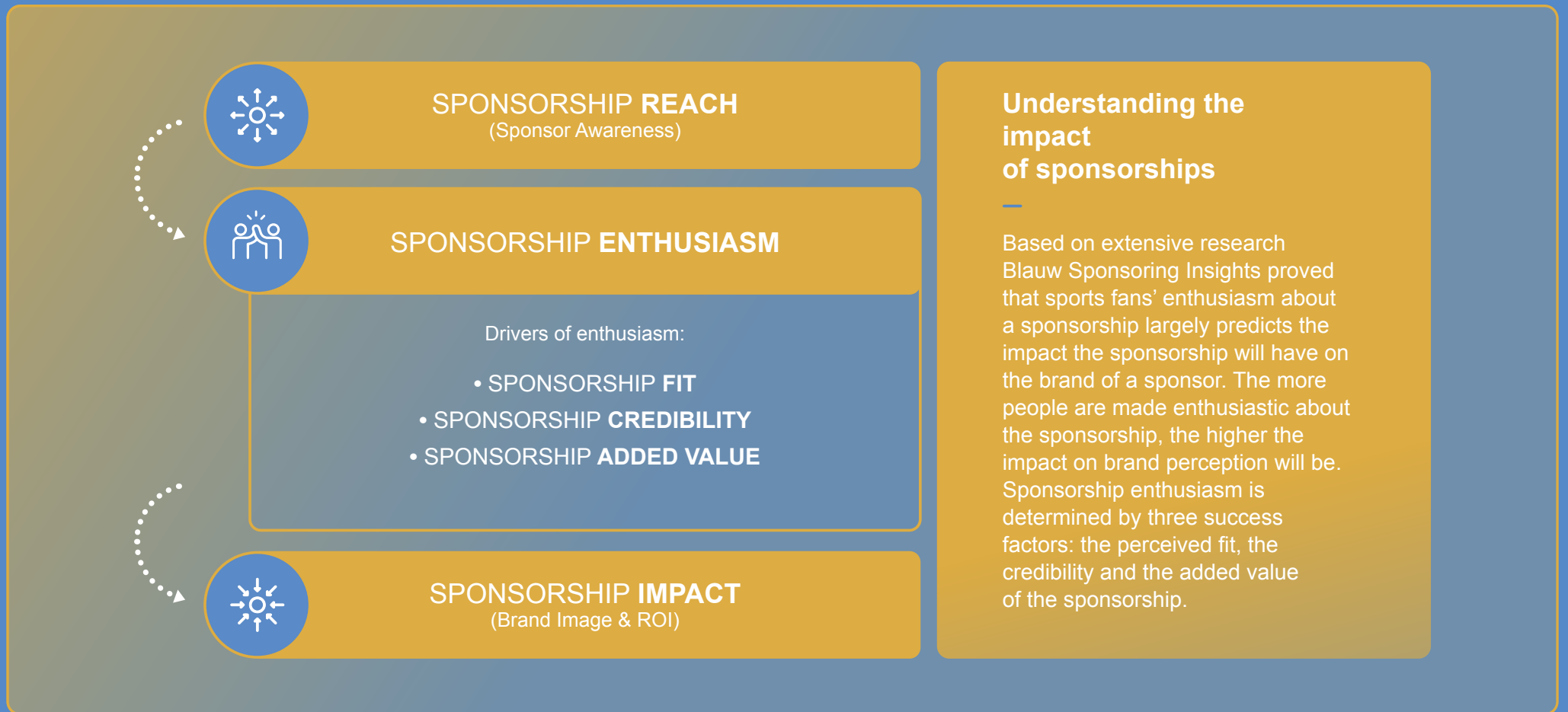


# SPONSORSHIP INVOLVEMENT MODEL



## BENCHMARK YOUR PERFORMANCE

The Sponsorship Involvement Model is built upon the insight that sponsorship impact is largely determined by enthusiasm about a sponsorship. By providing in-depth insights and benchmarks for the three main drivers of sponsorship enthusiasm (fit, credibility and added value) we help global sponsors to take the right decisions leading to increased sponsorship impact.

**SPONSORSHIP ENTHUSIASM**

Drivers of enthusiasm:

- SPONSORSHIP FIT
- SPONSORSHIP CREDIBILITY
- SPONSORSHIP ADDED VALUE

**1 BENCHMARK WITH OTHER BRANDS**

Legend: Brand score (yellow), Benchmark (blue)

**2 IN-DEPTH DRIVER ANALYSIS**

- ✓ "Brand fit with event on prestige"
- ✗ "No logic fit with sports"
- ✓ "Acts in best interest of sports"
- ✗ "Doesn't have history in sports"
- ✓ "Adds entertainment to sports"
- ✗ "Unclear what the added value is"

**3 ACTIONABLE ADVICE**

- Bolster a strong, logic link with sports through activation
- Show what you all do in (other) sports to overcome the lack of history in sports
- Make sure all relevant audiences know how sponsor should add entertainment to sports.