

**ANA**

**Sponsorship  
Measurement  
Survey**

# Background

- The ANA has an active base of committee members; we regularly poll committee members on key industry initiatives and areas of focus for learning, insights, and to identify areas for further exploration.
- This is the third issuance of the ANA Sponsorship Measurement Survey (2013 and 2010).
- Current survey fielded February 2018.
- We deeply appreciate the partnership with MASB.



**Sponsorship refers to a cash or in-kind fee paid by a sponsor to a property or entity (e.g., a sports, entertainment, or non-profit event or organization) in return for access to the leverageable marketing resources associated with that property/entity.**



# Survey Invitation

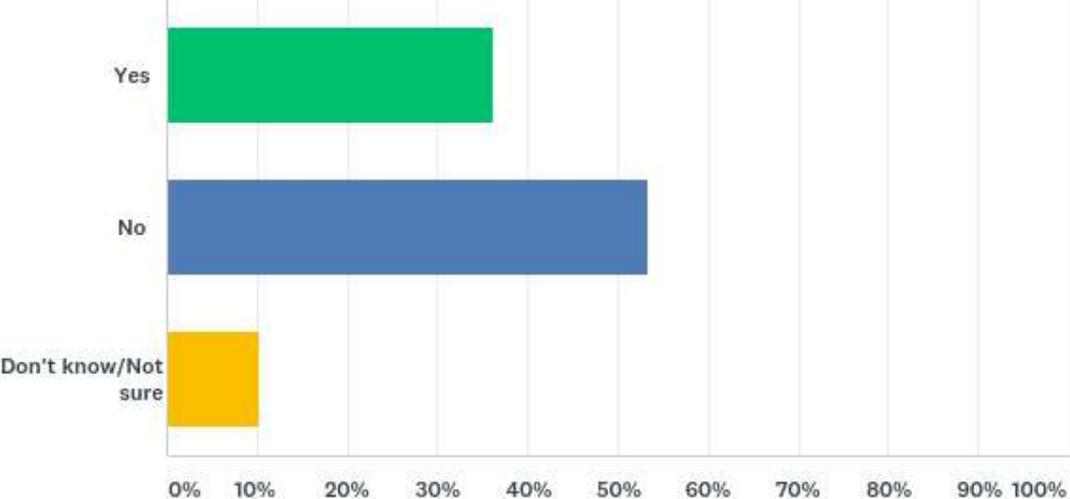
- “If you are involved in sponsorship and its measurement or have a good working knowledge of how your company uses and measures sponsorships, we would appreciate your input.”
- “This survey is intended for buyers of sponsorships and not sellers/properties.”

