

Panel: Journey to Financial Measurement of Sponsorships

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Chicago



Marketing Accountability Standards Board
of the Marketing Accountability Foundation

Our Panelists



Hugo Lagarda
BBVA
Manager of Strategic
Partnerships



Ken Valdeserri
TVU Networks
Vice President Sports &
Entertainment
Marketing/Sales



Tom Lillig
Stone Ward Advertising
Managing Director

About Hugo Lagarda



- **Manager of Strategic Partnerships at BBVA**
- **Manages strategic partnerships throughout the U.S. in sports, music, venues, art and community**
- **Team at BBVA reengineered sponsorship measurement approach to incorporate financial return**
- **Previously Account Executive at the Houston Dynamo**
- **Degrees: Bachelor in Business Administration/ Management and Sports Administration from the University of Houston**

About Ken Valdeserri



- **Vice president Sports & Entertainment Marketing/Sales TVU Networks**
- **Over 30 years experience professional sports including general management, branding, marketing, sponsorship sales, sales management, PR and digital media**
- **Led public relations and marketing efforts for the Chicago Bears including 1985 Super Bowl where he was coordinating producer for record setting Super Bowl Shuffle (500,000+ videos)**
- **Other affiliations include Chicago White Sox, MLB Commissioner's office, University of Notre Dame and Arena Football League**

About Tom Lillig

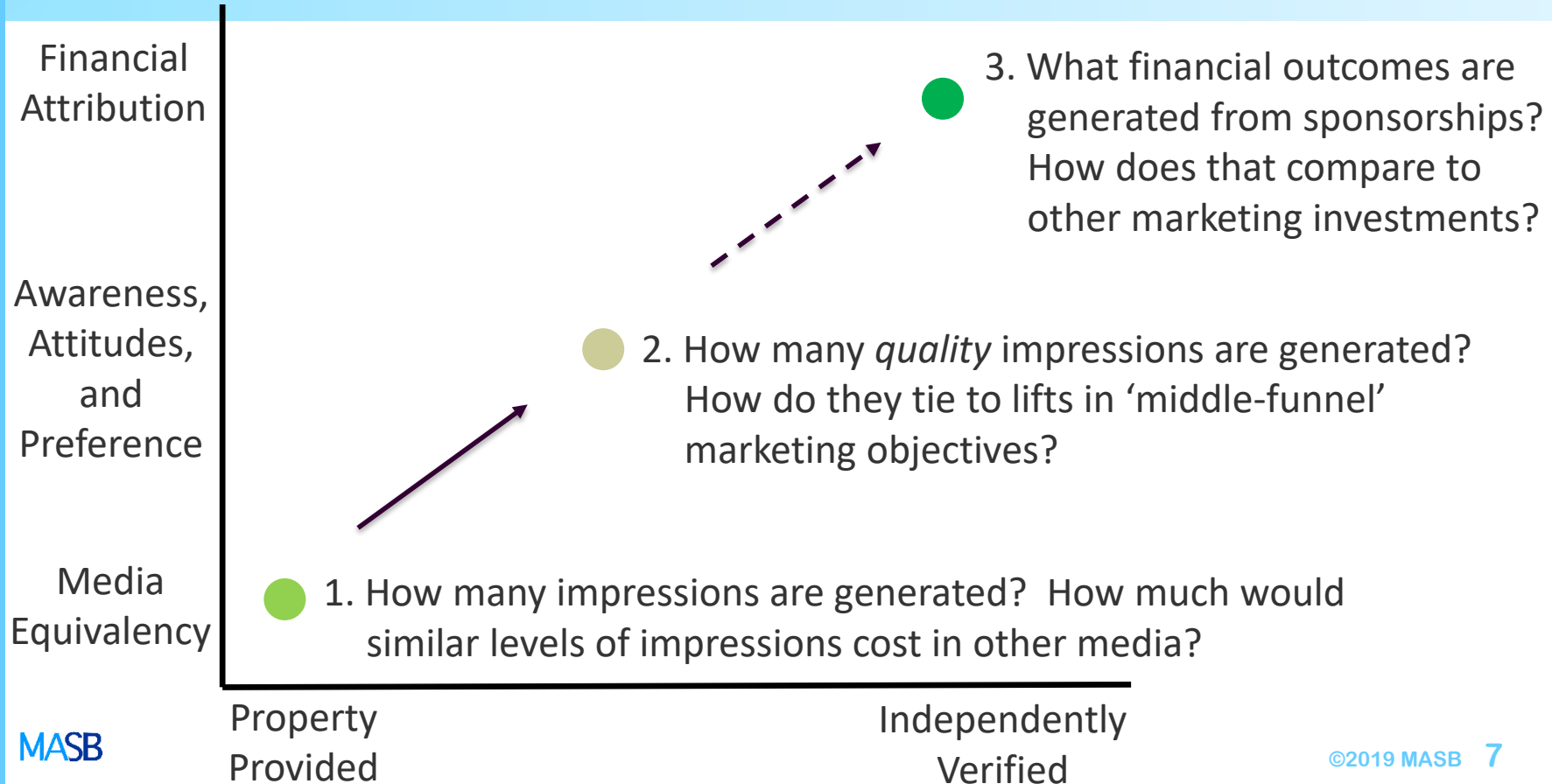


- **Heads the Chicago office of award-winning ad agency, Stone Ward**
- **Manages client relationships with U.S. Soccer, National Women's Soccer League, Snap-on Tools, and others**
- **Work at Leo Burnett included launch of new products for Reebok, Kellogg's Rice Krispies, Pop-Tarts and others**
- **Re-launched the Peace Corps brand with a Gold Effie-winning public service campaign that contributed to the highest number of Peace Corps volunteers in 30 years**
- **Notre Dame alumnus and Eagle Scout**

Discussion

- **Has the strategy of approaching sponsorships and its measurement changed over recent years?**
- **How do you measure return on investment?**
- **Do you put a value on the sponsorship driven social media exposure? How?**
- **What is the role a team plays in activation? Are they active or passive in providing upcoming news on players, etc?**
- **How do you lay out argument that sponsorship is a good investment?**
- **What is a realistic goal for return on sponsorship investments?**

Background: 3 Phases of Sponsorship Measurement – ANA/MASB



Thank-you!



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