



2025 ESPYS  
Sponsorship Effectiveness  
GMC Hummer

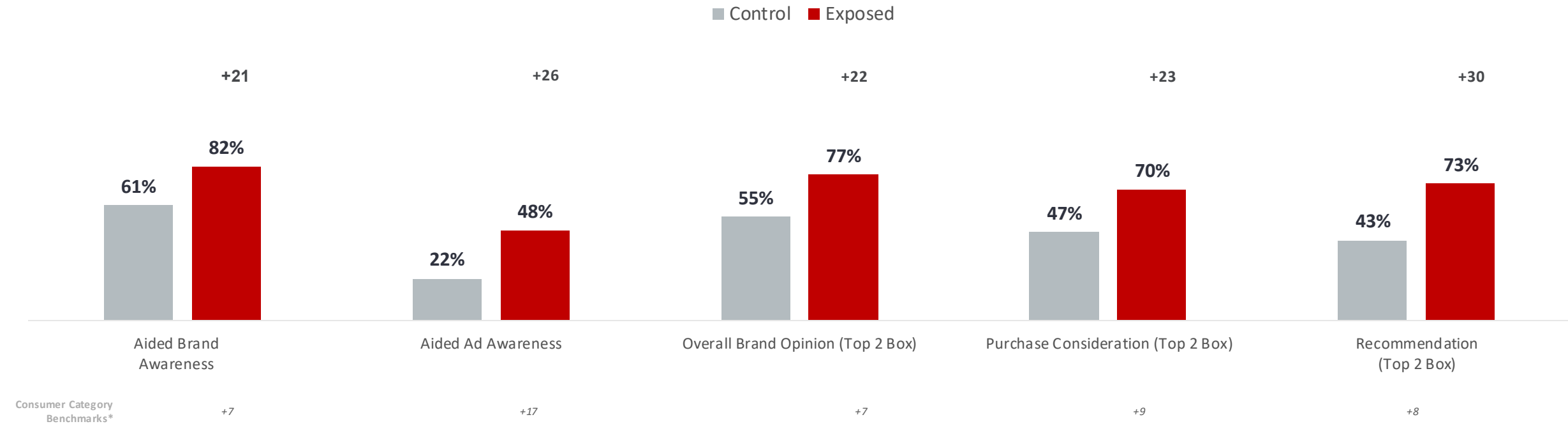
Disney Advertising

Sponsorship Effectiveness

GMC Hummer’s sponsorship of the ESPYS resulted in double digit lifts throughout the funnel including a 30pt increase in recommendation

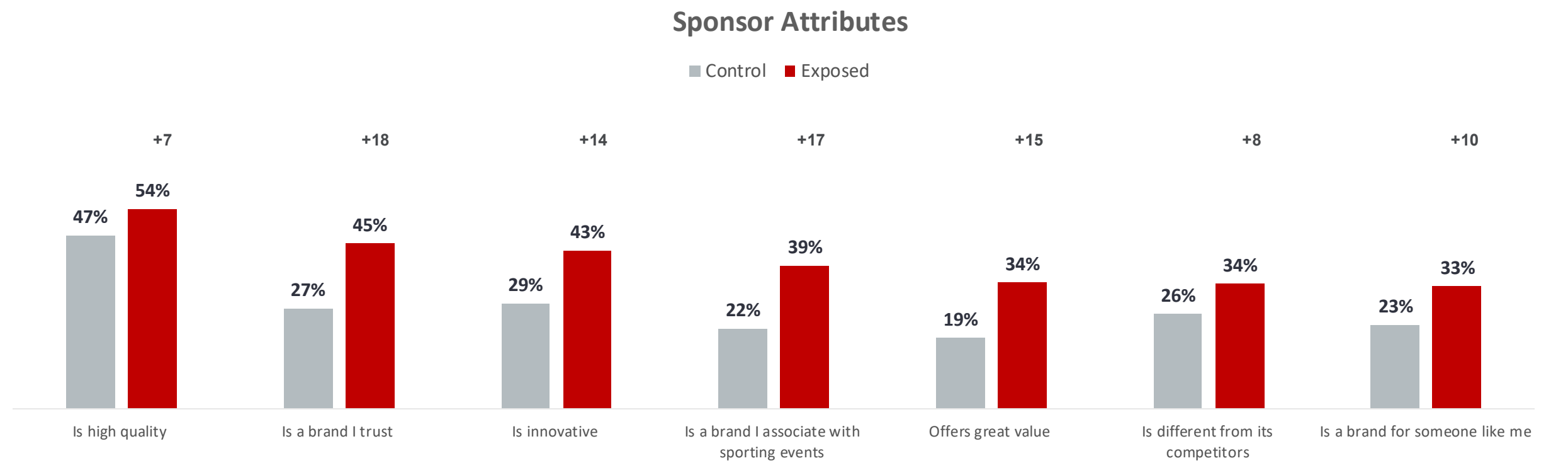
Lifts over control displayed if significant at 90% confidence

