

PERFORMiND

ignite your art • deliver with science

solving your sponsorship accountability challenges

UNDERSTANDING YOUR CHALLENGES.

IS THIS YOUR LIFE?

- Unsolicited and untargeted proposals to filter
- Relying on spreadsheets and shared drives
- Too much time lost to reviewing and corresponding
- Inconsistent measurement process
- Measuring top tier properties with media valuation only
- Fighting for budget
- Generating reports in short delay
- Not enough time to spend on activation/existing sponsorships
- Finding actual relatable benchmarking data

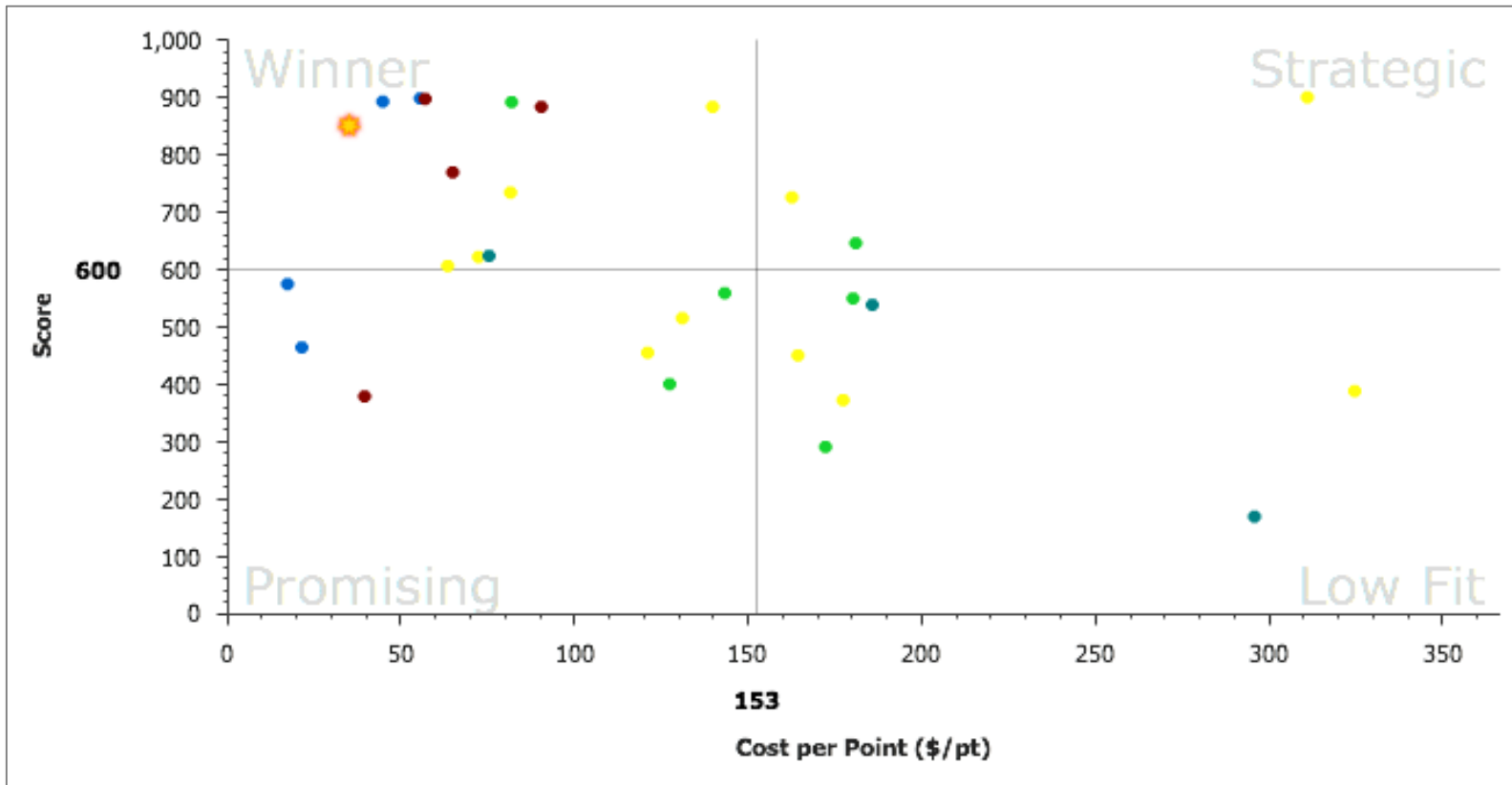
PROVIDING THE SOLUTION

- 25+ years working with global brands
- A team that all come from sponsorship industry
- Peer reviewed tool focused on transparency and justification
- Consistent evaluation methodology to apply to existing programs and new opportunities
- Identifying underperforming areas for budget redeployment
- Built-in, one-click reporting and export capabilities
- Access to global database of 000,000s of annual sponsorship activities – the actual data managed by the sponsoring brands

MEET PAUL. HE'S GOOD AT DRAWING.



