

Beyond the Logo: How F1 Sponsorship Drives Brands

MarketCast 2025–2026 Sponsorship Effectiveness Report | F1 Edition



Executive Summary

This edition of the MarketCast 2025–2026 Sponsorship Effectiveness report covers 15 brands active in Formula 1 and finds consistent, significant lifts in consideration and category leadership among fans who are aware of a sponsorship.

KEY FINDINGS:

F1 sponsor awareness is on par with other major leagues. Overall F1 sponsor awareness sits at 30%, comparable to the NFL (34%), NASCAR (33%), and PGA Tour (30%). And that awareness lift isn't limited to well-established sponsors. Even newer sponsors see growth.

Awareness drives consideration, at scale. Fans aware of an F1 sponsorship show an average 34-point lift in purchase consideration. Every brand in the study benefited.

F1 sponsorship repositions brands as category leaders. Brands saw an average 27-point lift in perceived category leadership.

Smaller brands have the most to gain. Emerging sponsors recorded the highest lifts in both consideration and category leadership.

F1 fans are primed to engage. Forty-four percent say sponsors add value to the sport vs. a 40% league average. Conscious support scores 71% among F1 audiences.



+34 POINTS

average consideration lift
among F1 fans aware of a sponsorship



About this Research

This report draws on the MarketCast 2025–2026 Sponsorship Effectiveness report, a proprietary study measuring the brand impact of sports sponsorships across 12 leagues. Here we explore 15 brand sponsors of Formula 1 through three core metrics — sponsor awareness, purchase consideration lift, and perceived category leadership lift — among F1 fans who recognize a given brand's sponsorship. All findings reflect real-world fan exposure rather than controlled or prompted recall conditions.

Want a deeper understanding of F1 and sports sponsorship overall?

Reach out to hello@marketcast.com.

Awareness is the Starting Line

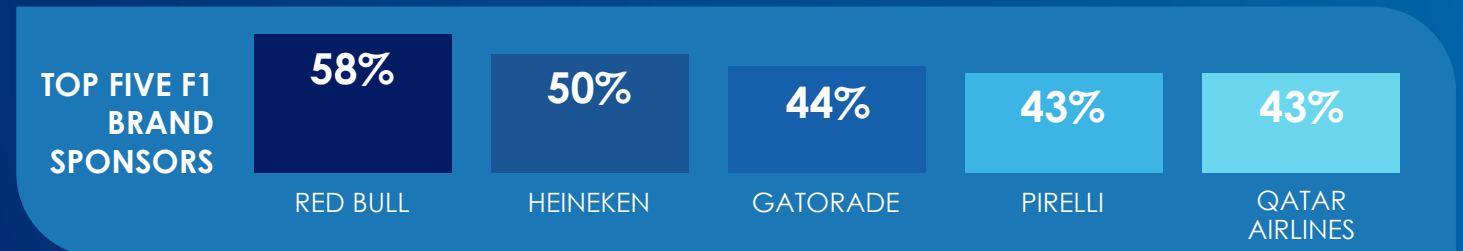
Before a sponsorship can move consideration or reshape brand perception, fans must know it exists. On that measure, Formula 1 holds its own against any major sports property in the United States.

Overall F1 sponsor awareness sits at 30%, which is on par with the NFL (34%), NASCAR (33%), and the PGA Tour (30%). For a league that has just seen its largest period of US audience growth in recent years, that figure reflects a sponsorship environment that is already functioning at scale.



Within F1, awareness builds in proportion to how visibly and consistently a brand shows up in the sport. Long-standing sponsors demonstrate what sustained presence compounds into. Newer entrants are already gaining ground, signaling that the environment rewards intentional activation at any stage of a sponsorship.

A look at the top five F1 brands, reveals both official sponsors and team sponsor Red Bull, which multiplies its investment through a holistic approach. We take a deeper look at their integrated strategy to see what is driving this success story in a later section of this report.

