

# Sponsorship Impact Reports

66% of sponsorship professionals agree that measuring attribution and impact is the biggest challenge for the industry.

## WHY WE MEASURE SPONSORSHIP IMPACT



Establish a baseline for partnership success



Adopt a common measurement system and language across your organization



Understand what's working and leverage learnings across other partnerships



Arm stakeholders with facts for negotiations and renewals



Get ahead of identifying and measuring objectives to prove sponsorship value

## 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 in-market impact.

## HOW WE MEASURE SPONSORSHIP IMPACT



### 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

