

Sponsorship Accountability Metrics (SAM)

Project Overview and NIL+I Learnings

Karen Ebben
Global Marketing Impact

SAM Project

Project	Sponsorship Accountability Metrics (Ebben, Meier)	Strategy Document 'What is Known' about Sponsorship Objectives, Measurement, Brand Fit*, and Return Relative to Other Marketing Tactics. Construct Road Map. *Taking into account the brand, its category and product lifecycle.
Issue Addressed	Lack of Identified Sponsorship Metrics That Tie to Brand & Business Outcomes	
Project Objective	Determine Sponsorship Contribution to Brand and Business	
Expected Outcome	'Road Map' for Brand Sponsorship Investment & Activation, based on Marketing Objectives	
When	2017 - 2023	

SAM Team Members

Team Leaders



Karen Ebben
Global Marketing Impact



Jim Meier
MillerCoors (ret)

Team Heroes



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SC Johnson



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Joanna Seddon
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Erich Decker-Hoppen
Communication

Sponsorship Accountability Issue Identified in Forbes-MASB Marketing Accountability Executive Forum (December 2017)



Definition of Sponsorship

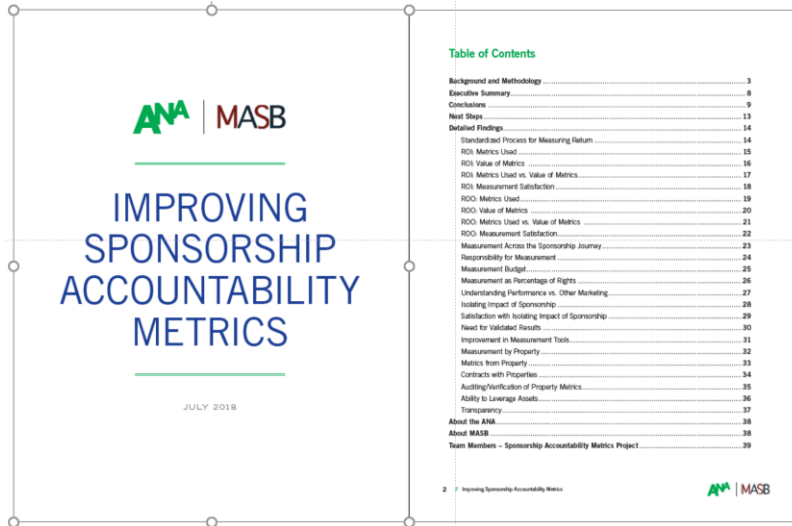
Sponsorship refers to a cash or in-kind fee paid by a sponsor to a property or entity (e.g. a sports, entertainment, or non-profit event or organization) in return for access to the leverageable marketing resources associated with that property/entity

Marketing-Dictionary.org

Examples

- **USAA relationship with Wounded Warrior Project**
- **Bud Bowl – Budweiser created asset enabled by NFL media relationship**
- **Diet Coke relationship with Taylor Swift**
- **McDonalds (former) relationship with Olympics**
- **GE logo on Celtic jerseys**
- **Naming rights for stadiums - AT&T stadium in Dallas**
- **Red Bull Air Races and extreme sports events**
- **Movie such as Nissan Rogue with Star Wars**
- **Music tour/event sponsorship such as Coachella and SXSW**

Extensive Report of Joint Survey Research with ANA



“...despite the continued growth of sponsorship investment and the repeated sentiment from Marketers that there is a need for improved measurement and assessment of sponsorship’s business impact, there has been little progress toward this goal.”