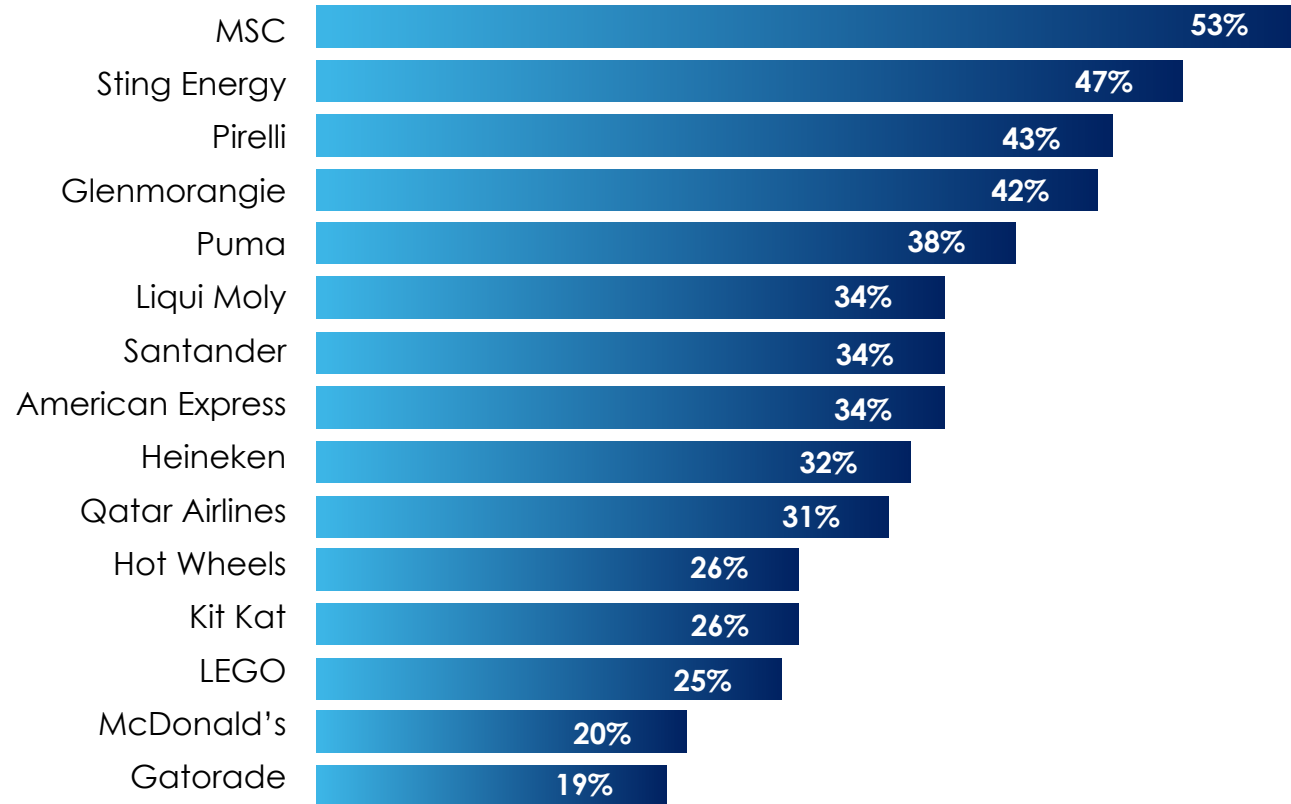


The Consideration Lift Story

Across all 15 brands in the MarketCast study, fans who were aware of a brand's F1 sponsorship showed an average 34-point lift in purchase consideration. A positive lift held across categories, brand sizes, and sponsorship tenure and no brand in the study posted a lift below a 19-point lift.

However, the variance is instructive. Smaller and emerging sponsors recorded the largest gains — MSC Cruises posted +53 points, Pirelli +43 points — suggesting F1 is a credibility accelerator for brands earlier in their visibility journey. Established global brands saw meaningful lifts too, demonstrating that the F1 environment does measurable work on consideration, regardless of where a brand starts.

