

■ Establishment of Measurement Criteria

- It is to the benefit of both the sponsor and the vent organiser to establish measurement criteria. Measuring the successful elements will help to reinforce the value of the event sponsorship and justify the investment. In addition, determines those elements which were unsuccessful will help to identify tactics to improve them for future years and further strengthen the return on investment and/or reduce the investment as necessary.
- If possible, the event organiser should include the actual cost of measuring the event in the total cost of the sponsorship.
- Common measurement techniques include:

■ SALES (volume/marketshare)

Technique

Tracking of Total Sales

Explanation of Technique

Can be based on a previous year's results, or a similar promotion, and usually includes the additional projection of sales for the promotion to pay out (pay for itself).

Technique

Percentage Increase in Market Share

Explanation of Technique

Market share is the percentage of the market that your product has. For example: Coca-Cola would have a 40 share in the pop market, Pepsi a 30 share, and all other pops a 30 share.

■ IMAGE/AWARENESS

Technique

Tracking Studies

Explanation of Technique

A tracking study is research that monitors changes in consumer's purchasing habits or attitudes.

A four-part tracking study held in spring, summer, fall and winter will show the changes in consumer's awareness of a product/service or company.