

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

STEP 2

IDENTIFY OPPORTUNITIES FOR:

NAMING RIGHTS

SIGNAGE

PRODUCT GIVEAWAYS

SPEAKING OPPORTUNITIES

SOCIAL MEDIA

NEWSLETTERS AND MAILINGS

TRADITIONAL MEDIA

EMPLOYEE BENEFITS

LOGO PLACEMENT

ETC.

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

STEP 4

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

STEP 5

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!