

Sponsorship in Marketing

Chapter 9: Evaluating Sponsorships

Evaluating Sponsorships

It is worthwhile to note that the term “evaluation” is utilized here rather than terms such as “measurement of effectiveness” or “marketing metrics.”

The reason is to draw a clear line between the assessment of outcomes coming from sponsorship in terms of recall, attitude, purchase behavior, loyalty, or engagement and the evaluation of overall program performance.

ONGOING EVALUATION

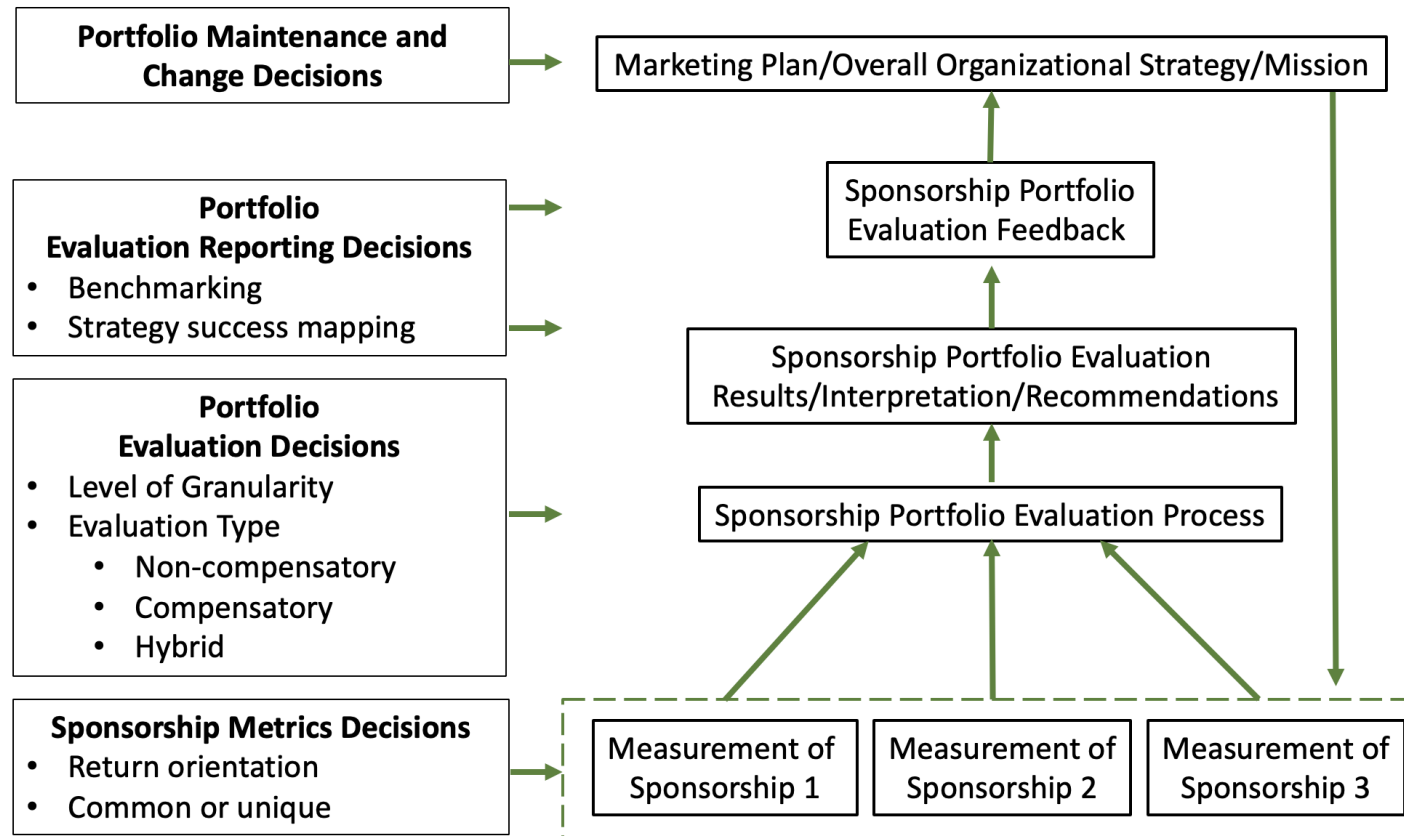
KPIs

Key performance indicators (KPIs) are quantifiable indicators used to evaluate success against set targets over time. It is important to distinguish between metrics or measures of performance and progress toward a goal.

