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Solving your sponsorship accountability challenges

engineered by **SPONSORIUM**

AGENDA.

- Sponsorium overview: Who we are

- PerforMind: The tool to service the sponsorship industry

- Real life use cases: How some brands are leading the charge

PROVIDING THE SOLUTION.

- A history of working with global brands

- A team that all come from sponsorship industry

- Peer reviewed tool focused on justifying role of sponsorship in overall mix

- Protects budgets and staff dedicated to sponsorships

- Consistent evaluation methodology applied to existing partnerships and prospective opportunities

- Access to global database of 150,000+ annual sponsorship activities – the actual hard data managed by the sponsoring brands

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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

- Fighting for budget

- Generating reports in short delay

- Not enough time to spend on activation/existing sponsorships

- Finding actual relatable benchmarking data

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THE TOOL FOR SPONSORS.

Cloud-based management and evaluation software

100s of brands in 55 countries

Saving Budget, Saving Jobs

SPONSORSHIP

Our product is knowledge.
Our medium is software.

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SPONSORSHIP

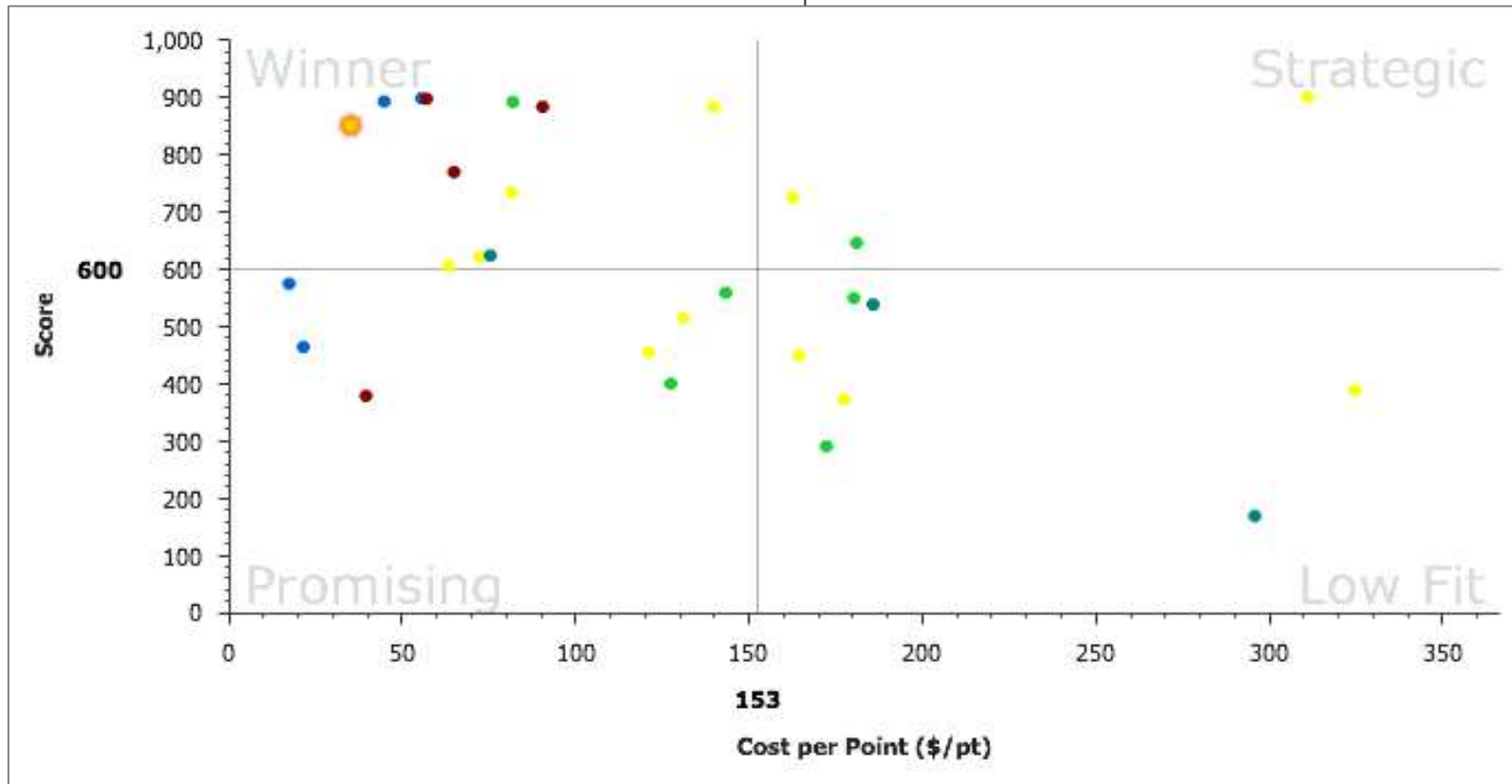engineered by SPONSORIUM

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THE JOURNEY TO ACCOUNTABILITY.
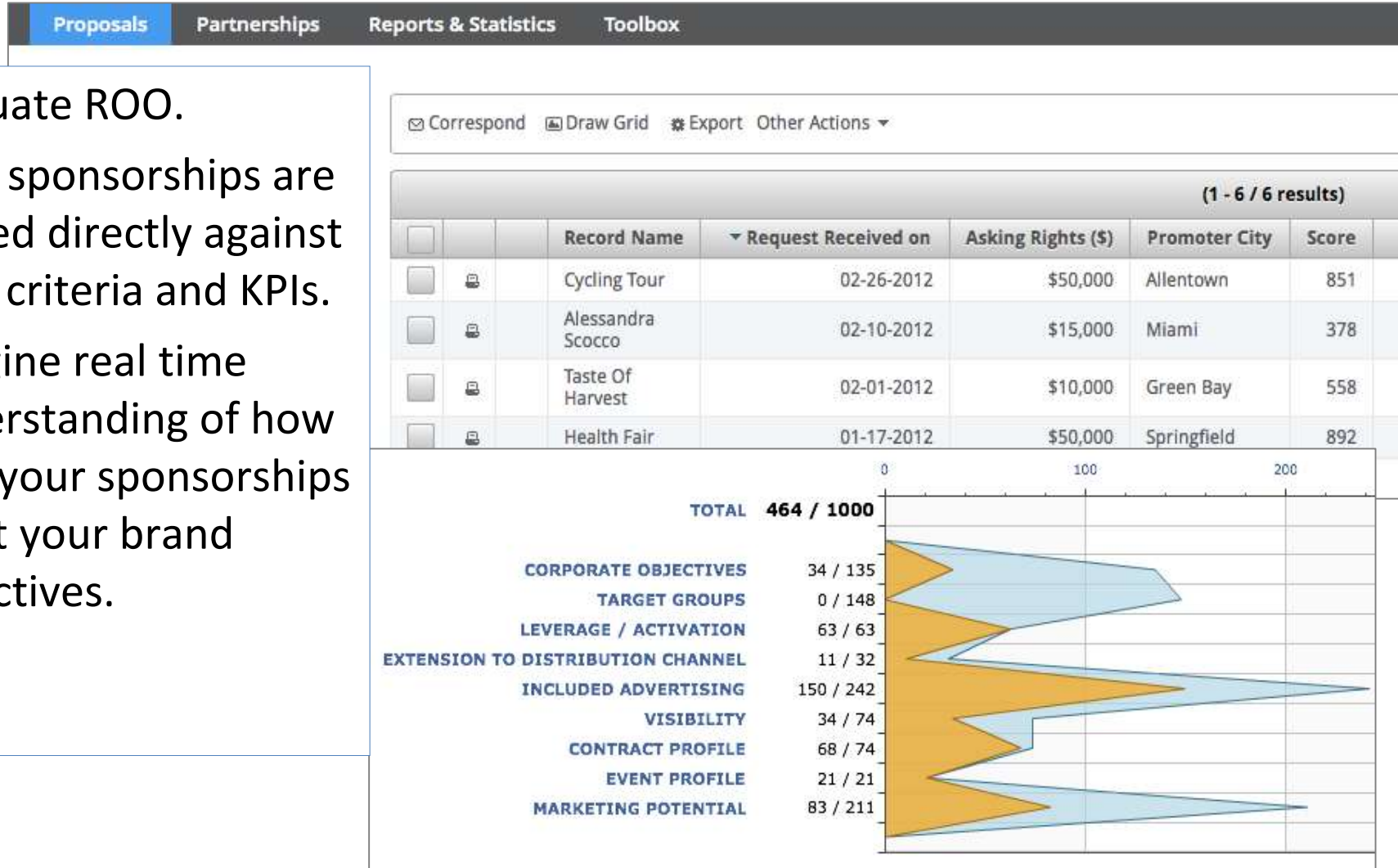
DELIVER WITH SCIENCE.

