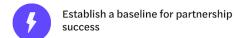
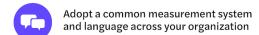
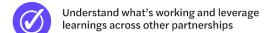


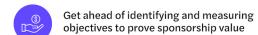
# WHY WE MEASURE **SPONSORSHIP IMPACT**











## **ABOUT SPONSORPULSE**

SponsorPulse is a sponsorship intelligence company focused on bringing transparency to the sponsorship industry through its leading global consumer insights platform and tech-enabled sponsorship measurement solutions. SponsorPulse works with brands, properties, and agencies through every stage of the sponsorship journey to inform decisions, value opportunities, connect brands to their target audience and measure inmarket impact.

## **HOW WE MEASURE** SPONSORSHIP MPACT



## **HEALTH**

What is the size, strength, and target efficiency that the sponsored property provides for the brand?

**PROPERTY** 



#### AWARENESS

Unaided and aided - were you aware that the brand sponsored this property?

**REACH** 



## SOURCE OF AWARENESS

How did you become aware of this sponsorship?

**REACH** 



## **EQUITY STATEMENTS**

Does this sponsorship improve key brand equity statements?

**IMPACT** 



### **FAVORABILITY**

Does this sponsorship make you more or less favorable of the brand?

**IMPACT** 



### PURCHASE CONSIDERATION

Does this sponsorship change your consideration to purchase this brand's products or services?

**IMPACT** 

**CONTACT US** 



