

BURNLEY FC BOOSTS SPONSORSHIP IMPACT WITH BLINKFIRE'S INNOVATIVE TOOLS

APRIL 2025

INTRODUCTION

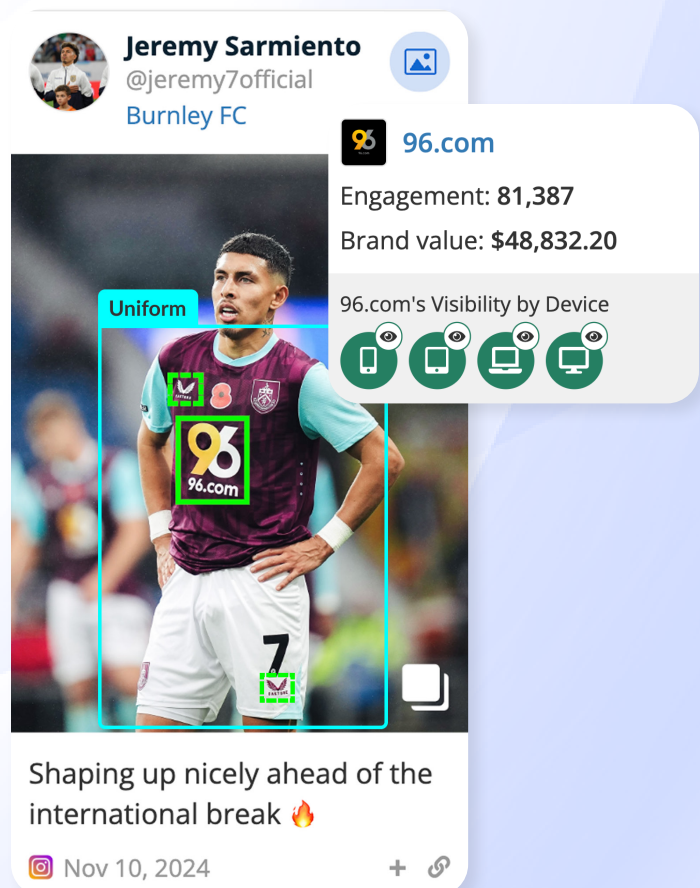
Success for sports organizations goes beyond performance on the field—it's also about engaging fans and maximizing reach on owned and earned media. Achieving this balance, however, is increasingly complex. To sustain on-field excellence, organizations rely on revenue, with sponsorship playing a crucial role. That's where Blinkfire comes in. By integrating social media, digital, broadcast, and streaming performance with sponsorship data, Blinkfire empowers customers to increase their impact across departments, providing a seamless solution.

A prime example of this impact is Burnley FC. The English soccer club partnered with Blinkfire for the 2023-24 season to enhance collaboration between their sponsorship and content teams. By leveraging Blinkfire's platform, Burnley FC has strengthened its presence in the competitive landscape of social media and sponsorships—demonstrating how a data-driven approach can drive significant growth.

CHALLENGE

Before using Blinkfire, Burnley FC faced challenges with managing sponsorships and quantifying the value generated from social media. Their existing system lacked real-time data capabilities, making it difficult to measure ROI and identify new growth opportunities.

Kiran Collister, Burnley FC's Account Executive – Partnerships, emphasized the importance of driving value for the club's partnership assets. This required real-time sponsorship tracking, managing physical and digital assets, and insights to enhance visibility and exposure. To accurately measure content performance and streamline communication with sponsors, Burnley FC needed a platform that could optimize these processes and drive greater efficiency.



Jeremy Sarmiento
@jeremy7official
Burnley FC

96.com
Engagement: 81,387
Brand value: \$48,832.20

96.com's Visibility by Device

Uniform

Shaping up nicely ahead of the international break 🔥

Nov 10, 2024

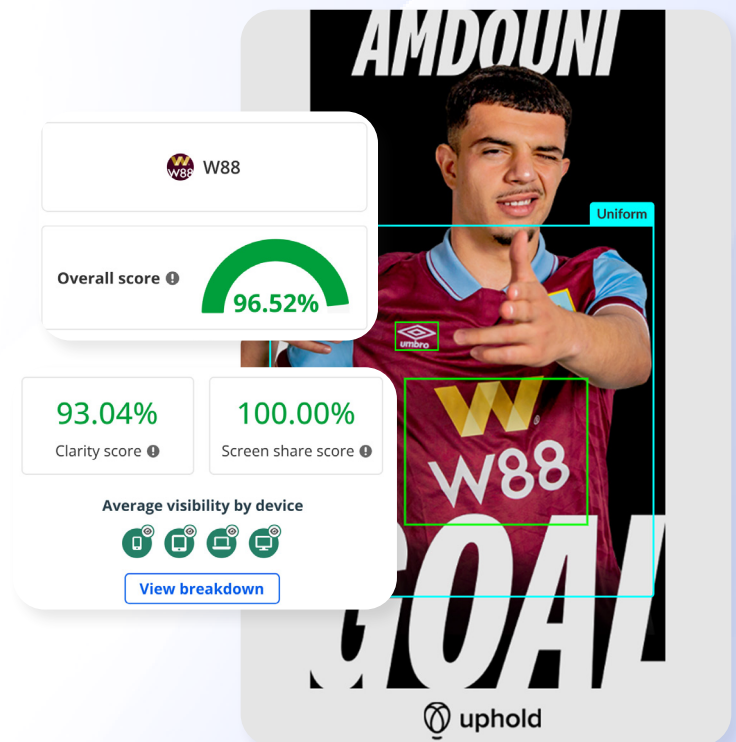
SOLUTION

To overcome these challenges, Burnley FC partnered with Blinkfire to simplify sponsorship management and enhance social media content performance. Blinkfire provided a comprehensive solution, enabling the club to track performance over time, set partnership goals, and refine strategies using insights—ensuring a more focused approach to asset management.

