

Measure Sponsorship ROI

A PACKAGE FOR PROPERTIES

PROVIDING SPONSORSHIP ROI TO SPONSORS



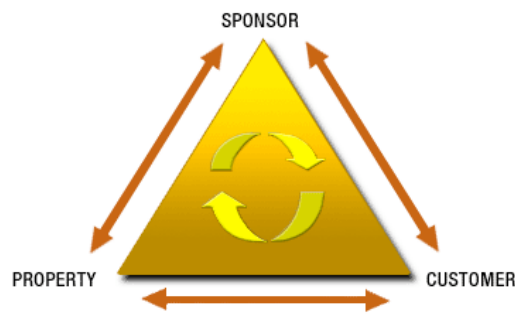
A Sponsorship Measurement Package Designed for Properties

Recognizing the continued emphasis on sponsorship ROI today, SponsorMap has developed an economical package for sponsorship properties.

This package is designed to enable properties to measure sponsorship ROI for sponsors in a way that emphasizes that there is a lot more to effective sponsorship than brand exposure. Based on our globally recognized SponsorMap model, it measures actual fan attitudes

and opinions towards the property and the sponsors themselves.

using a permission based fan database provided by the property.



The research involves an on-line survey of fans that is conducted via the web or as a mobile phone application

The survey provides properties with key metrics for sponsors to demonstrate how they are perceived by fans of the property based on the opinions of fans.

For properties it provides a key tool to address issues of sponsorship ROI for sponsors.

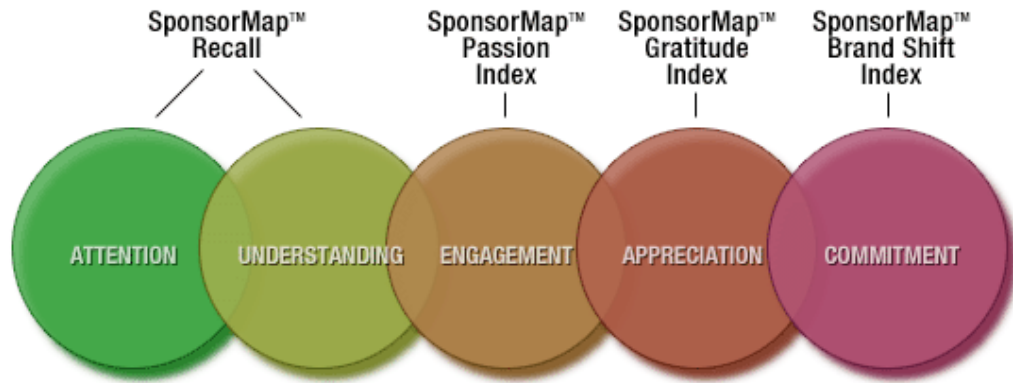
The SponsorMap measurement approach has been used in more than 22 countries across the globe with more than 2000 properties evaluated. Many of the world's leading sponsors use SponsorMap for their sponsorship measurement needs.



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The SponsorMap Model



Key Deliverables

The SponsorMap report will be based on the survey findings covering:

1. Sponsor recall (Spontaneous & Prompted)
2. PassionIndex ratings of the property benchmarked against other global properties
3. Gratitude Index ratings towards the event sponsors (Fan appreciation towards key sponsors)
4. Property attraction elements (What people like the most)
5. Purchase Patterns for Sponsors Categories
6. Demographic profiles

Methodology

Our approach is to conduct an online sponsorship evaluation survey with fans of the property. We conduct a survey and collect the necessary information to be able to demonstrate value to sponsors with the SponsorMap approach. This approach allows us to generate a significant sample for analysis but at the same time offering an economical approach.

Fans will be invited to participate in a survey via an email sent by the event organizers. The email would include a sponsorship survey link and the survey can be completed over the web or via a mobile web application. We usually recommend that the property provide some nominal prizes to fans to ensure a high completion rate. SponsorMap hosts the survey, write and develop the questionnaire and provides the report findings. The property will need to have a permission based email database for use in the online survey. We aim to achieve at least n=100+ completes for reporting but will attempt to complete as many as possible.

Reporting

In a tabulated Powerpoint format. (Examples can be provided)

Cost

The cost of the properties sponsorship ROI package is US\$5000. Translation costs in addition for languages other than English.

Contact Us

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