CONSIDERATION LIFT



Category Leadership Lift

Beyond purchase intent, F1 sponsorship moves how fans perceive a brand's standing within its industry. Across all 15 brands in the study, fans aware of a sponsorship showed an average 27-point lift in perceived category leadership.

While the lift is consistent across brand sizes and sponsorship tenure, it does differ by brand stage. For emerging sponsors, F1 sponsorship establishes category authority that would otherwise take years and significantly more media investment to build. For globally established brands, it deepens existing authority, reinforcing a dominant position in ways that conventional media rarely achieves at this scale.

F1 sponsorship is a perception play. Sustained, visible presence in a high-affinity environment reshapes how fans assign authority within a category, whether a brand is building its reputation or defending one. Mere logo placement in a crowded sponsorship environment is not enough. Being visible at key moments during the event can help brands stand out, whether that's on the podium, on the winners' apparel, or around the track.



+27 POINTS

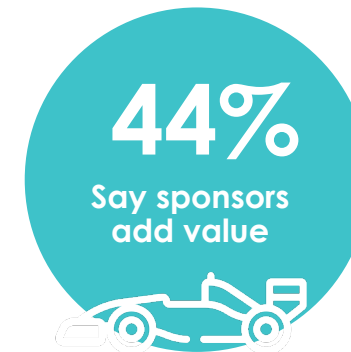
**average perceived
category leadership lift**
among F1 fans aware of a sponsorship



Why F1 Fans are Different

The consistency of the lift data across 15 brands points to something beyond individual sponsorship quality. The F1 audience itself is doing meaningful work to elevate brand engagement.

F1 scores 71% on MarketCast's conscious support measure (the rate at which fans actively support brands they associate with the sport). And 44% of F1 fans say sponsors add value to their experience, compared to a 40% average across major leagues.



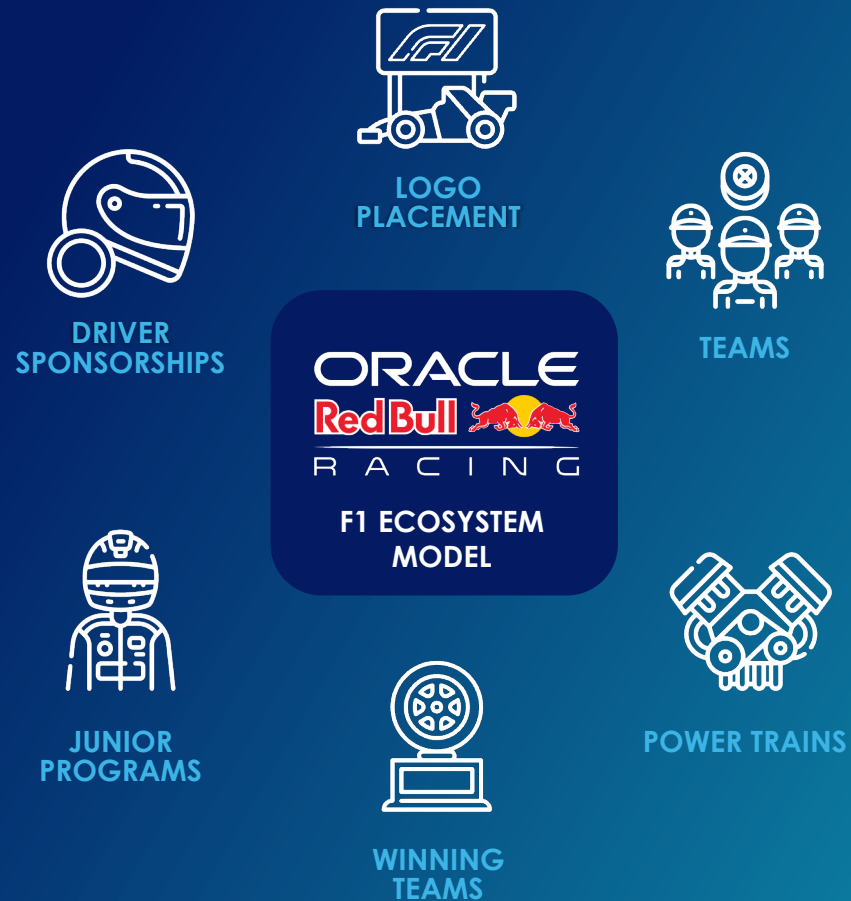
That difference is behavioral. F1 fans integrate sponsors into their fandom, associating them with teams and drivers they follow closely, and engaging with the commercial environment around the sport rather than filtering it out. Visibility in an F1 context builds receptivity with F1 fans directly relating to the sport's commercial partners.