Source: ANA/MASB Sponsorship Accountability Report, July 2018

Some Highlights From Research

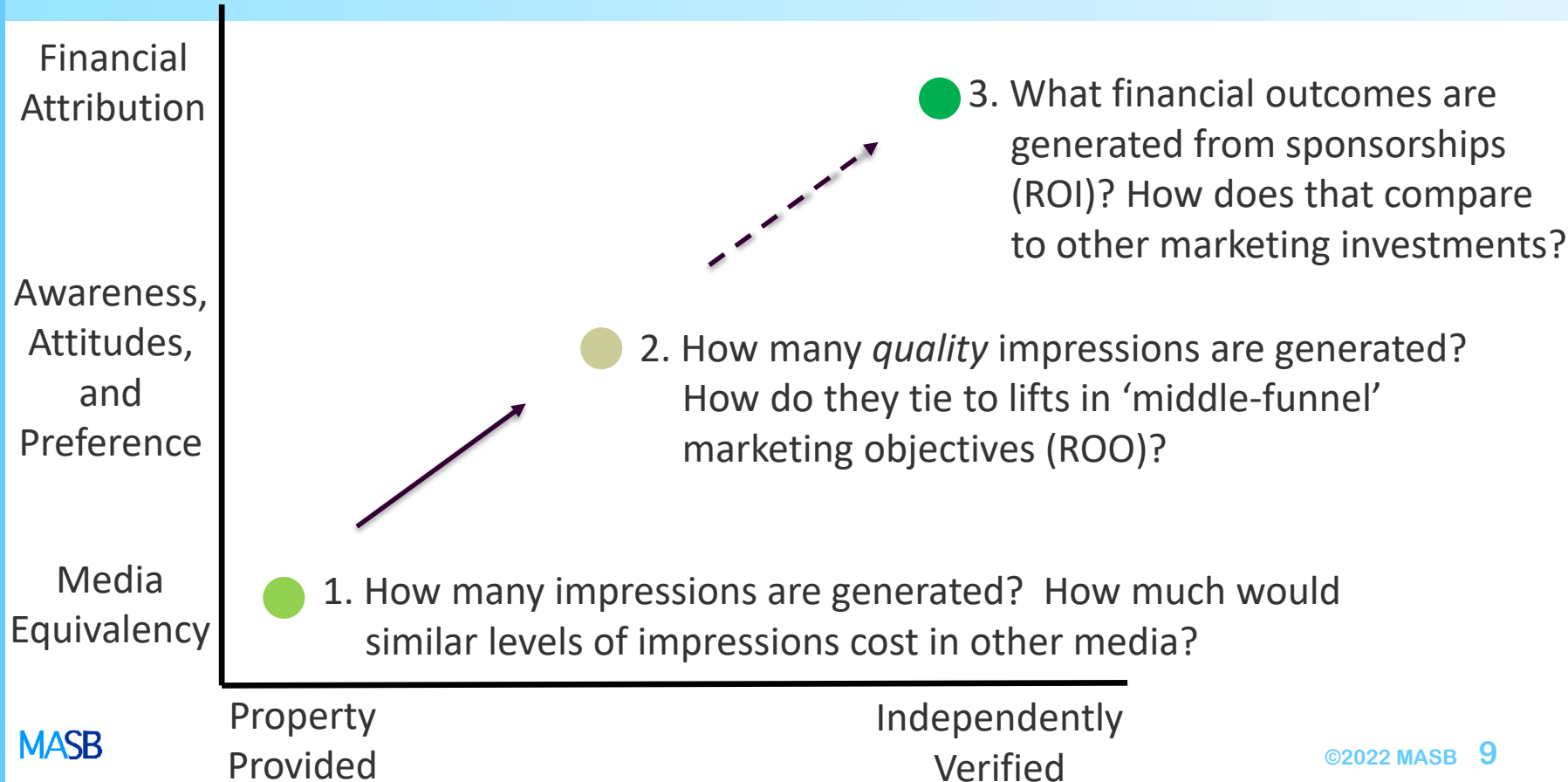
- **Over 60% of Companies Do Not Have a Standardized process for measuring return on Sponsorships**
- **Among the 40% of Marketers that had a standardized measurement process...**
 - **Satisfaction in measuring sponsorship ROI/ROO has been relatively consistent**

ROI:	2018	2013	2010
	64%	62%	61%

ROO:	2018	2013	2010
	73%	68%	67%

- **About 40% do not have a budget for sponsorship measurement**
- **Most spend 5% or less as a percentage of sponsorship rights**
- **There are three distinct phases that marketers progress through in measuring sponsorship accountability**

Sponsorship Accountability Has Three Distinct Phases



Sponsorship Accountability Article Series

1. [Elusive Dream or Quantifiable Reality?](#)
2. [Sponsorship Strategy and Brand Fit](#)
3. [The Business Case for the Business Case](#)
4. [Activation, Portfolio Management & Stewardship](#)
5. [Driving Sponsorship Value with Stewardship and Strategic Activation](#)
6. [eSports – An emerging sponsorship opportunity as great as the Super Bowl?](#)
7. [Social Distancing – A Boon for eSports?](#)
8. [Social Media Metrics for Sponsorship](#)
9. [Name, Image, Likeness AND Influence](#)
10. [Student Athletes Add Influence to Name, Image and Likeness Brand Opportunities](#)



Sponsorship Accountability Article Series (1-5)

1. [Elusive Dream or Quantifiable Reality?](#)
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- First five articles in series covered fundamental aspects of sponsorship accountability
- Key learnings were formed into a MASB Sponsorship Accountability Benchmarking tool – now available to marketers!

