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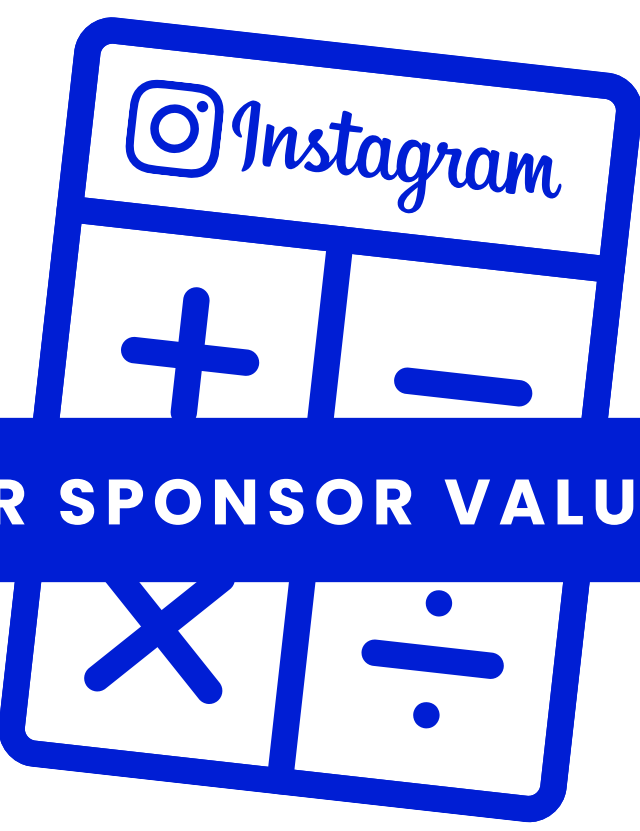
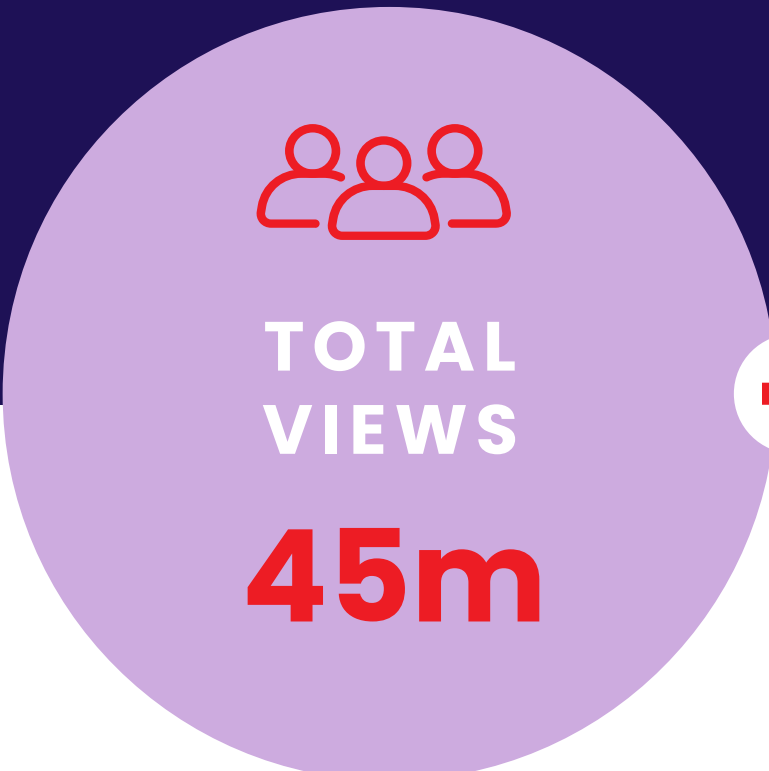
Haaland breaks Rooney record for most goals after four matches*

GOOOAAALS!