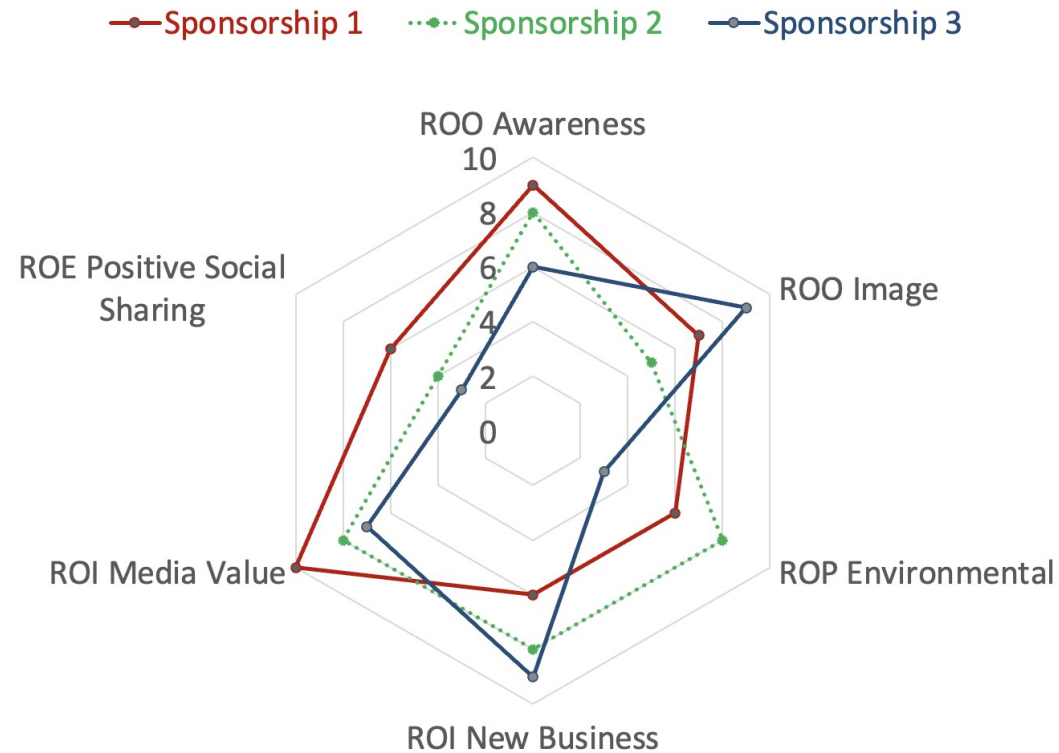
Examples of KPI areas related to sponsoring:

- Audience Engagement
- Influence and Thought Leadership
- Search Engine Visibility
- Content Co-Creation

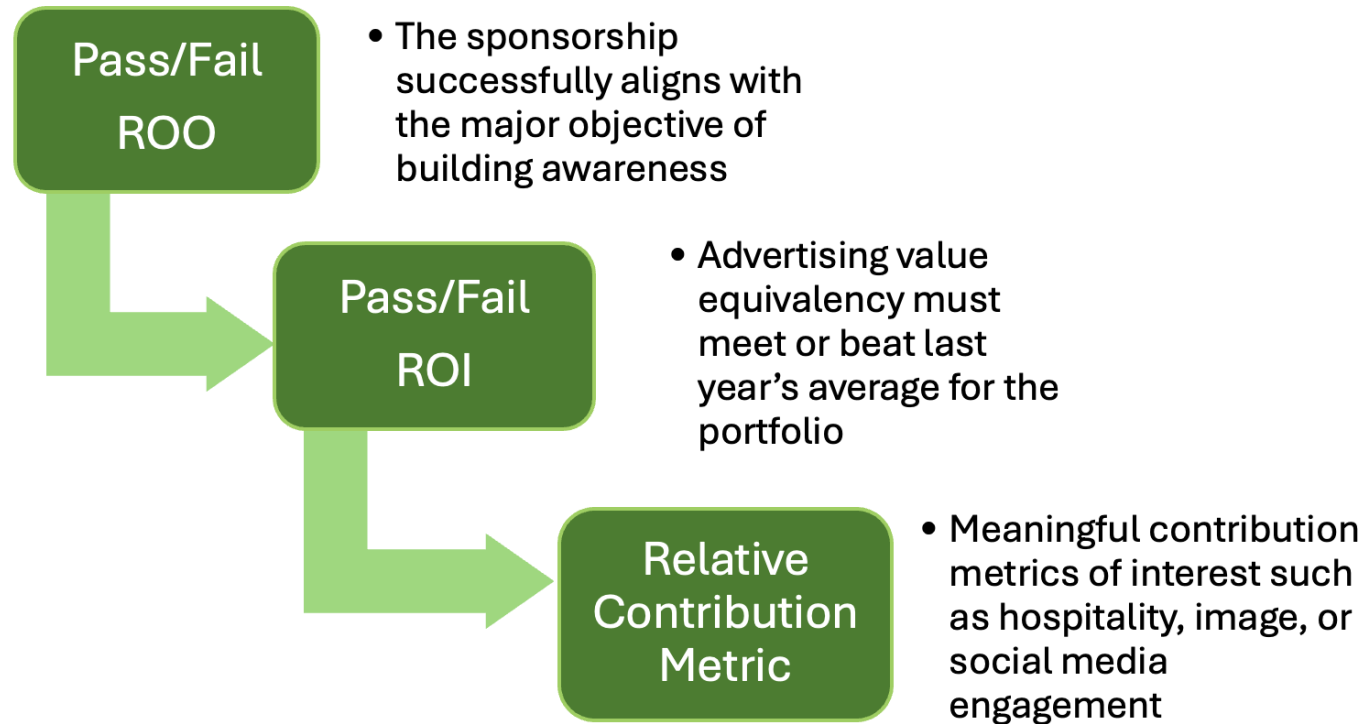
Sponsorship Evaluation Model



Compensatory Sponsorship Portfolio Visualization



Hybrid Sponsorship Evaluation Visualization



Evaluating Sponsorships

Questions

- 1. What are two SMART KPIs that would capture the synergistic value of collaboration with other sponsors for the same property?*
- 2. Could a single sponsorship outcome be a contributor to two types of return and if so, how?*
- 3. Considering the three approaches to evaluation – non-compensatory, compensatory, and hybrid – what are the advantages and disadvantages of each?*
- 4. The spider web visualization presented in Figure 9.2 is one way to present information regarding several sponsorships at the same time. What is another way to do this?*