# About the Respondents

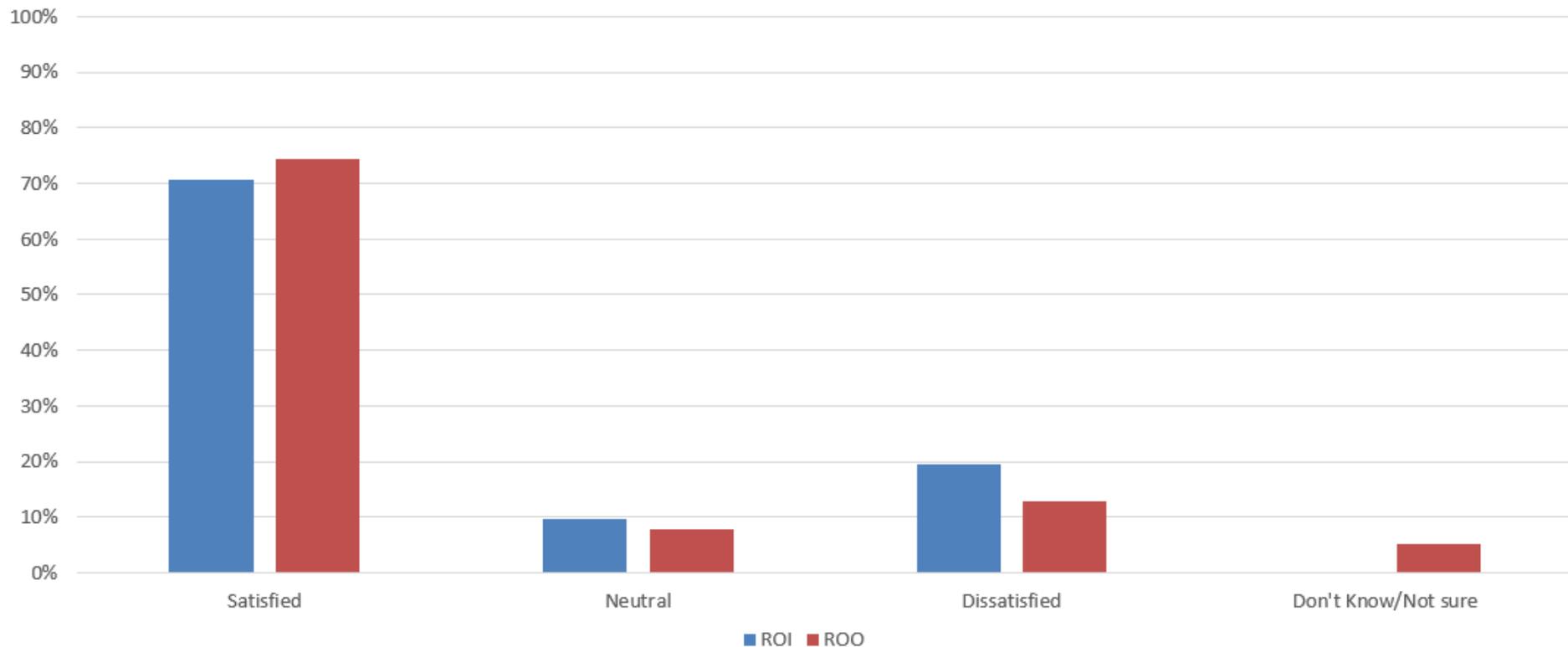
- 57% are “senior marketers” (director-level and above)  
43% are “junior marketers” (manager-level and below)
- 55% work in organizations with an annual U.S. media budget < \$100M; 45% of \$100M or more
- 36% are primarily B-to-B; 25% are primarily B-to-C  
39% both B-to-B and B-to-C
- Almost 60% have over 15 years experience working in sponsorship/marketing/advertising



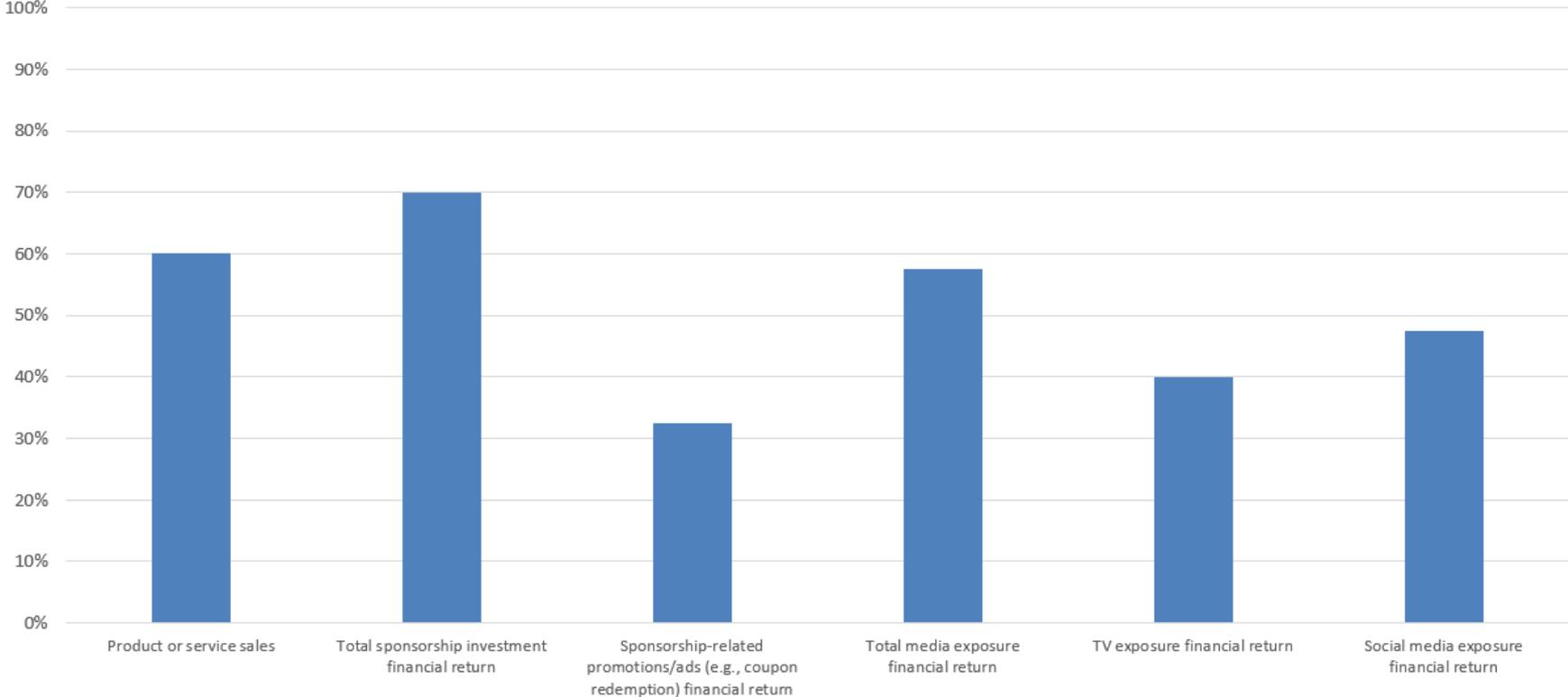
# Q1 Does your company have a standardized process (or processes) for measuring its return on sponsorships?