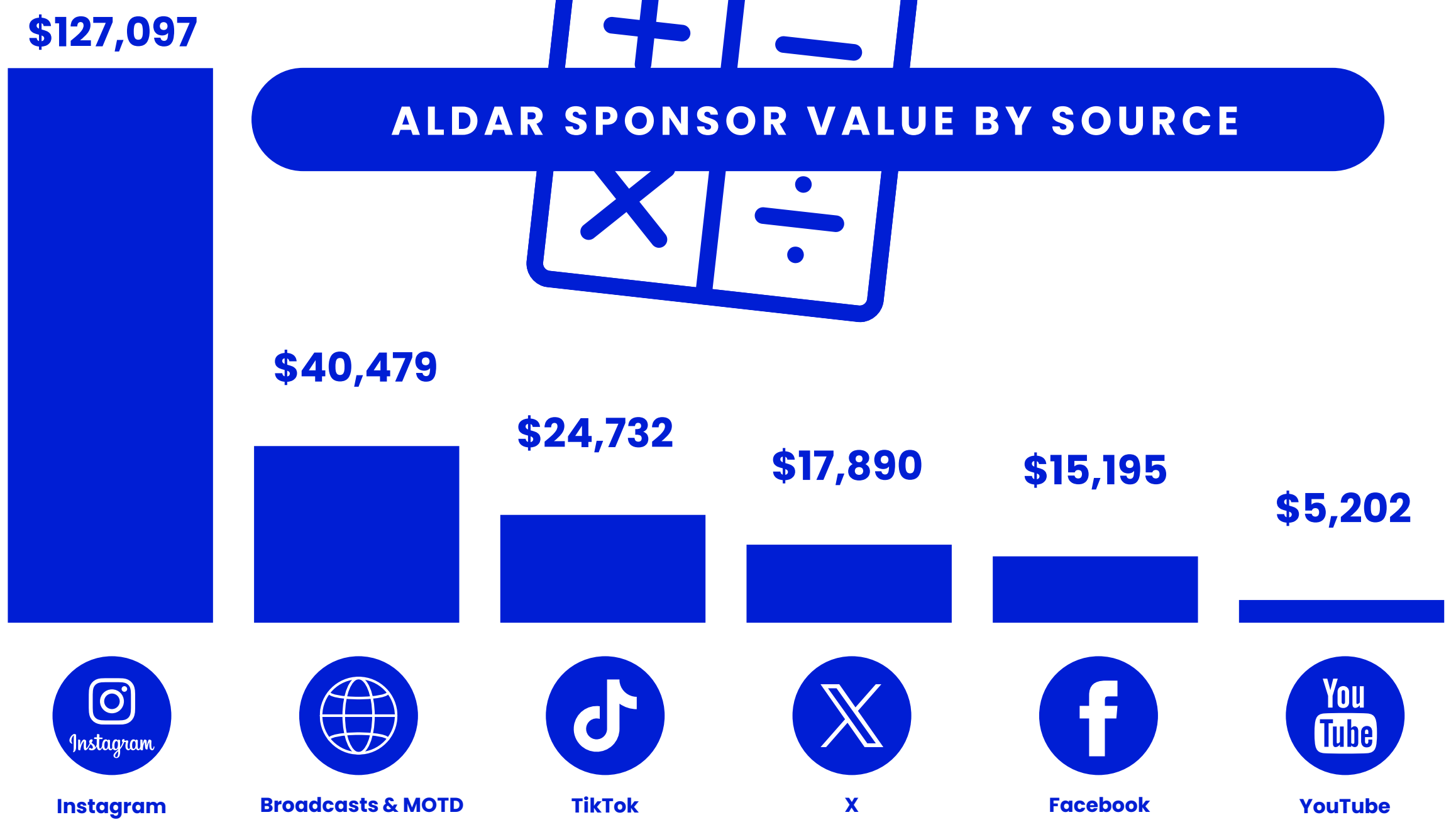
CREATING A VIRAL MOMENT



Aldar generated over **\$230,000** In Sponsor Value with this record-breaking viral moment.

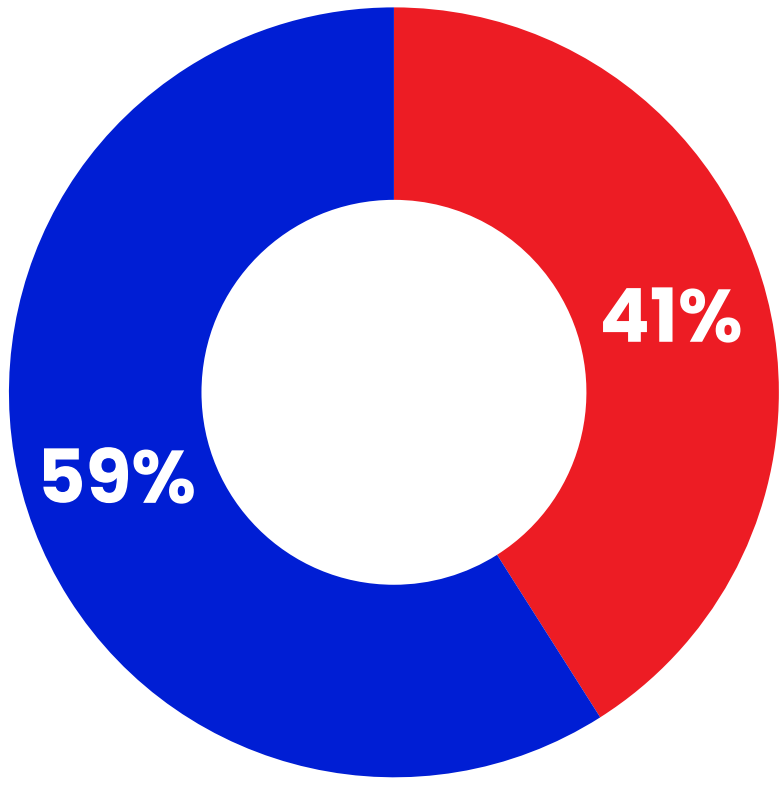


ALDAR SPONSOR VALUE BY SOURCE



VIEWS VALUE vs. ENGAGEMENT VALUE

VIEW VALUE
\$135,757



ENGAGEMENT VALUE
\$94,838



Aldar Properties PJSC, the leading real estate developer and manager in the UAE, is Manchester City FC's Official Real Estate Partner.

*On 14 September 2024, Manchester City's Erling Haaland scored another two goals in a 2-1 victory over Brentford, helping him eclipse Wayne Rooney's eight goals in the first four matches of the 2011-12 season.

INSIGHT POWERED BY **SIQ+**

GSIQ's proprietary sponsorship image recognition technology - SIQ+ - helps us deliver sponsor insights that make a real difference. It captures all sponsor branding and registers details like logo presence, size, placement, instances, and clutter. Email connect@gsiq.biz for more information.



Data and Infographic provided by GSIQ · September 2024