MEET PERFORMINDEX



Deliver with Science.

By mapping your sponsorships according to your objectives and investment, either in groups or portfolio wide, you create comparisons and an easy to follow view on performance and spending.

CRITERIA COUNTS.

1. Corp/Brand Objectives – Awareness, Affinity, Consideration
2. Sales – Lead Generation, Direct Revenue
3. Marketing Potential – PR, Promotions, Product Launch
4. Employees – Volunteering, Engagement, Morale
5. Community – Cause Tie-In, Local Support
6. Reach – Attendance, Demographics, Viewing
7. Paid Media – Included Advertising Paid by Property
8. Earned Media – Media Value, Signage
9. Social Media – Followers, Shares, Tweets
10. Hospitality Experience – Tickets, Tables

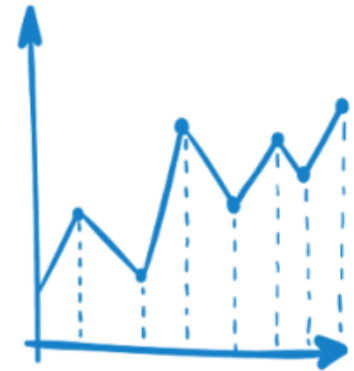
COMPARE WITH THE WORLD.

Recent data examination from:

- **92 brands**
- **201 rights holder countries**
- **9 industry sectors**
- **3 year period**

Insights include:

- **Global sponsorship landscape**
- **Top weighted sponsorship criteria**
- **Budget distribution**
- **Negotiation trends**
- **Best performing sectors**



TRIVIA TIME. NEGOTIATE BETTER.

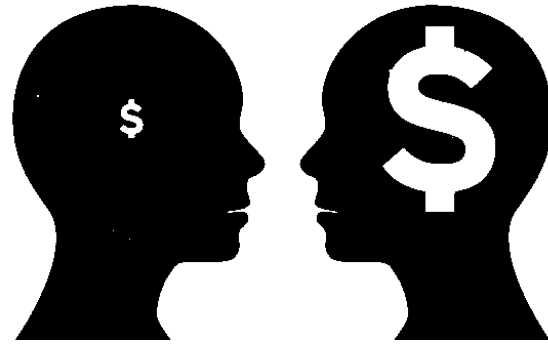
What do you think is the (global avg.) difference between the amount asked for rights fees and the price actually paid?

- a. More than the asking rights
- b. Less than 5%
- c. 5%-25% less
- d. 25%-50% less
- e. 50%+ less

THE DATA SAYS...