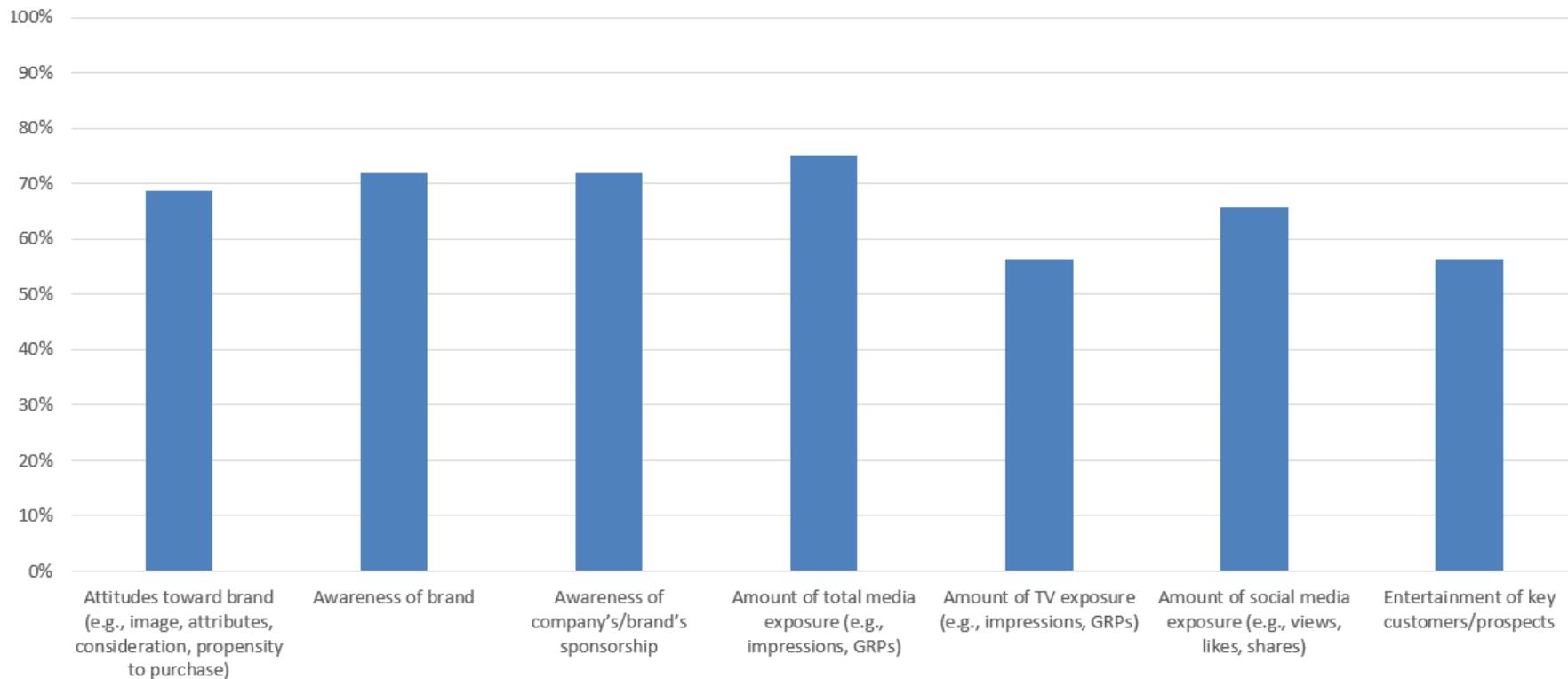
## How satisfied is your company with its ability to measure Return on Investment (ROI) and Return on Objectives (ROO) from your sponsorship programs?