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.

MEASURE YOUR CRITERIA. EVALUATE BETTER.
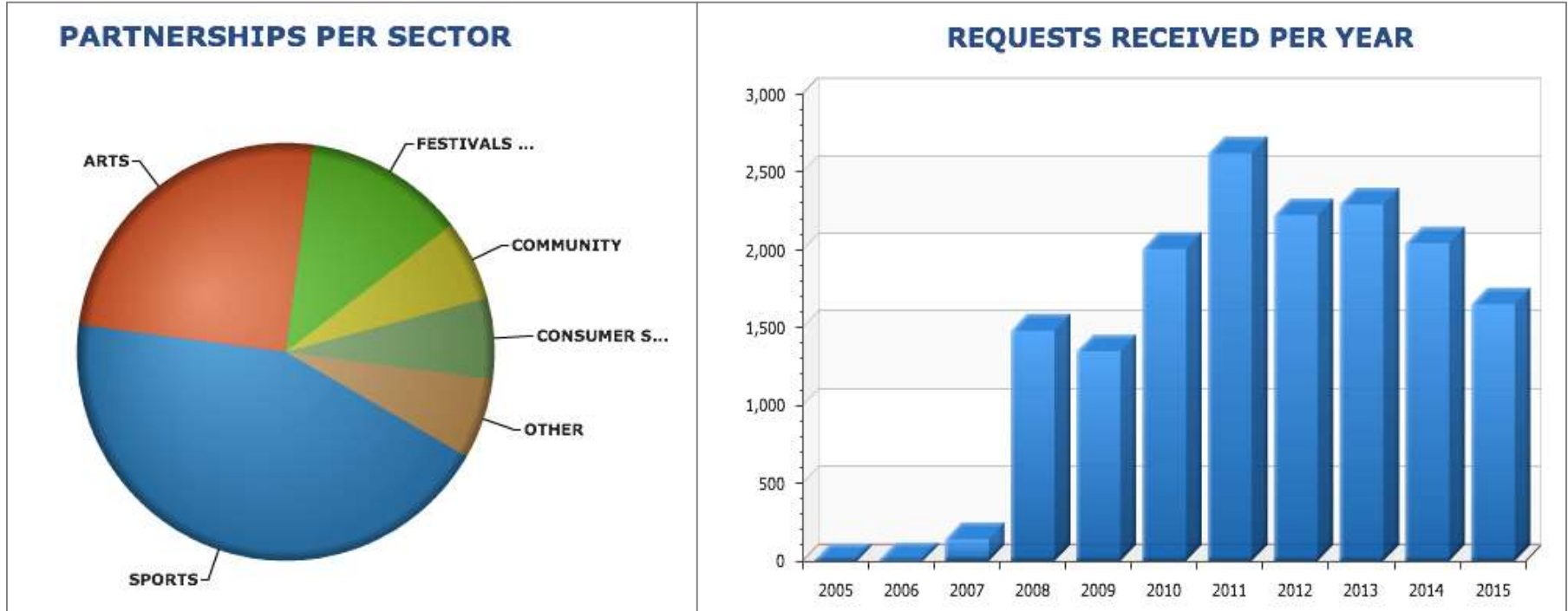
Evaluate ROO.

Your sponsorships are scored directly against your criteria and KPIs.

Imagine real time understanding of how well your sponsorships meet your brand objectives.

