



SPONSORSHIP ASSESSMENT & EVALUATION GUIDELINES

Executive Summary

AN ESA PUBLICATION

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The argument that sponsorship is difficult to measure is one often advanced by the advertising community as a good reason for not investing in sponsorship. The European Sponsorship Association (ESA) fundamentally refutes this argument and has developed a practical framework to assist companies in establishing fit-for-purpose measurement methodologies for their sponsorships. ESA's Sponsorship Assessment & Evaluation Guidelines aim to:

- enable sponsors to understand the essentials of assessing potential sponsorships;
- stimulate sponsors' thinking about key objectives for their sponsorships, and what are the appropriate success measures they should be reviewing; and
- provide guidance on the variety of methodologies that can be employed to measure sponsorship returns.

The Guidelines document is divided into two main sections:

Sponsorship Assessment

This section outlines the sponsorship assessment process, that is, the process for selecting the "best fit" sponsorship for a company's particular needs. It covers identifying appropriate selection criteria, a list of which is included in the appendices, the variety of potentially sponsorable properties available and an outlines five methods by which potential projects might be assessed.

Sponsorship Evaluation

Here sponsorship evaluation is discussed in detail. This includes setting specific objectives, defining appropriate measures and the role of market research in the evaluation process. In particular, the difference between inputs, outputs and outcomes is highlighted, as well as the importance of appropriate frequency and consistency in measurement. The framework itself covers nearly forty potential sponsorship objectives with more than one hundred recommended measurement methodologies.

The production of the Guidelines was led by Pippa Collett, ESA Director and Managing Director of Sponsorship Consulting. Effectively evaluation has been a particular interest for several years and her work in this area was recognised with a Hollis Award for best use of research in sponsorship in 2005 whilst at Shell. Other key contributors are Toby Hester (Castrol), Eleanor Lewis (Brit Insurance), Iain Barnett (Comperio Research) and Mark Cornish (Sponsorium). Additional input was provided by other ESA members including The Sponsors' Group and Information Committee.

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