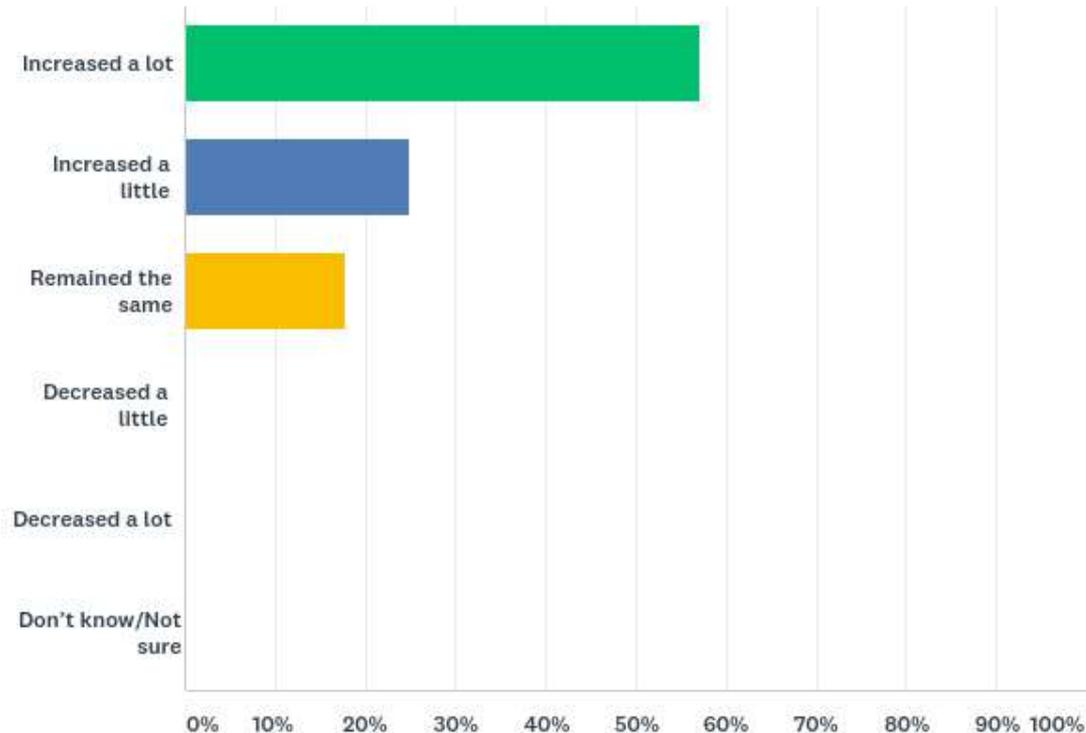
How does your company measure ROI of sponsorship? (ROI is defined as a performance measure used to evaluate the return of an investment or to compare the return of a number of different investments; ROI is focused on financial outcomes.)