MASB Sponsorship Accountability Benchmarking *Live!*

Best Practices Benchmarking Process

This is an efficient, limited-scope consulting project conducted by MASB experts over three or more meetings:

- 1. Kick-off:** One hour, can be conducted remotely. We brief you on the approach and tighten the project scope—identifying relevant business units, customer types, timing, and your Marketing, Finance and Analytics participants for this project. We also provide questions for your team to consider.
- 2. Q&A:** 1½ to 3 hours session(s), in person and on premises or remotely. We guide benchmark participants through previously provided questions. Answers can be given verbally, with hand-outs, on white boards, etc.
- 3. Read-out:** One hour, conducted remotely or in person. We provide:
 - Overview of sponsorship process in context of the road map.
 - Comparison of your company against anonymous others.
 - Perspective on the value of sponsorship opportunities.
 - Guidance from MASB experts.
 - A point of view on the highest-potential improvement areas.
 - A written report to share with your colleagues.

Process Topics

Size and Value of Opportunities
Sphere of Influence
Prospect Priorities
Common Purpose
Property/Brand Fit
Common Financial Metrics
Funding Approach
Planning Process
Business Case

Outcome Topics

Activation of Initiatives
Measurement Development
Research-on-Research/Analytics
Property/Opportunity Valuation
Forecasting Models
Stewardship
Financial Value of Brand

Feedback From One Brand's First S. A. Benchmarking

“Congratulations! We’ve been so impressed with the work from MASB... Looking forward to our continued partnership. We are in mid-swing with recommendations from the MASB regarding brand valuation and excited to continue the discussion.”

- Senior Vice President, Business Development

“I will pass along to our PR agency and share your idea - it could be very interesting...”

“We would love to follow up and share our further thoughts...we are definitely exploring the [brand positioning] idea. You, Tony and your colleagues spurred a lot of healthy conversation and debate on our side.”

- Chief Marketing & Communications Officer

Sponsorship Accountability Article Series

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- Next five articles in series covered emerging sponsorship opportunities for marketers
- Conducted research and held numerous webinars and panels to aid marketers entering these new areas

Example: NIL+I: Name, Image, Likeness + Influence

Recently, collegiate athletes in the United States have gained greater control of the commercial use of these aspects of their identities outside of official competitive activities.

The student athlete's permission is required to use their NIL and they can require compensation to grant this permission.

This has created the possibility of student athlete brand sponsorships.

How Name, Image, and Likeness Deals Are Changing College Sports

Some U-M and MSU student-athletes are now making big bucks. Will college sports ever be the same?

Lindsay Kalter - November 4, 2021



Example: We Have Played a Leadership Role on NIL+

COLLEGE ATHLETE SPONSORSHIP
THE NAME, IMAGE AND LIKENESS OPPORTUNITY

MASB College Athlete NIL: Will there be a first mover advantage? Watch later Share Info

0:04 / 30:59

adidas opendorse

MORE VIDEOS

34:59 / 45:45

MASB

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MASB Sponsorship Accountability Series Views

	April 2022	Oct 2022	TOTAL
Part 1: Elusive Dream or Quantifiable Reality?	664	216	880
Part 2: Sponsorship Strategy and Brand Fit	772	236	1008
Part 3: The Business Case for the Business Case	358	77	435
Part 4: Driving Sponsorship Value with Stewardship & Strategic Activation	236	51	287
Part 5: Measurement	1291	175	1466
Part 6: eSports – An emerging sponsorship opportunity great as the Super Bowl?	694	34	728
Part 7: Social Distancing – A Boon for eSports?	549	29	578
Part 8: Can Social Media Drive Accountable Sponsorship?	557	14	571
Part 9: Name, Image, Likeness AND Influence	828	89	917
Part 10: What have we learned from first year of NIL?	0	462	462
	5949	1383	7332