CASE STUDY

What Red Bull Teaches Every Sponsor

Red Bull became the most recognized brand among F1 fans by going beyond a logo placement. It built a presence that runs through the sport at every level.

Red Bull ranks **#1 in brand awareness among F1 fans at 58%**, without holding an official league sponsorship. The model behind that number: a three-year championship run up to 2025, its superstar driver Max Verstappen, consistent logo placement throughout the F1 event, two owned constructor teams, a Power Trains facility, a junior driver development program, and individual driver sponsorships that extend the brand from the garage to the podium.



This model produces an authentic presence. Red Bull's outsized commitment earns trust and association that visibility and logo placement alone cannot manufacture. And it's not just their holistic approach to F1 sponsorships the sport itself fits with the brand's persona and long history of supporting extreme sports. For brands operating at more conventional sponsorship levels the question Red Bull surfaces is insightful: where in the fan's F1 experience does our brand currently appear and where is it absent? Brands that show up consistently across multiple touchpoints in ways that feel genuinely connected to the sport and the brand can compound their consideration and category leadership effects.

Implications for Brand Advertisers

The data across this study points to four strategic conclusions for brands evaluating or already active in F1 sponsorship.

F1 is a high-performing sponsorship environment at every brand size.

Consideration and category leadership lifts are consistent across the full range of sponsors studied, from established household names to emerging challengers. The investment has a defensible return regardless of a brand's current awareness.

Smaller and emerging brands have an outsized opportunity.

For brands earlier in their visibility journey, F1 sponsorship is a credibility accelerator for fans, compressing the time it would otherwise take to establish category authority through conventional media alone.

Awareness is a given but does not have to be the end-goal.

The lifts in this study accrue to brands with presence integrated across touchpoints that are genuinely connected to the sport. Authentic, consistent engagement compounds what awareness alone cannot produce.