A key component of Burnley's success was the Blinkfire Inventory Manager (BIM), which helped the club organize and manage both physical and digital sponsorship placements. From team kits and press conference step & repeats to social media content like player arrival posts and lineup graphics, BIM provided an automatic way to track and value sponsorship exposure. Leveraging AI and predictive analytics, BIM delivered actionable insights on digital content effectiveness, allowing Burnley FC to increase visibility and drive greater value for their sponsors.

Kiran Collister, Account Executive – Partnerships, Burnley FC

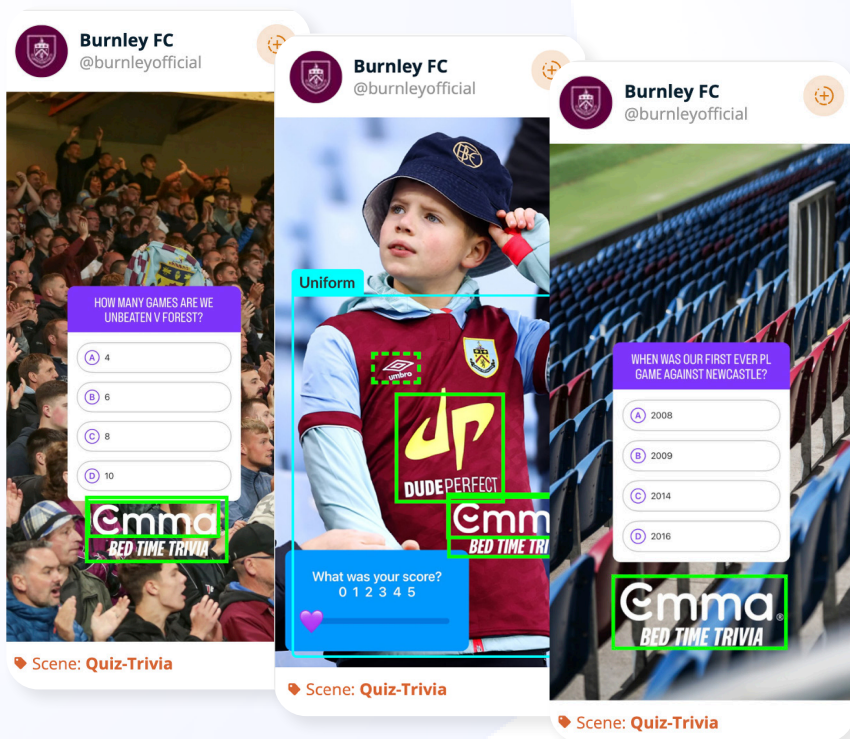
“Using Blinkfire allows us to track our objectives. We can set specific goals, see how they track throughout the year, and make sure we’re delivering on every key asset. We’re also discovering new assets to give to current and existing partners to help them reach their goals or that can be used to go-to market.”



Burnley FC also leveraged Blinkfire's Logo Visibility Test to ensure sponsor logos were optimally placed and clearly visible across various devices before publishing content. This tool was essential in guaranteeing sponsors received maximum exposure across digital channels. During the 2024-25 preseason, Burnley's commercial and graphic design teams collaborated closely to position logos within digital content, reinforcing the club's commitment to delivering consistent value to its partners.

RESULTS

Burnley FC now tracks sponsorships and social media content more effectively. Multiple departments use real-time data and AI insights to provide immediate feedback to sponsors, ensuring transparency and proactive communication. Burnley's commercial team sends detailed reports after each match and campaign, enhancing relationships with sponsors. They also identified new opportunities for sponsor activations, such as a trivia quiz that drove engagement for Emma Sleep.



Kiran Collister, Account Executive – Partnerships, Burnley FC

"The account management and support that we get from Blinkfire is unmatched from any other software that we use. It's great to have insights, and the Blinkfire Customer Success team helps us become platform experts."

Furthermore, Burnley FC expanded its sponsorship portfolio by demonstrating the effectiveness of its offerings using Blinkfire's data. By showcasing sponsorship successes through detailed, measurable metrics, the club has attracted new sponsors, increasing the appeal of their current partnerships and solidifying their position in the sponsorship market.

Blinkfire is the leading business intelligence & marketing analytics platform to evaluate sports, esports, media, and entertainment sponsorships across social media, digital, broadcast, and streaming.

Using artificial intelligence, machine learning, and proprietary computer vision technology, Blinkfire measures media value and impact – allowing rights holders, players, influencers, agents, and brands to better engage their fans and sponsors.

To learn more about Blinkfire, email at marketing@blinkfire.com or visit www.blinkfire.com.