Compendium of Sponsorship Accountability *New!*

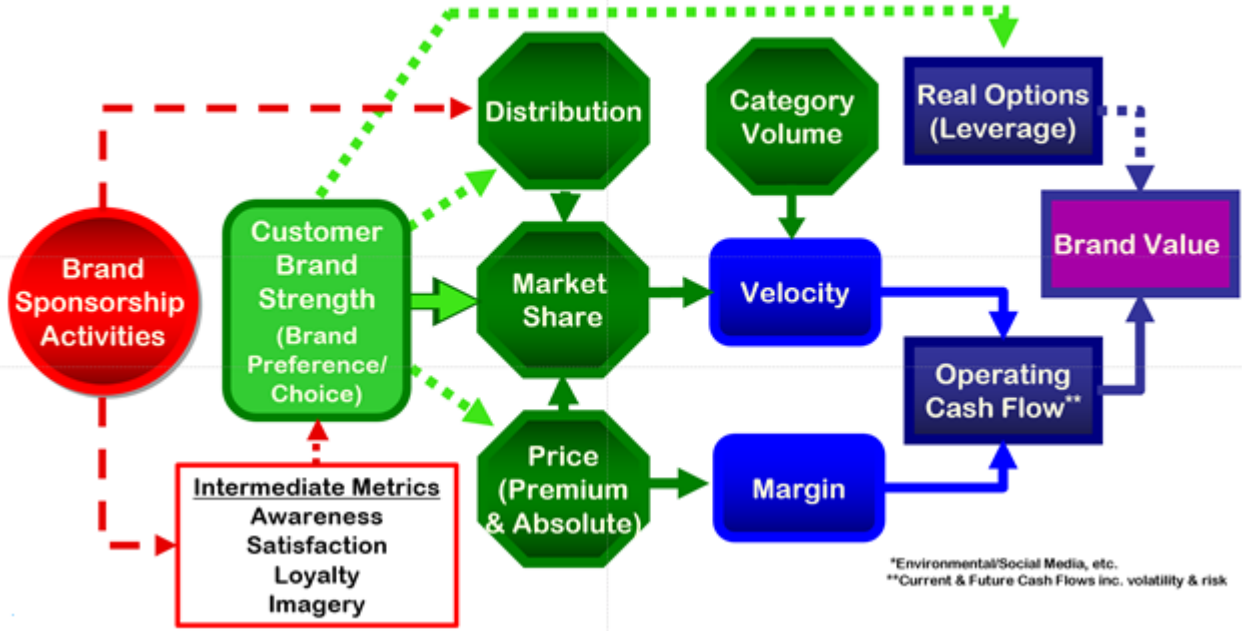
- **Target: Early 2023 Release**
- **Summary of all learnings to date**
- **With supporting research**
- **Up-to-date statistics on the Sponsorship space**
- **Will be in ebook/book format**
- **Will include exemplar measurement case studies**

Opportunities Going Forward

- **Participate on MASB SAM Team**
- **Identify emerging issues in the sponsorship space**
- **Engage academic community**
 - **Published articles**
 - **Meta-analysis**
- **2023 update to ANA/MASB Survey for trends**
- **Engage measurement community for additional case studies**

Brand Sponsorships Can Impact Multiple Brand Value Drivers

Brand Sponsorship Hypothesized Relationships



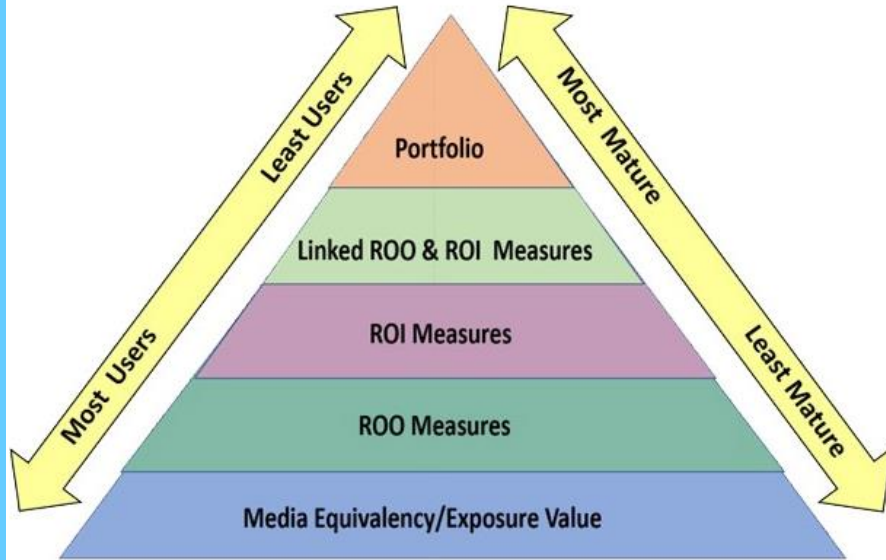
<-ROO Measures-> <-----ROI Measures----->

ROO Metrics are Used and Valued by Marketers at Different Rates

ROO Metrics Used Vs. Value of Metrics

	Used	Value
Awareness of brand	78%	71%
Awareness of company's/brand's sponsorship	73%	58%
Attitudes towards brand	71%	67%
Amount of total media exposure	69%	60%
Amount of social media exposure	63%	57%
Brand preference	57%	70%
Amount of TV exposure	53%	50%
Entertainment of key customers/prospects	51%	59%
Sentiment of social media exposure	45%	62%

Sponsorship Measurement Maturity Hierarchy



Sponsorships are balanced among current potential customers and strategic audiences expected to grow going forward.

Converting Attitude Changes to Financial Impact

Financial Outcomes

Awareness, Attitudinal and Behavioral Changes

How many impressions are generated? How much would similar levels of impressions cost in other media?

Measuring Sports Sponsorship Value

A Kantar Case Study (Alfredo Troncoso)



**Worldwide Partner of
the Olympic and
Paralympic Movements**



**Proud sponsor of
the NFL**

Thank-you!