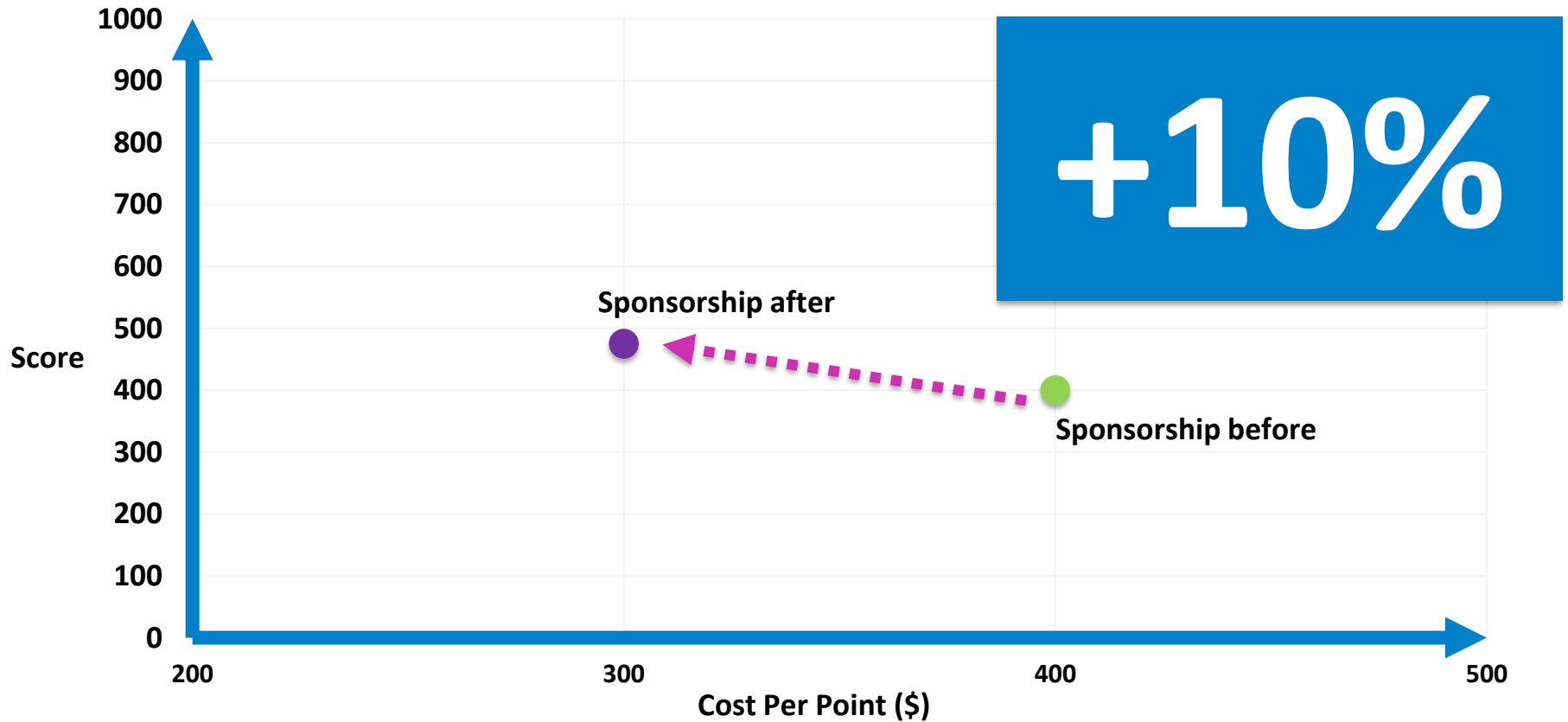


-15%



On average, brands are negotiating 15% down from the price initially proposed by rights holders.

THE RESULTS.



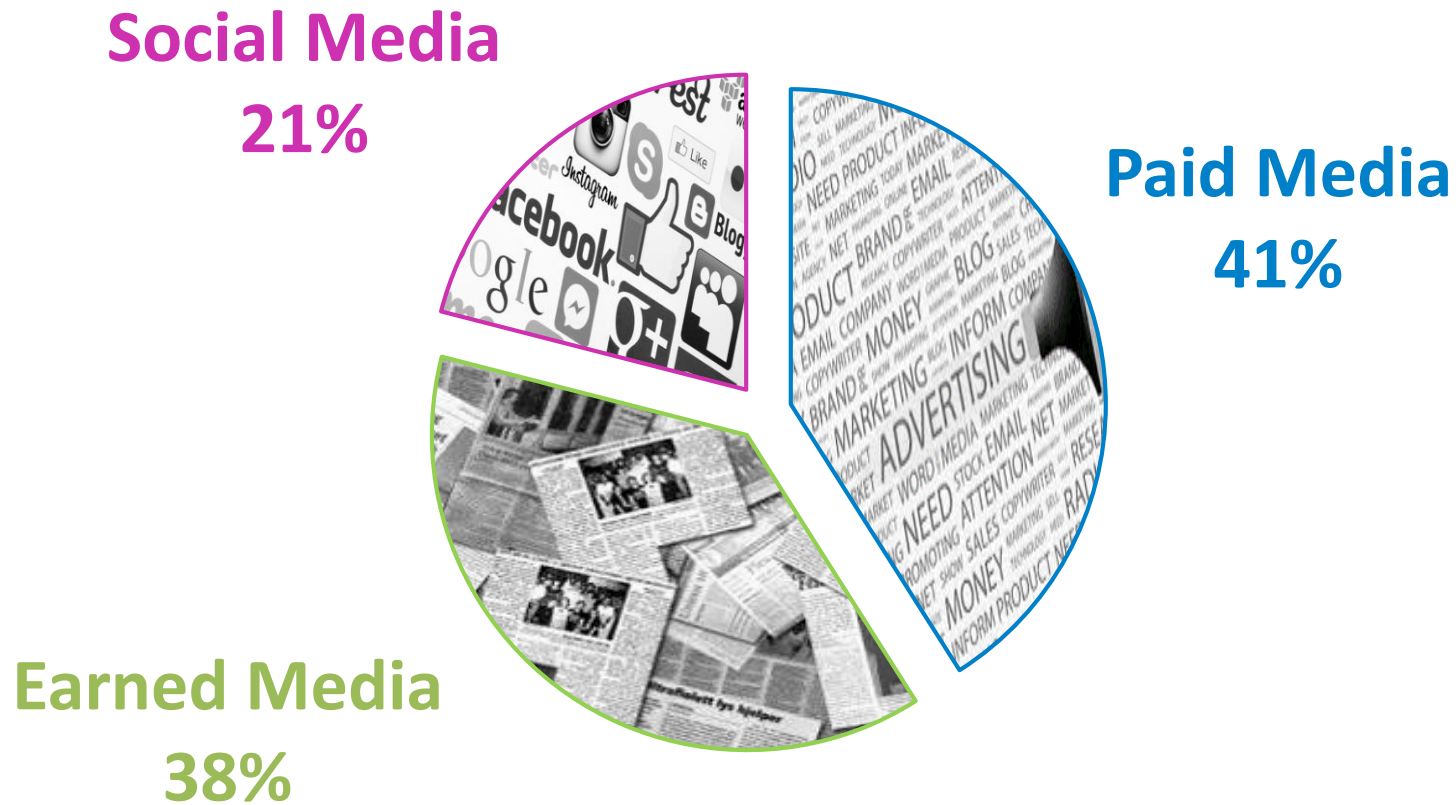
On average, brands are increasing the value of their activities 10% after using PerformMind for one year.

