

THE ESSENTIAL GUIDE TO SPONSORSHIP VALUATION

Determining the value of your sponsorship inventory and defining your own sponsorship valuation formula is without a doubt the thing that strikes fear into the hearts of even the toughest sponsorship sales pro.

HERE IS A SIMPLE WAY TO REMEMBER THE STEPS INVOLVED



STEP 1

DEFINE YOUR SPONSORSHIP PROPERTIES

Make a list of every event, program, concert series, VIP event and education/training opportunity.

BUILD AN INVENTORY OF ASSETS

IDENTIFY OPPORTUNITIES FOR:

NAMING RIGHTS

SIGNAGE

PRODUCT GIVEAWAYS

SPEAKING OPPORTUNITIES

SOCIAL MEDIA

NEWSLETTERS AND MAILINGS

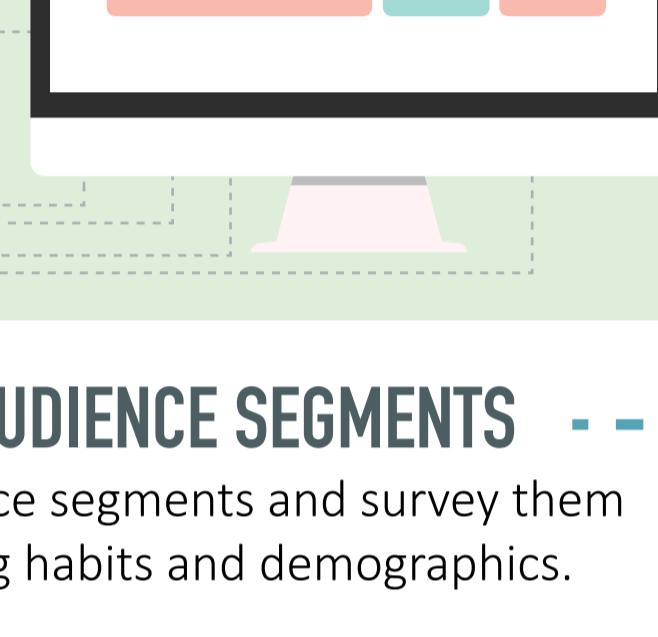
TRADITIONAL MEDIA

EMPLOYEE BENEFITS

LOGO PLACEMENT

ETC.

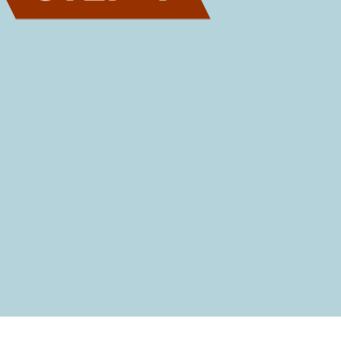
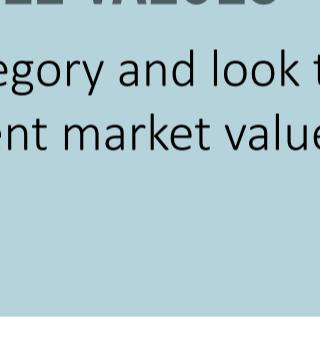
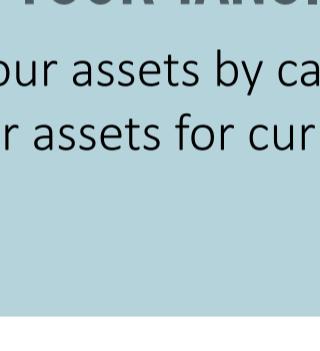
STEP 2



STEP 3

IDENTIFY YOUR AUDIENCE SEGMENTS

Identify 3 – 5 audience segments and survey them to define their buying habits and demographics.