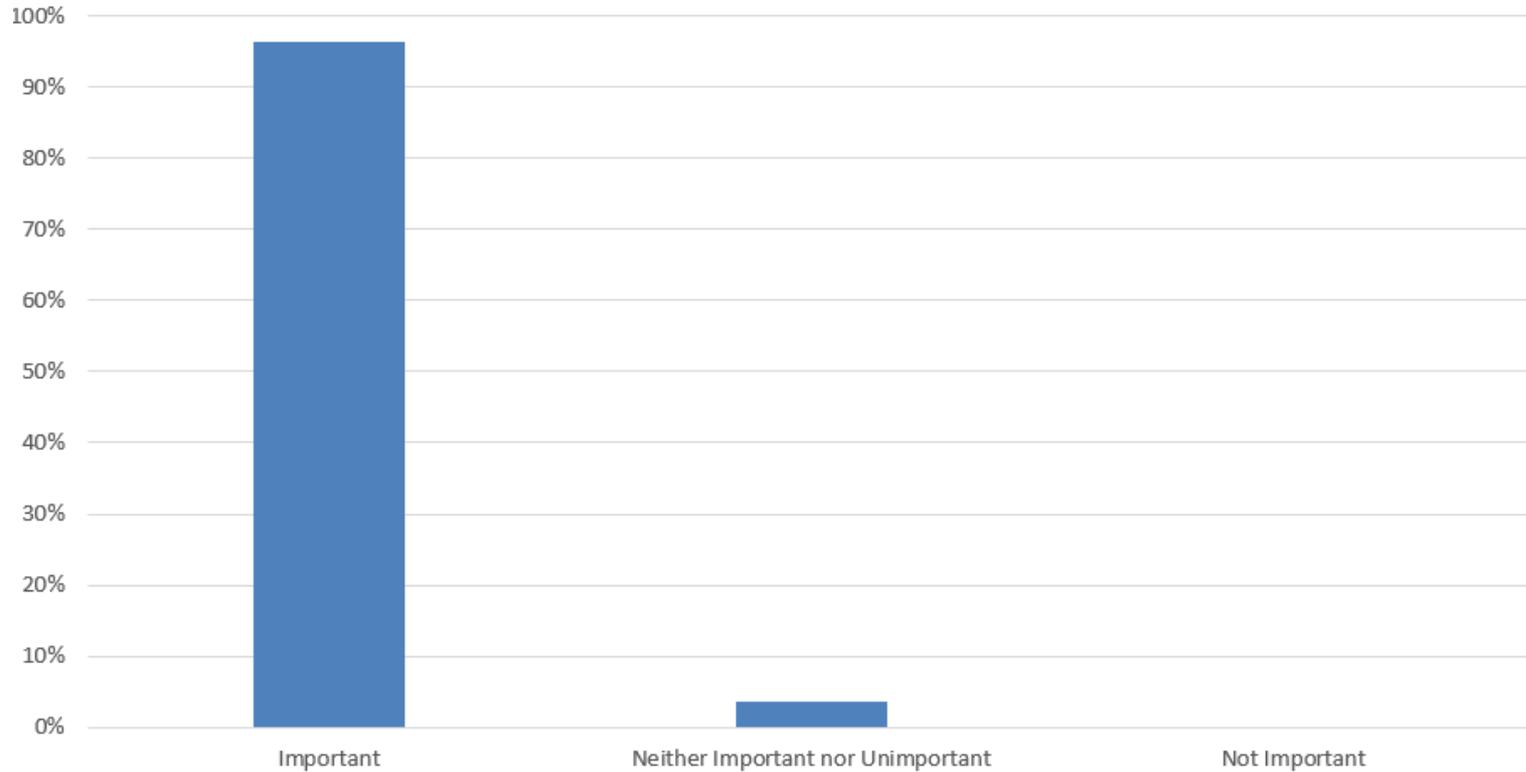
How does your company measure ROO of sponsorship? (ROO is defined as a performance measure used to evaluate whether a marketing activity is achieving or exceeding the outcome of a desired marketing objective; ROO is focused on behavioral outcomes.)



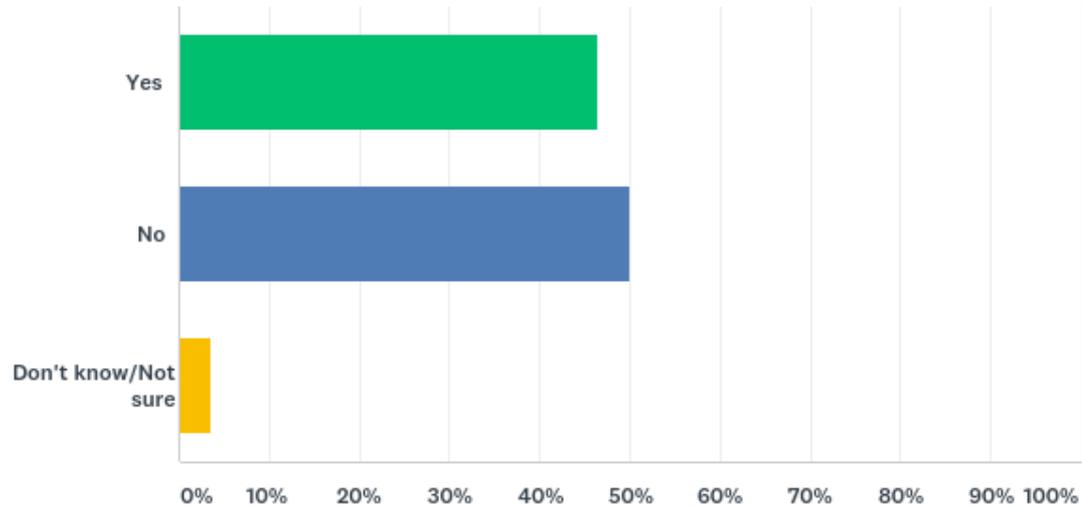
## Q10 How has the need for validated results for your sponsorship initiatives changed in the past one to two years?



