



Communications – Theme 15: Sponsorship

Factsheet 15c

Sponsorship evaluation

Evaluation of a sponsorship is important for both the sponsor and the sponsored.

The sponsor needs to get a measure of the benefits they received from the sponsorship programme and to know how well their specific objectives were met. This will help them decide if they have chosen the right 'cause' and to plan future sponsorship programmes. Properly evaluated sponsorship schemes can also be entered for sponsorship awards.

The sponsored organisation also benefits from evaluation to check if they achieved their objectives, increased their performance, completed a task, etc. More importantly, planning for and carrying out evaluation shows professionalism and reassures the sponsor that their chosen partner understands their business needs. Also, evaluation results from previous sponsorship, increase enormously the chances of success when approaching other potential sponsors.

Every evaluation starts by setting clear objectives. This needs to be done from the outset. Think also of ways to 'measure' the objectives. For example, 'increased media coverage' can be measured by comparing media exposure before and after an event.

Below are some typical methods of measuring sponsorship results:

Media coverage – collect evidence of anything appearing in the media that relates to the sponsorship such as press cuttings, features, photographs, broadcasts on radio or television, advertisements, etc. Keep copies of any press releases you send out. If the sponsorship involves an event, make a note of any press that attended.

Participation – keep records of how many people got involved in the programme, attended an event, etc. If you had any media coverage, estimate the number of people who became aware of the sponsorship (based on the media circulation figures). If you have distributed posters or leaflets, make a note of how many were produced and estimate the number of people who saw them.

Surveys – these can provide valuable evidence that your sponsor's profile has increased as a result of the sponsorship (you will need to do 'before' and 'after' surveys).

The right formula

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Questionnaires – if your sponsorship involves an event, you can distribute simple questionnaires to participants and/or to those attending to find out how they heard about the event, if they remember who the sponsor was, if they enjoyed being there, if they have any comments or suggestions, etc. Make sure you collect the questionnaires before people leave.

Photographic evidence – very important to monitor progress of the project and to record an event, the participants, any awards, VIPs that became involved or attended, representatives from the sponsoring company, etc. Photographs are always useful for publicity and to send to the press or post on a website. Make sure you get good quality photos that will reproduce well. If you use a digital camera, set it at high resolution. Include in the shots your sponsor's name and logo whenever possible. You can also take photographs of 'branded' items that display the sponsor's name and logo. They are easier to include in future presentations than actual samples.