

Major Events Resource Bank Sponsorship Audit Checklist

The sponsorship audit includes an analysis of the event and its associated features.

1. Brand strategy/messages

Identify:

- ▶ the brand strategy, brand values, brand look and feel from a sponsorship perspective

- ▶ the event's key messages

- ▶ the key target groups the marketing strategy will be trying to capture

- ▶ the image/emotive connection.

2. Media strategy/value

Identify and confirm:

- ▶ the committed marketing activity (radio, newspaper, television, below-the-line activation, direct marketing)

- ▶ the level and detail of the rate card value

- ▶ the committed media support and its commercial value.

3. Existing corporate partners and industry sectors

- ▶ identify companies and partners which already have a record of past or current sponsorship of the event or similar events.

4. Determine and quantify the event's 'bottom-line' expenditure items that could potentially be secured for 'value in kind' sponsorship support

This includes:

- ▶ equipment and venue hire

- ▶ waste management

- ▶ IT and telecommunications equipment and setup

- ▶ media and advertising value

- ▶ transport (air and ground)

- ▶ accommodation and catering

- ▶ office equipment.

5. For your key 'bottom line' expenditure items develop tailored proposals for all prospective suppliers

- ▶ Use your best endeavours to get 'value in kind' support from these suppliers or heavily discounted services/products, by offering them a range of sponsor benefits.

Note: when recording 'value in kind' sponsorship in your budget ensure you place the value both in your sponsorship income and in your event costs.

6. Sponsor benefits the event can offer

Identify and value all of the event benefits and opportunities that could be available to prospective sponsors. This includes:

- ▶ invitations to official functions and receptions

- ▶ placing of signage

- ▶ programme advertisements

- ▶ placing the sponsor's logo on printed materials

- ▶ access for an agreed number of personnel

- ▶ placing the sponsor's logo on printed materials

- ▶ Medal/Trophy presenting opportunities

- ▶ expected media coverage of the event

- ▶ rights to hospitality facilities

- ▶ free (or reduced rates) for exhibition space

- ▶ placing the sponsor's logo on printed materials

- ▶ sponsor's inclusion in the title of the event

- ▶ IT/Internet opportunities

- ▶ exclusivity in an agreed product category

- ▶ use of the event logo

- ▶ potential to link with television in a combined programme and event sponsorship deal

- ▶ sponsorship extension to additional areas – such as grass- roots events, and associated functions

- ▶ agreement to promote the sponsor through certain PR activities

- ▶ credit given by the event listing all the sponsors on display boards or exhibition stands

- ▶ media backdrops

- ▶ venue perimeter signage

- ▶ stadium dressing

- ▶ programmes

- ▶ posters

- ▶ direct marketing

- ▶ advertising

- ▶ athlete branding.

7. Identify and value the property rights that are available

This includes:

- ▶ naming rights

- ▶ presenting rights

- ▶ national partners

- ▶ official suppliers

- ▶ 'family of five' type sponsorships.

8. Other features

Identify and value other features around the event, for example:

- ▶ VIP hosting opportunities

- ▶ launches

▶ opening/closing ceremonies

▶ sampling

▶ hospitality

▶ legacy.

9. Put a value on the benefits, the rights packages and the other features that your event has to offer

To achieve this use:

▶ comparisons of other sponsorship values in the existing marketplace

▶ assessments of the media value for all branding benefits.