Sponsor Effectiveness Metrics – Overall Audience



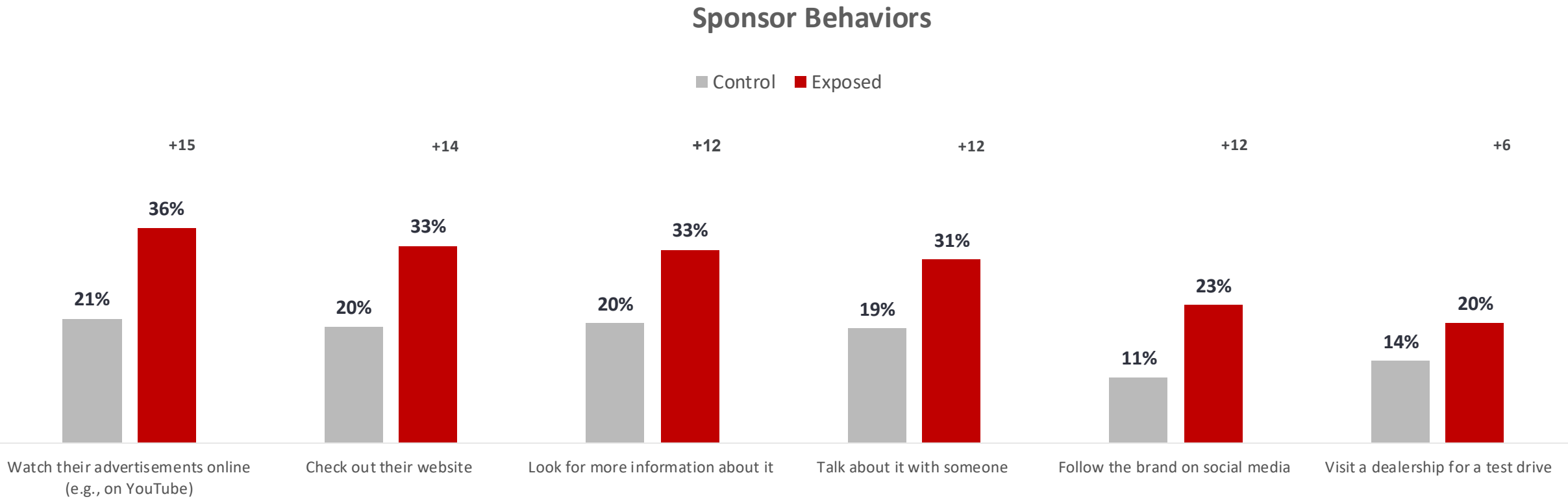
# Viewers of the ESPYS were more likely to agree with every tested attribute for GMC Hummer after exposure to their sponsorship

Lifts over control displayed if significant at 90% confidence



GMC Hummer’s ESPYS sponsorship motivated viewers to engage with the brand in every tested behavior, especially watching their ads online and checking out their website

Lifts over control displayed if significant at 90% confidence



Viewers thought the ESPYS was a good partner to promote GMC Hummer

85%

Benchmark: 83%

thought The ESPYS was a  
**good or great partner** to help  
promote GMC Hummer

78%

Benchmark: 76%

said the partnership was  
**particularly relevant** for  
The ESPYS

GMC Hummer's partnership with the ESPYS resulted in increased opinion of the brand as a sponsor and led to viewers wanting to seek more information about them



"The ESPYS **perfectly displayed** the GMC vehicle, and it **looked pretty cool** on the red carpet."

-Female, 20

**79%**

Benchmark: 80%

had a **favorable opinion of this partnership** between The ESPYS and GMC HUMMER

**75%**

Benchmark: 73%

had a **more favorable opinion of GMC HUMMER** due to this partnership

**79%**

Benchmark: 68%

felt **compelled to seek out more information** about the GMC HUMMER due to the sponsorship

# Viewers of the ESPYS became more aware of GMC Hummer as a result of the partnership and appreciated the brand for sponsoring content celebrating sports

GMC HUMMER's sponsorship of The ESPYS made me more aware of GMC HUMMER	85%
I appreciate GMC HUMMER for sponsoring content that helps celebrate sports	83%
GMC HUMMER sponsors cool and interesting shows, artists, and events	82%
GMC HUMMER's sponsorship was innovative	80%
GMC HUMMER's sponsorship of The ESPYS shows me their passion for sports	79%
GMC HUMMER supports my favorite athletes and teams	77%

“The massive presence of a HUMMER **adds drama** and scale to arrivals, making the event **feel more exciting.**”

-Male, 26

“The partnership **highlights innovation and performance**, aligning well with the spirit of the athletic excellence celebrated at The ESPYS.”

