
- Insight-driven program development
- Brand narrative and storytelling
- Social media planning
- Thought leadership
- Creative direction and execution
- Content and conversation measurement and analysis

### **PROTECT** Reputation

- Risk assessment
- Crisis preparation
- Issues and crisis response and management
- Real-time monitoring and scenario planning
- Social listening and monitoring
- Message development and media training

### **CONNECT** Audiences

- Athlete and talent negotiation
- Social media content development and channel management
- Multichannel content development
- Employee engagement
- Event support
- Media relations
- Paid integrations





## OUR APPROACH

For decades, FleishmanHillard has been instrumental in helping sponsors, teams and leagues capitalize on the fervor and excitement of professional, amateur and recreational sports. We offer decades of brand, athlete, team, league, governing body and event experience across our global network of more than 85 offices.

*At FleishmanHillard, our global team offers best-in-class thinking and experience to help:*

- *Brands introduce new products and maximize measurable ROI from sponsorship properties.*
- *Navigate owners and franchises through the political, societal and economic trials of stadium development and global expansion.*
- *Facilitate player advocacy, media train professional leagues, their executives, teams and athletes.*
- *Elevate executives to industry thought leaders.*
- *Protect all sports clients from risk.*

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*Built on decades of experience working with the world's leading brands, teams, leagues and governing bodies, FleishmanHillard's sports team seamlessly integrates with the firm's other practices, including digital and social, research and analytics, media relations, and crisis management to provide:*

- A keen understanding of the sports landscape driven by experience and research-driven insights.
- The foundation of any communications effort: the right story.
- Deep experience activating communications programs at and around the biggest sporting events in the world: the Olympic Games, the FIFA World Cup, the NFL Super Bowl, Major League Baseball's All-Star Game and others.
- Relationships with key media and influencers spanning sports, business, lifestyle and entertainment verticals.
- Expertise in seamlessly integrating paid, earned, social and owned channel communications into programs.
- Disciplined preparation for and careful mitigation of risks inherent in sports today.
- A commitment to measuring the impact, success and return on investment of our work.

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### LEARN MORE

For more information about FleishmanHillard's brand marketing expertise, please visit [fleishmanhillard.com/brand-marketing](https://fleishmanhillard.com/brand-marketing).