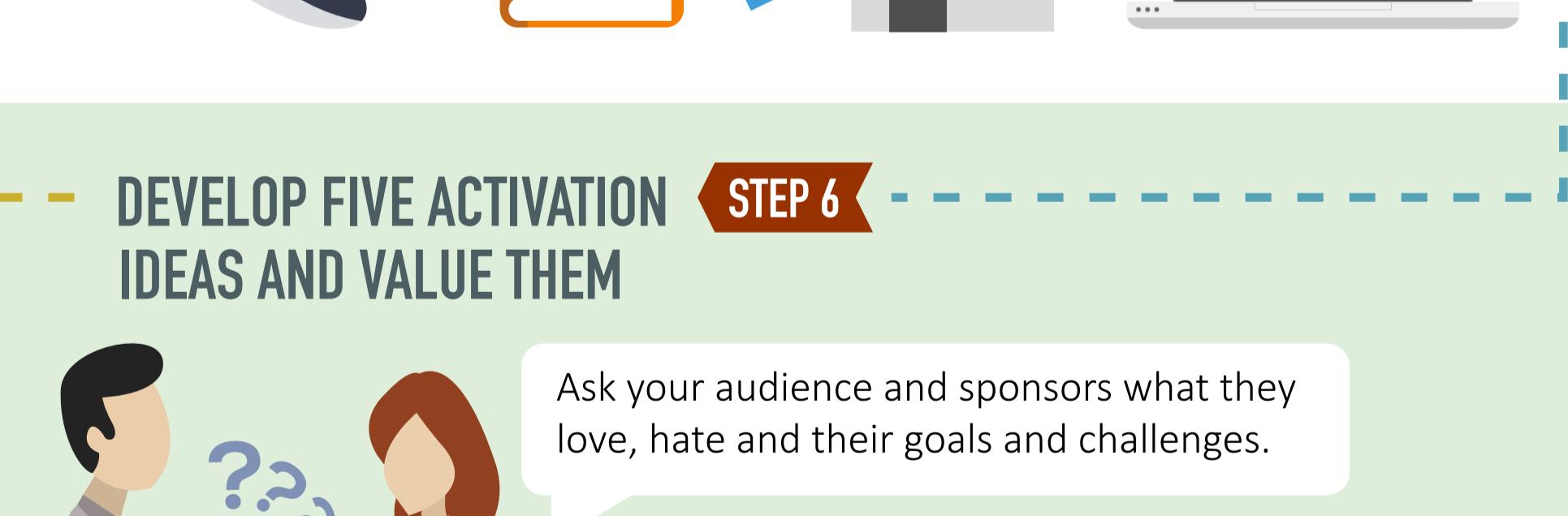
FIND YOUR TANGIBLE VALUES

List your assets by category and look to similar assets for current market value.

STEP 4

DETERMINE YOUR BRAND VALUE!

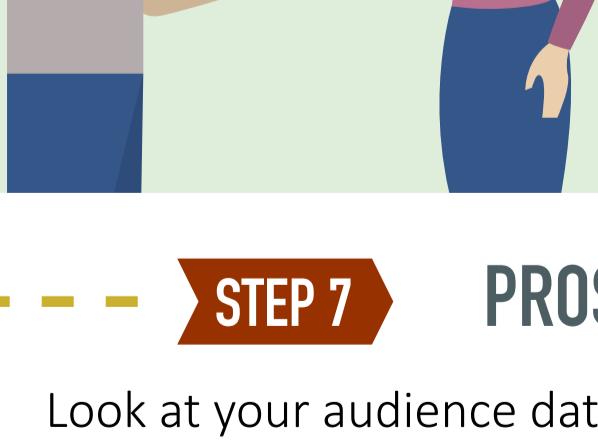
Make a list of all of the things that your sponsors value in a partner and assign a percentage to each then add to each asset.



DEVELOP FIVE ACTIVATION IDEAS AND VALUE THEM

STEP 6

Ask your audience and sponsors what they love, hate and their goals and challenges.



Use the answers to develop activation ideas that serve both your audience and sponsor.

STEP 7

PROSPECTING

Look at your audience data and survey questions and look at all of the things your audience plans to purchase. Contact those companies!

