4FRONT x SPORTS ETA - SPORTS TOURISM INNOVATION CERTIFICATE

Session 4: The Role of Data in Sponsorship Measurement

Need for Sponsorship Measurement

Four Triggers Behind Demand for Measurement

Shift in brand marketing spend with new marketing mediums

Direct and dynamic reporting on defined KPI's by new marketing mediums

A balance in emotion-based decision making with analytical decision making

Increasing sponsorship revenue goals leading to more non-naming rights 7-figure deals



Evolution of Sponsorship Measurement

Brand Expectations from Properties

More accountability and transparency on partnership performance

Reaching the right people, not necessarily the most people

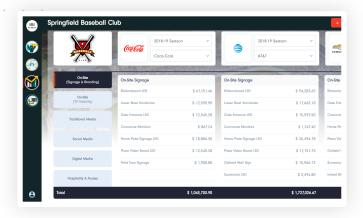
Cross-channel results beyond media value to gauge true business impact

Serve a dual-purpose as rightsholder and extended agency

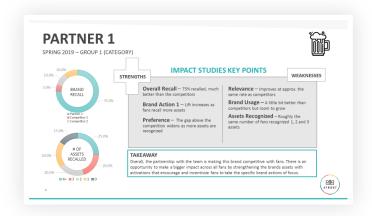




Media Value Measurement



Brand Action Measurement



Enhancing Your Measurement Practices





