6.03 Evaluate the effectiveness of sponsorships
How do businesses assess and measure the success of the sponsorship?

- Measure customer awareness.
- Measure obtainment of established goals.
- Compare sales prior to sponsorship and post sponsorship.
- Review corporate accounts, retailers, shelf space, and other store traffic for increases.
Assessing and measure the success of the sponsorship (continued)

- Look at sales within a specific geographical area where the sponsorship occurred or its viewing area.
- Use rate cards containing information on the advertising time or space to determine the value of publicity.
- Track the amount of advertising exposure to the public and add up what it would cost the company to simulate those promotional efforts.
- Analyze impressions.
Why sponsorships fail?

- Just paying the sponsorship fee and doing nothing else could result in failure.
- Not knowing what is included in the sponsorship agreement.
- Business become impatient. It takes time for the association to a particular company or its products with an entity.
- Excluding company employees in the sponsorship. The employees should be excited and aware.
- Not meeting the demands with staffing and product availability.
- Excluding the fans.
Ambush marketing

- Also called parasite marketing.
- Occurs when a company does not pay the fee to be an official sponsor but uses techniques to make the public believe the company is the official sponsor.
- Is usually associated with major events.
- Hurts corporate sponsorship because the public is confused about who is the real or official sponsor.