

# 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*

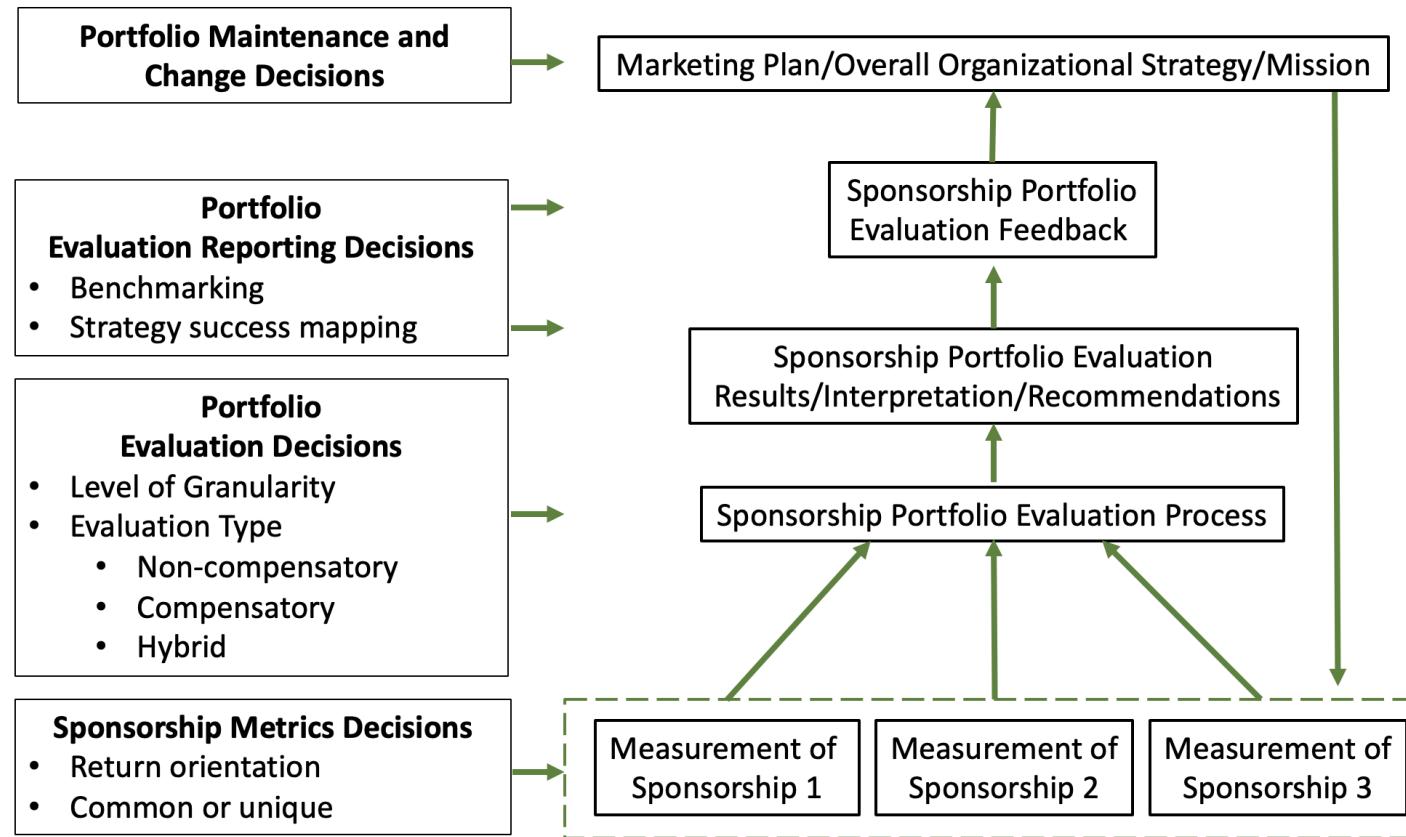
## KPIs

*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.*

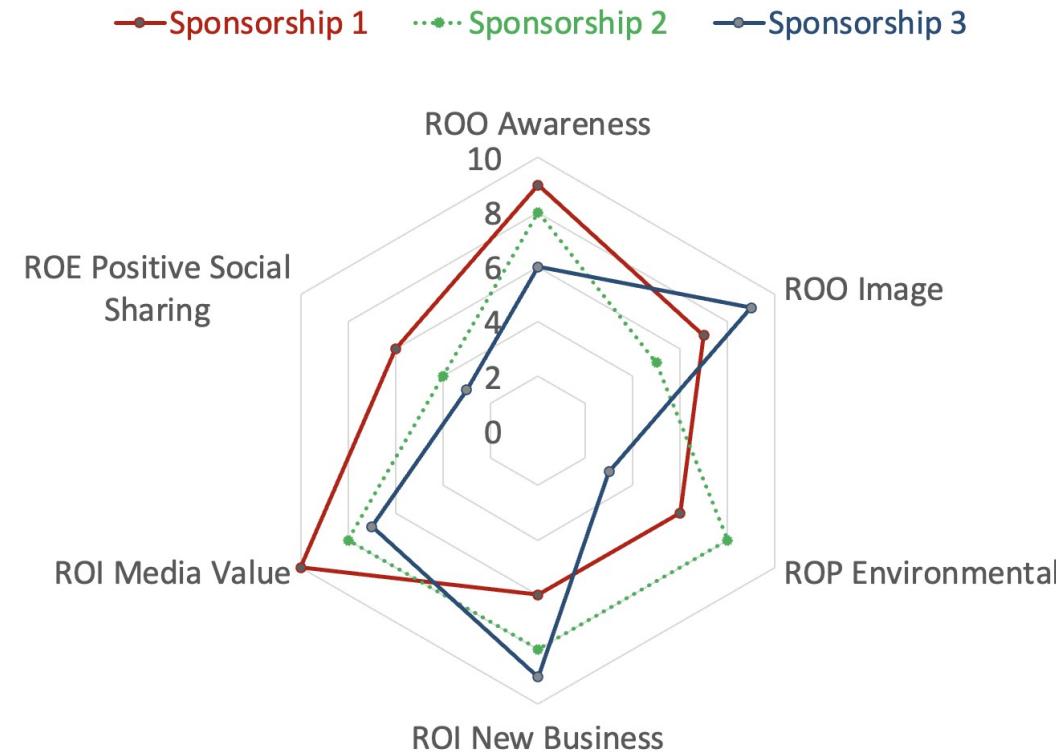