			Record Name	▼ Request Received on	Asking Rights ($)	Promoter City	Score
	🖨		Cycling Tour	02-26-2012	$50,000	Allentown	851
	🖨		Alessandra Scocco	02-10-2012	$15,000	Miami	378
	🖨		Taste Of Harvest	02-01-2012	$10,000	Green Bay	558
	🖨		Health Fair	01-17-2012	$50,000	Springfield	892

Proposals Partnerships Reports & Statistics Toolbox

⊠ Correspond 🖾 Draw Grid ⚙ Export Other Actions ▼

(1 - 6 / 6 results)

TOTAL **464 / 1000**

CORPORATE OBJECTIVES	34 / 135
TARGET GROUPS	0 / 148
LEVERAGE / ACTIVATION	63 / 63
EXTENSION TO DISTRIBUTION CHANNEL	11 / 32
INCLUDED ADVERTISING	150 / 242
VISIBILITY	34 / 74
CONTRACT PROFILE	68 / 74
EVENT PROFILE	21 / 21
MARKETING POTENTIAL	83 / 211

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TELL YOUR STORY.

PARTNERSHIPS PER SECTOR

ARTS
FESTIVALS ...
COMMUNITY
CONSUMER S...
OTHER
SPORTS

REQUESTS RECEIVED PER YEAR

3,000
2,500
2,000
1,500
1,000
500
0

2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015

Report With Confidence.
Build thousands of cross-referenced reports, export data and access a real-time dashboard of your portfolio. When the time comes for reporting to top management, you're armed with knowledge.

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REAL LIFE CASES – FINANCIAL SECTOR

Today, we examine three different sized financial brands, but all focused on PerforMind methodology.

1) Global – How Mastercard finds priceless events worldwide

2) National – Royal Bank of Canada's (RBC) enterprise transition

3) Regional – Creating local differentiation at M&T Bank

#flexibility   #justification

#accountability

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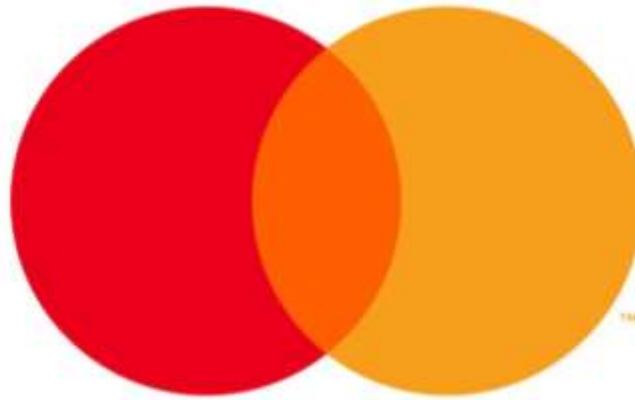
- Partner with global properties that enable priceless experiences

- Review all incoming proposals to align with 'Priceless' campaign

- A team of global users compare findings per market (US/Canada, Latin America, Europe, Australasia)

- Proposals that score high enough are followed up on by local market managers and agency partner

- Key criteria: Obtaining VIP assets, Attraction of attendees from other geographic areas, Rights to content, Pass through rights

- Canada's largest bank, aiming to reach different customer segments across the country with different partnerships

- Different scorecards (criteria) to evaluate based on sponsorship fee and geography

