

5.4 AUDITING/PLANNING FOR THE FUTURE

STEP #10 - AUDITING YOUR PROGRAM, PLANNING FOR NEXT YEAR

Corporate audit

- Document the successes/disappointments of the event immediately after it is over and provide your sponsor with a copy -- (the cost for this manpower time should be included in the sponsorship cost). An audit will show the corporation that you recognise the value for the corporation's involvement and that you are eager to assist the corporation in meeting its objectives through sponsorship and event marketing.

- An analysis should include:
 - overall successes/disappointments of the event itself
 - summary of attendance
 - summary of media coverage
 - summary of spectator likes/dislikes
 - recommendations for future years
 - pictures of the event
 - videotape of event
 - summary of merchandise sold (i.e., with the corporation's logo)
 - summary of on-site corporate activities

Internal audit

- Document the successes/disappointments of the event relative to the internal development, execution, management and measurement.

- Use this as a guideline for next year's planning.