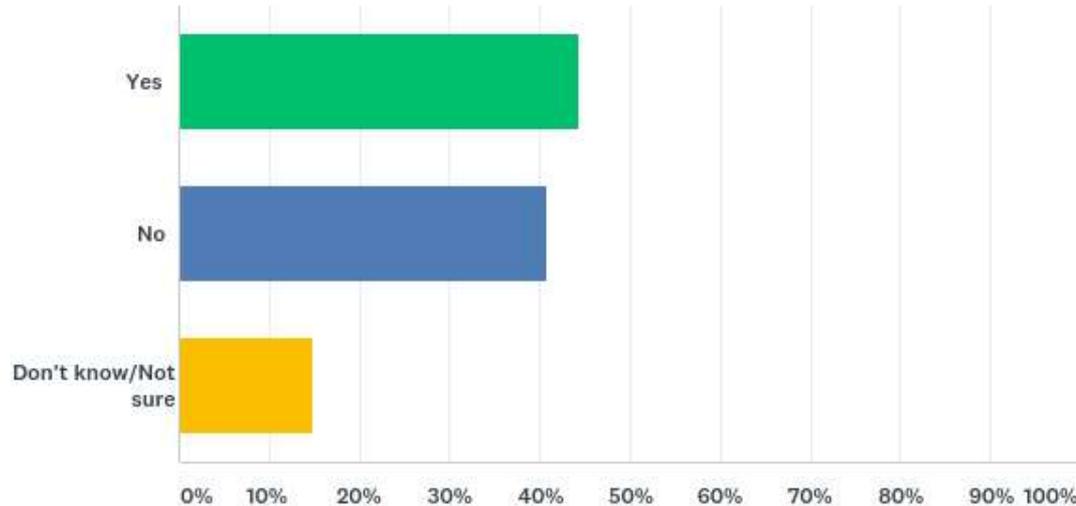
## How important is it for your sponsorship measures to allow you to understand performance relative to other marketing expenditures?



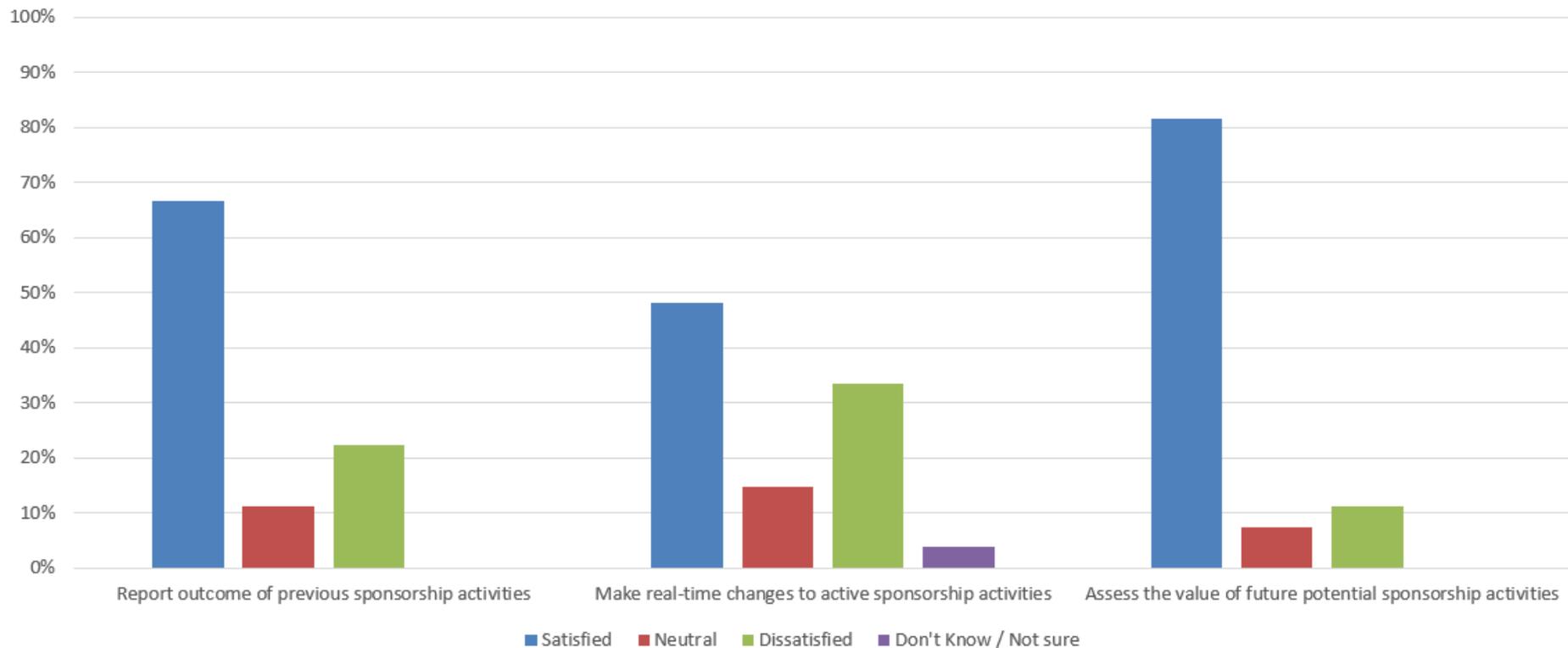
## Q12 Does your company have a budget for sponsorship measurement?