- Both proposals and partnerships previously managed by different channels, now streamlined in one place with all marketing stakeholders able to access and view
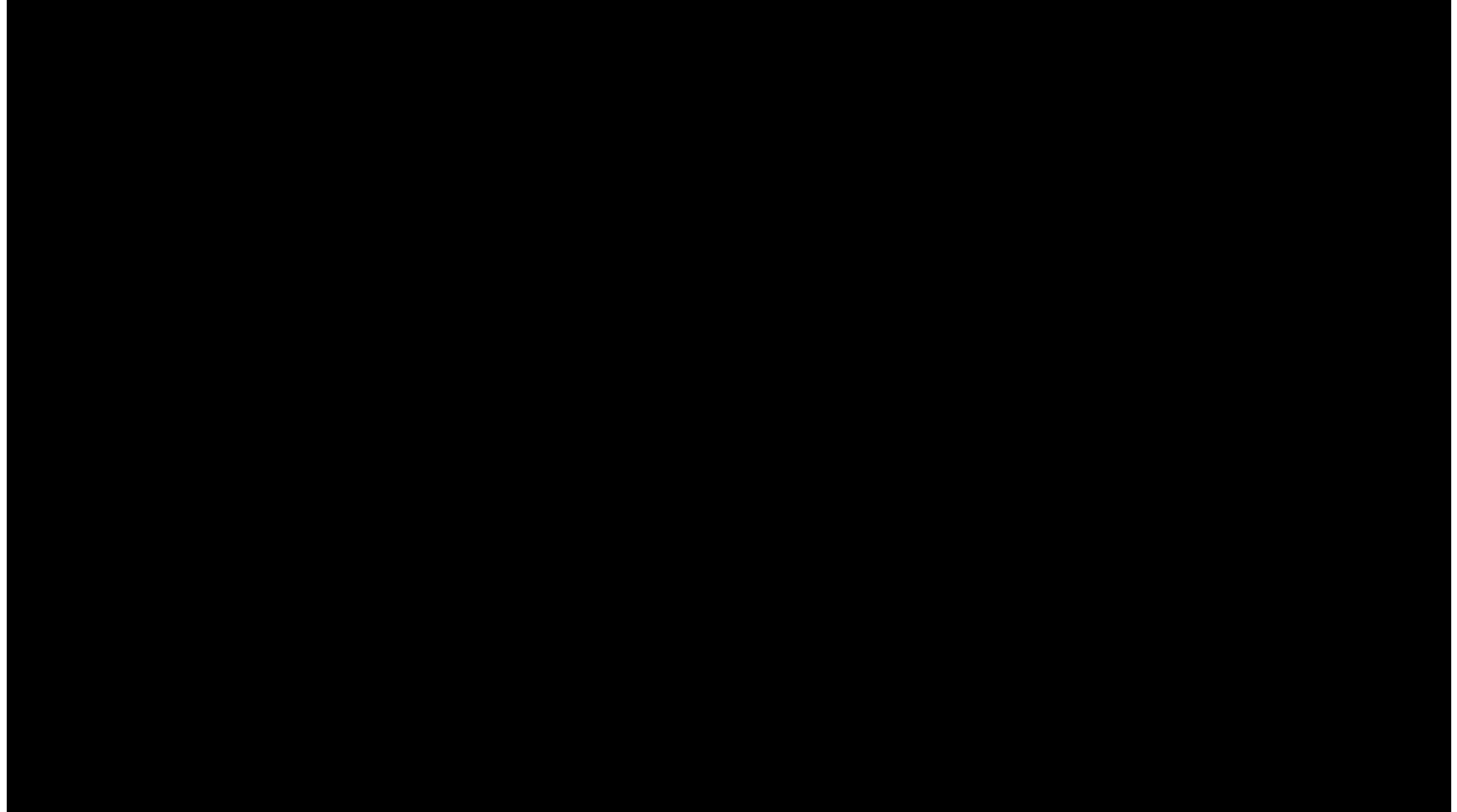
- Six state, eastern seaboard regional bank, active in acquisitions and expansion

- Sponsorships are focused on being transactional and at the same time community-minded to create local impact

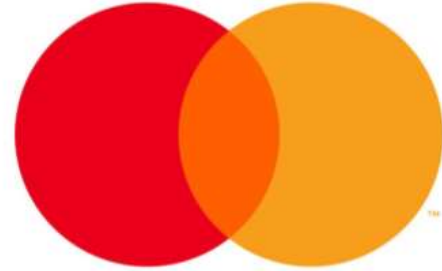- Centralized scoring platform which allowed them to re-allocate spending to better align with objectives

SUMMARY.

Three very different brands, but all benefit from:

- benchmarking data

- best practice sharing

- historical evaluation (as criteria evolves)

LET'S TALK.

We'd love to answer any questions to help you create

accountability by measuring your

Return On Objectives.

www.sponsor.com