

Measure, justify and maximize your
return on sponsorships and partnerships.



Profitable techniques you can replicate

Unlike the prevailing measurement mentality—which simply transfers existing advertising metrics to sponsorship—*R.O.S.* introduces IEG’s highly successful process for quantifying the actual link between objectives, expenditures and results.

Sponsors, learn ways to embed predictability and measurability into your buying process to minimize risk and most efficiently allocate resources. Get solid data to win over senior management and justify budget increases.

Rightsholders, increase your renewals by using the information to educate your partners about the right tools to apply to measure their particular objectives. Understand how you’ll be judged and discover the research that will help your sales efforts.

Prove the value of your partnerships

R.O.S. is packed with more than 175 pages of meticulously mapped out quantitative and qualitative techniques that you can apply and implement immediately.

Using examples from partnerships of all types and sizes, and by companies from a range of industries with varying objectives, you get concrete how-tos, applicable findings from more than 100 academic and business research studies, the best and latest practices from IEG, and 110 instructive charts, models and graphs.

R.O.S. is for the sponsor who isn’t sure they’re getting their money’s worth. It is for the CFO who doesn’t realize emotional quotients can be quantified. But most of all, *R.O.S.* is for the “rest of us”: the intuiters, who know that building communities and sales are one and the same thing but we’re now being asked to prove it.

“IEG’s sophisticated, original, in-depth and practical approach will benefit anyone who needs to get their arms around the numbers.”

Jack Ralston, Carat New Zealand Ltd.

“All our sponsors are asking about ROI. Now, I can answer them. Your concrete ideas on how to educate sponsors on measures beyond visibility are essential tools.”

Trish Smith, National Association of Women Business Owners

“Critical elements that will make a huge difference in our sales process.”

Toby Wyman, Richmond Braves Baseball Club

“A+ information and insights.”

David Macon, New Belgium Brewing Co.

How to measure, justify and maximize your Return On Sponsorship

The demand that marketing programs be fully accountable and prove their value has never been greater. In this environment, without hard numbers sponsorship will lose out to less robust but easier to measure CPM-based media.

But, what should you measure and what do the results actually tell you? What was incremental and what would have occurred anyway?

Introducing *R.O.S.*, the first and only guide to give you a true understanding of the numbers.

- > **Learn the best way to calculate the results of any partnership**
- > **Provide CEOs and CFOs the information they need**
- > **Determine which investments are generating the highest return**
- > **Discover what to measure and report to sponsors**
- > **Compare return across media**

Written by Lesa Ukman who, along with her colleagues at IEG, has defined the global standards and developed the industry models for forecasting, valuing and measuring sponsorships and promotional partnerships.



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