Examples of KPI areas related to sponsoring:

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

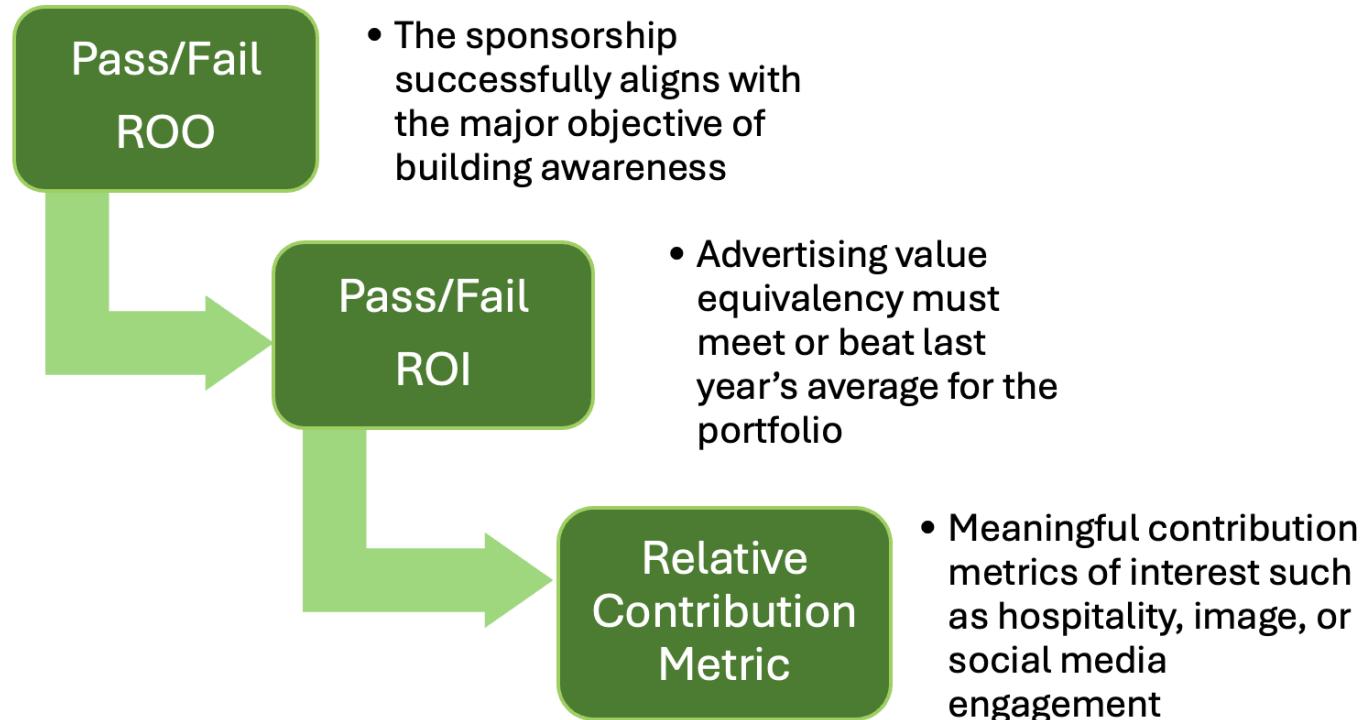
# Sponsorship Evaluation Model



# 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?*