



8. How to measure success



What's covered in this chapter

The data and insight collected from measuring your sponsorships can greatly aid your whole programme, whether that is helping to renew deals or enhancing your sales approaches for new sponsors. Therefore, where possible, you should always look to place measures to assess a sponsorship, even if it's simply tracking local media coverage.

This chapter provides recommendations on how you measure and evaluate sponsorship activity, including top tips, even if you have limited internal resource, and when to undertake the measurement and evaluation process.



Why we measure sponsorship

Sponsorship measurement will require resourcing, so if you and your team do have capacity to do it, it will be a highly worthwhile exercise. Not only will tracking sponsorship success increase the likelihood of renewing deals, but it will also provide key data that you can use in future sales approaches.

The fundamental rule to measurement is to review the partnership objectives that were agreed at the outset and see whether you have been successful in achieving these. You should always put in place your own measures to assess the success of a sponsorship and you shouldn't just rely on the sponsor to do this.

Whilst measuring and evaluating sponsorship has become increasingly sophisticated and now extends beyond on-kit branding and branded images in the media, you should endeavour to track the coverage that you and your partners may receive in publications or on television, including capturing examples. These, again, can be used for re-negotiations and/or in your approaches to new sponsors.

The major clubs and rights holders will also look to identify how their sponsorships are seen as a way to positively influence customer perceptions of a brand and as a result, the means by which its success is measured has had to evolve.



What to measure

Whilst the following isn't an exhaustive list, it will give you some ideas on how you can take steps to measure the value of the benefits your sponsor is getting from your relationship.

The Partnership Objectives and Review the Contract

During the sponsorship sales process, you will have worked with your sponsors to identify objectives, which should be captured in the contract. It is worth regularly referring to these to see how the partnership is working and seeing if there is anything that can be done to make it more successful. For example, this could include:

- Increasing awareness across the community - do you have evidence of coverage/branding in local press? (see below)
- Increase the number of B2B events - have you co-hosted networking events?
- Increase sales - can you identify whether there is an uplift in sales based on retail at the ground?

Media Coverage

Keep records of all media coverage secured which feature branded imagery or editorial mentions relating to your sponsor. You can also use Google news alerts / notifications to help you pick up all online coverage.

Player Appearances

If your sponsor is using player appearances as part of their programme, and one of your team members is accompanying, try and take your own pictures of the event and keep records of how many events your athletes have attended.



What to measure (continued)

Social Media

If you are promoting your sponsor via your social media channels, for example allowing them to run competitions / promotions, or providing details of an initiative that is relevant to your audience, keep a record of how many people 'like' or 're-tweet' a post. It shows the level of engagement between your sponsor and your followers – and also highlights what activity they like / don't like.

Website

If you have a page, or activity, specifically linked to your sponsor, make a note of visitors to that page – and how long they spend on it. If you run a link to your sponsor's website, perhaps for a special offer or promotion, log how many people used that link.

Hospitality at Events

How many of your sponsor's guests have been entertained at events? How many of them had the opportunity to meet an athlete, take part in a behind-the-scenes tour, etc?





What to measure (continued)

Depending on the objectives of the partnership and the resources that you have available, you may wish to look at other methods of measurement. One of which is to contact surveys using your fan base and database.

This could include asking the following questions:

- Are you aware that Brand X is a sponsor of our club?
- Do you think this is a sponsorship that fits well with the club and our values?
- Where have you seen reference to this club?
(Provide a list of comms channels)
- Do you think this sponsorship is of value to the club/the fans/the players?

This will allow you to track perceptions of the sponsorship and how well your sponsor is engaging with participants.





When to begin measuring the sponsorship

It's essential to get a measurement programme in place as early as possible so that you have an accurate, base level starting point. Some measures will take place on an on-going basis, for example monitoring media or delivery of player appearances, whilst others are a one-time delivery, for example hospitality at the End of Season Dinner.

Measurement, if possible, should be an ongoing process but, particularly if you're unable to constantly monitor elements, you should agree a time with sponsors to review the partnership. This should be at least annually but ideally held more regularly i.e. monthly or quarterly.



Task: Developing a measurement register

Based on the recommendations outlined in this chapter, build a list of benefits that you can measure and how you would go about it.

For example:

<p>Media Coverage By tracking local media reports and using Google alerts</p>	<p>Tickets Keeping tabs on how many you provide the sponsor with out of the allocation</p>
<p>Fan engagement Build a questionnaire for fans to complete, which will focus on their opinions of the sponsorship etc.</p>	<p>Player appearances Take pictures of how the sponsor is using this benefit</p>



Chapter takeaways and top tips

Measurement is vital to the long-term success of a sponsorship programme. Even with limited resource, there are tasks that you can undertake to help demonstrate how any partnership is working and also provide you with intel that can be useful in search for sponsors in the future.

The key elements to remember are:

Refer to the sponsorship contract to check what you agreed and what each other's objectives were, use this as the basis to check all promises are being delivered, including:

Keeping track of all the benefits and items, such as tickets and hospitality

If possible, **keep examples of media coverage**

Have regular 'check-ins' with sponsors to make sure that they are happy and the success is being monitored

