

## 10.1 RELATIVE VALUE ASSESSMENT MODEL

The following corporate Relative Value Assessment (RVA) model was developed for a national retailer to assist in evaluating and selecting sponsorship opportunities. This method attaches a weighted value to each criteria relative to the overall corporate objectives. Each category - image, communication and media impact - has been weighted overall as equal; however, the specific tactics to achieve each has been weighted according to the perceived value. A minimum score required to confirm participating is two thirds of the total.

Use this RVA model as another more "scientific" means to evaluate your sponsorship proposal as it would be from the viewpoint of the corporate marketing vice president of manager you will be presenting to.