-Female, 37

“I think if it is partnered with a professional organization like The ESPYS, it is **a higher quality vehicle.**”

-Male, 64

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In-The-Moment Reactions

The following partnership elements were included in a sizzle reel that participants commented on and rated

**In-Show Visuals**



**GMC HUMMER  
Standard Ad**



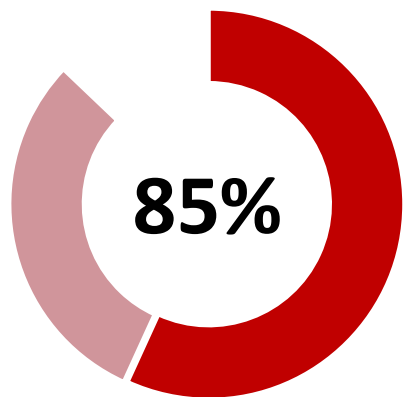
# GMC Hummer’s standard ad and in-show visuals outperformed the vehicle category benchmarks and ESPYS Aggregate scores in every tested metric



	In-Show Visuals	GMC HUMMER Standard Ad	2025 ESPYS Aggregate for GMC Hummer
<b>Avg. Lumiere Enjoyment Score</b> (0-10 Scale) <i>Vehicle Category Benchmark: 7.7</i> <i>2025 ESPYS Aggregate: 7.8</i>	7.9	8.5	8.2
<b>Element Recall</b> <i>Vehicle Category Benchmark: 50%</i> <i>2025 ESPYS Aggregate: 67%</i>	67%	70%	69%
<b>Element Opinion</b> <i>Vehicle Category Benchmark: 78%</i> <i>2025 ESPYS Aggregate: 82%</i>	84%	86%	85%
<b>Impact on Interest</b> <i>Vehicle Category Benchmark: 66%</i> <i>2025 ESPYS Aggregate: 72%</i>	77%	79%	78%

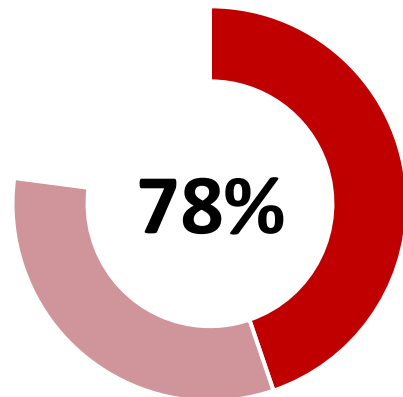


# Viewers of the ESPYS said the content of this year's sponsorship enhanced their interest in GMC Hummer



of viewers held a **favorable opinion** of the content

Benchmark: 78%



of viewers said the content **enhanced their interest** in GMC Hummer

Benchmark: 66%

Viewers loved the **stylish presentation** and integration of the vehicle into the red-carpet show. They praised the **innovative features** of the vehicles, like the crabwalk.

"The truck is very **eye-catching** and stands out."

"I like the **presentation** of the HUMMER in the shot.

It shows the **style** of the HUMMER."

# Key Takeaways

- GMC Hummer's sponsorship of the 2025 ESPYS left a memorable impression on viewers who showed double digit lifts in every tested sponsor effectiveness metrics, including a +30 point lift in recommendation.
- Messaging used by GMC Hummer was effective among viewers who showed lifts in every tested attribute and especially in feeling the brand is more trustworthy and associated with sporting events.
- Over 8 in 10 viewers of the 2025 ESPYS thought GMC Hummer with a good/great partner for the show and had a favorable opinions of the partnership.
- Both sponsorship elements used by GMC Hummer outperformed vehicle category benchmarks

# Disney Advertising Appendix

# Sample Detail

	Non-Viewers	Viewers
n=	300	301
Gender		
Male	50%	50%
Female	50%	50%
Age Group		
18-34	50%	50%
35-64	50%	50%
Race / Ethnicity		
White + Non-Hispanic	52%	52%
Hispanic	21%	27%
Black / African American	17%	12%
Another Ethnicity	10%	9%

# Study Methodology

## WATCH

- We recruited viewers to watch the ESPYS as they aired on July 16th.
- Participants were also asked to engage with sponsor content on digital and social platforms.

## RESPOND

- People were recontacted and asked to answer a series of brand ROI questions.

## ENGAGE

- Participants then watched key sponsor content in Lumiere followed by a series of diagnostic and sponsorship halo questions.

## COMPARE

- A control group provided baseline brand metrics and a comparative read on ad reactions and brand impressions.