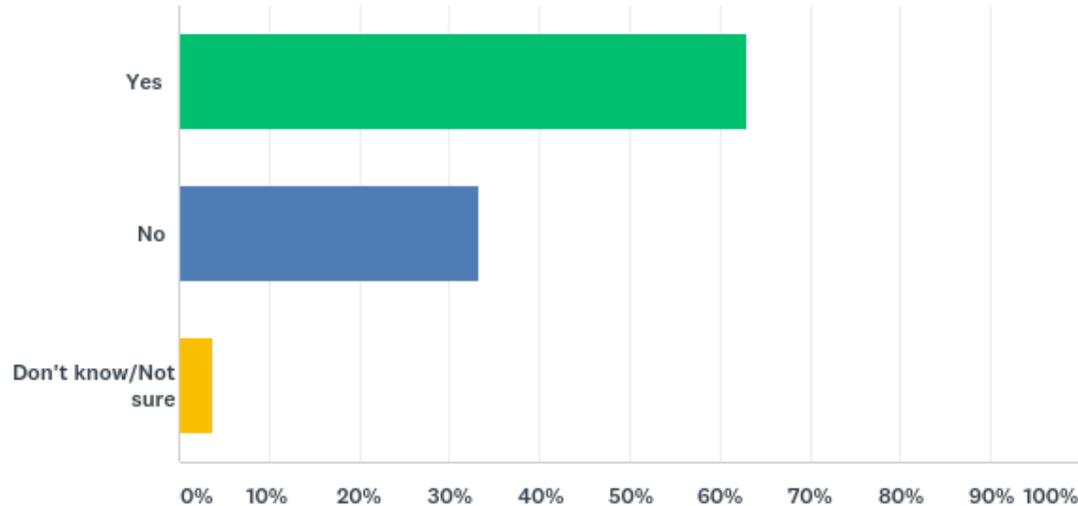
Q18 Are expectations about sponsorship measurement (e.g., goals) written into your sponsorship contracts with properties?