TRIVIA TIME. SOCIAL MEDIA IMPORTANCE.

What do you think is the (global avg.) value brands are placing on Social as part of their Media Mix within Sponsorships?

- a. Less than 10%
- b. 10%-25%
- c. 25%-50%
- d. More than 50%

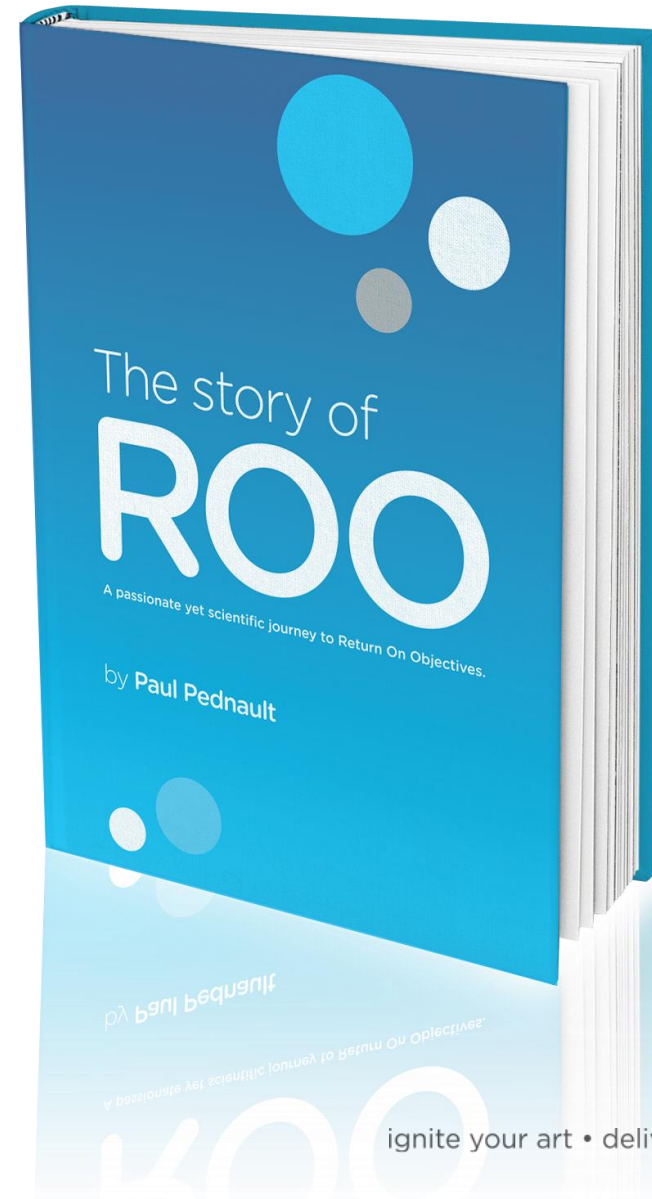
THE DATA SAYS...



SUMMER READING.

Download a free copy of our book and
rewrite your company's future chapter
on Sponsorship.

<http://www.sponsor.com/story-of-roo/>



LET'S TALK.

We'd love to answer any questions and help you create accountability
by measuring your Return On Objectives.

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