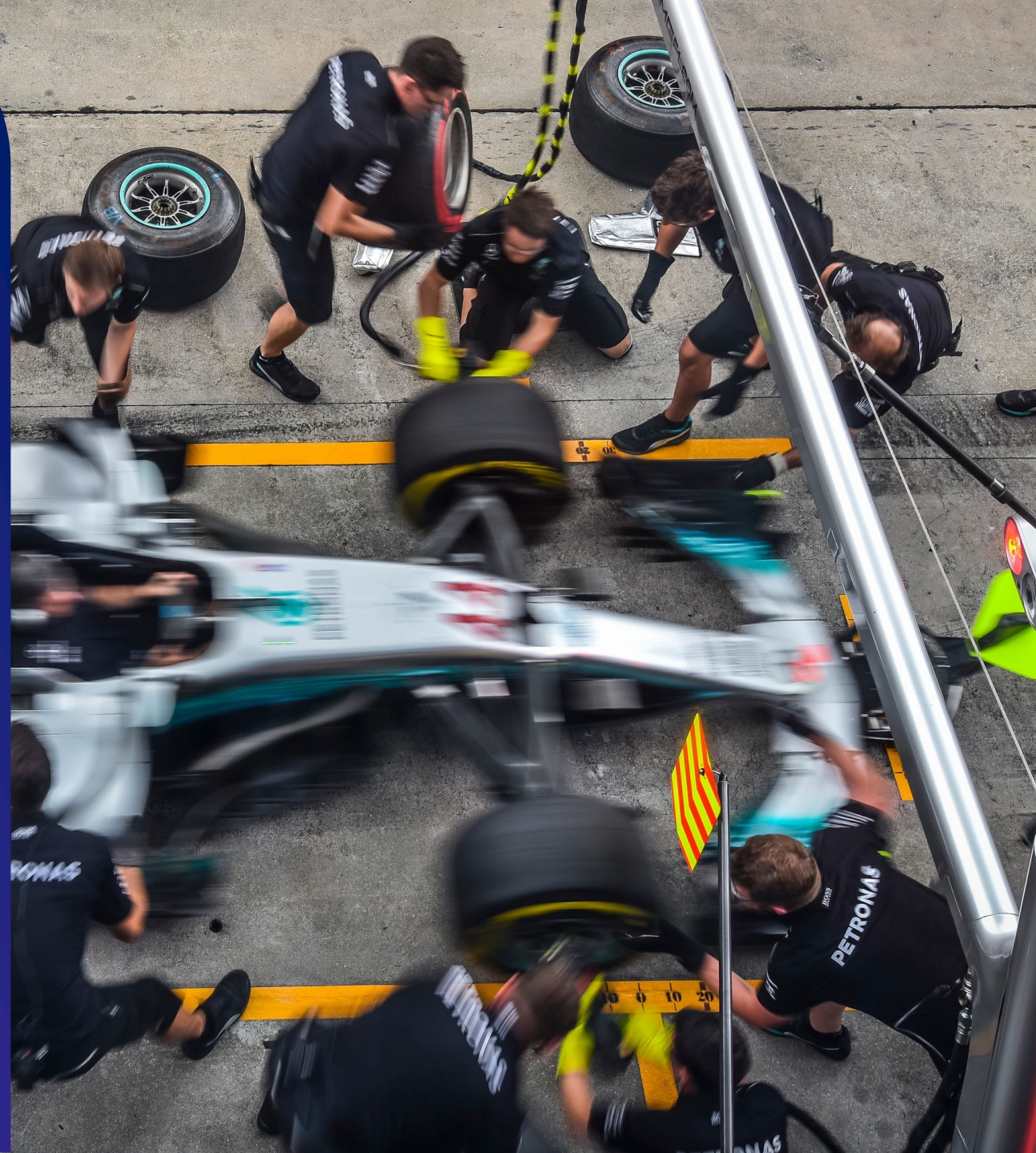
Measurement separates defensible investment from expensive guesswork.

Knowing that F1 drives consideration lift is a starting point. Knowing which specific elements are driving improvements allows for optimized investment strategies over time.

The Measurement Advantage

The brands performing strongest in F1 sponsorship share a common trait: they know what is working. They prioritize measurement that connects sponsorship presence to awareness, consideration, and category perception in a way that holds up to internal scrutiny.

The data in this report establishes what is available to brands in the F1 environment: consistent consideration lifts, meaningful shifts in category authority, and a receptive fan base for those that show up authentically. What it cannot do is tell any individual brand which specific elements of their sponsorship are driving those outcomes or where value is being left on the table. That requires a purpose-built measurement strategy with a partner that understands sports sponsorship.





Why MarketCast.

MarketCast measures what moves people. Its team of researchers, data scientists, and sports industry experts partners with clients to turn human truth into confident decisions. MarketCast delivers proprietary insight into how brands connect with audiences and drive real business results. Operating across advertising, sponsorships, content, custom research, brand measurement, and advanced analytics, MarketCast brings deep category knowledge to every engagement, including specialists who understand the unique dynamics of sports sponsorship and what it takes to make that investment perform.



Ready to get on the fast track with MarketCast?

Reach out today about sponsorship measurement for your brand.
hello@marketcast.com