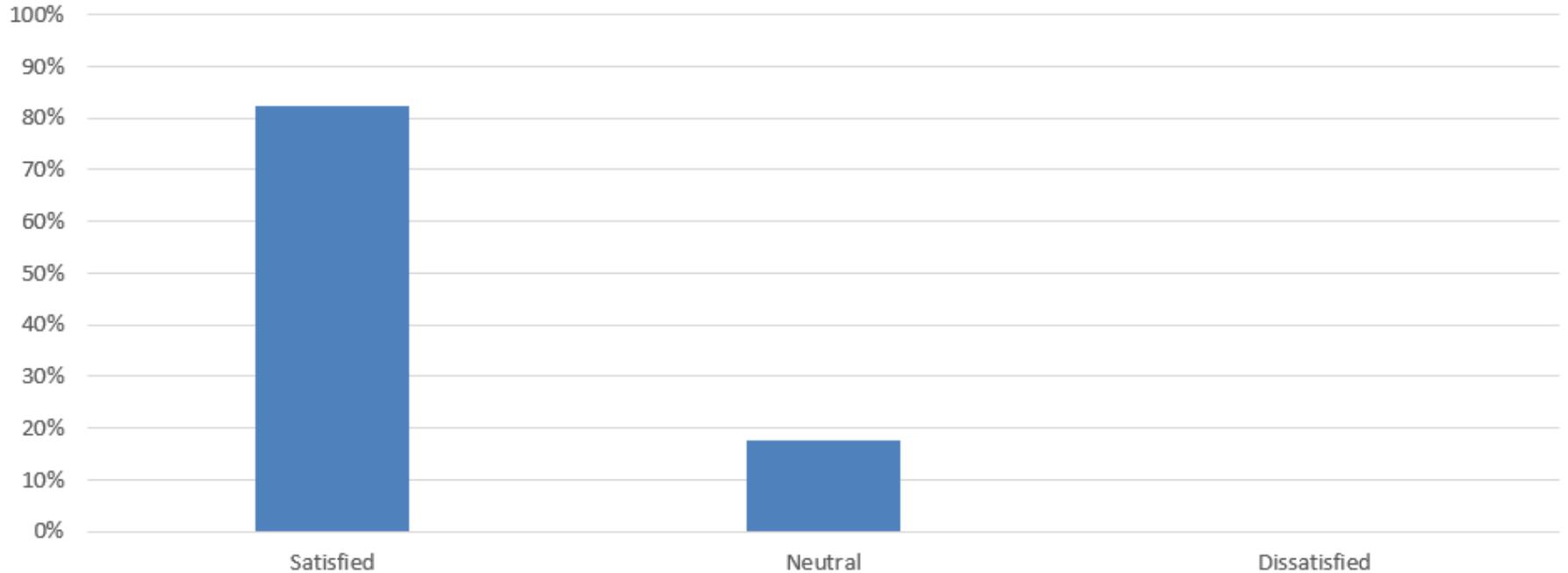
## How satisfied is your company with its ability to use sponsorship measurement to do the following:



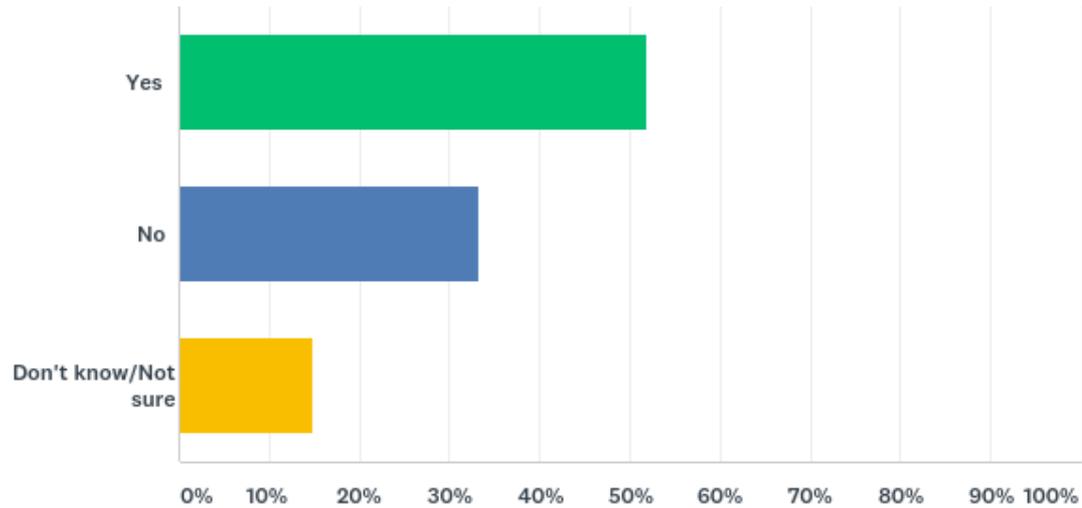
Q24 Do your company's sponsorship measurements attempt to isolate the impact of the activity vs. other concurrent marketing communications?



## How satisfied is your company with its ability to isolate the impact of the activity vs. other concurrent marketing communications?



Q26 Has there been improvement in the tools available to assess your sponsorship value?



# Next Steps

- DISCUSSION
- Still pushing response rate up.
  - 143 total respondents
  - 52 who “have a standardized process (or processes) for measuring its return on sponsorships.”

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