

SPONSORSHIP RESEARCH AND CONSULTANCY

Europe - North America - Asia - Australia - Africa



STRENGTHENING YOUR POSITION THROUGH INSIGHT

SPONSORSHIP RESEARCH AND CONSULTANCY

Global sponsorship investment has hit an all time high and today is widely considered an important element of the marketing mix. As a result, high profile organisations receive numerous offers to develop partnerships with iconic properties across the sports, arts and entertainment sectors. But with so much choice, how do you identify those opportunities which are a good fit for your brand and will deliver on your objectives?

What's more, once your sponsorship programme has been implemented, how can you optimise performance, measure success and evaluate the true return on your investment?

What can Comperio offer?

Comperio Research possesses unparalleled experience in the sponsorship industry which is supported by an in-depth knowledge of brand marketing and consumer audiences.

We have combined this expertise and learning to develop a suite of research-based products and services, which will help you exploit the full potential of your sponsorship strategy.

SPONSOR SELECT™

Are you selecting the right properties?

As a potential sponsor it is imperative you select a property which will complement your corporate vision and yield superior value. To this end, Comperio Research has devised a leading-edge business model **Sponsor Select™**, which helps organisations apply consistency and rigour to the decision-making process. The product is based on innovative research methodologies, which calculate both the tangible and intangible benefits of a sponsorship proposal such as:

- Anticipated media exposure
- Brand fit
- Prestige of property
- Corporate hospitality package

Sponsor Select's™ analytical capabilities will also identify any weaknesses, so that a comprehensive risk assessment can be undertaken before you make a commitment to a sponsorship property.

SPONSOR INSIGHT™

Measuring the impact of sponsorship

Investing in sponsorship will undoubtedly provide substantial exposure for your brand, but how can you assess if this exposure is having a positive impact? In response, Comperio has designed a sophisticated tracking solution **Sponsor Insight™**, which measures the impact of your sponsorship activities on:

- Brand awareness
- Brand perceptions and positioning
- Brand consumption
- Propensity to purchase

The product also uses segmentation modelling to assess the extent to which opinions, behaviours and passion drivers may vary between differing socio-economic groups.

Sponsor Insight™ can be undertaken as a one off assessment. However an on-going tracking study — whereby consumer surveys are conducted before, during and after the span of your sponsorship programme — fully utilises the benefits of the product, by demonstrating how key performance indicators may change over time.

To add further value, **Sponsor Insight™** boasts a benchmarking facility, which will prove advantageous if you sponsor a range of properties, as it delivers comparative data and enables you to determine which of your sponsorship programmes has been most successful.





Evaluating your media exposure

Accurate and reliable reporting of media exposure is fundamental to all sponsors. However media coverage is not just about quantity, it is also important to review the quality if you are to fully understand the value and importance of the properties you work with.

Comperio has pioneered a global media monitoring and evaluation tool, **Sponsor Return™**, which helps sponsors understand how media exposure translates into return on investment. The product collects data from across print, broadcast, outdoor, mobile and online media, to provide you with compelling information about the breadth, depth and reach of your media coverage.

Taken a step further, **Sponsor Return™** can assign this media visibility a financial value, by calculating how much you would have needed to spend on advertising to arrive at a similar level of brand exposure. And our cutting-edge brand impact scoring system (BIS) measures the quality of the exposure, by answering key questions pertaining to the size, location and clarity of each brand sighting.

Value added consultancy

Comperio provides a comprehensive consultancy offering which can be tailored to fit your needs and objectives. Whatever your requirement — whether it be a complete overhaul of your current approach or an in-depth review — we have the solution. We can offer you impartial analysis and advice, which will ensure your sponsorship activities are fully aligned to your corporate strategy and make a clear and distinctive contribution to your business.

Why choose Comperio?

Comperio delivers world-class services to an international range of sponsors. Our unequalled resources and profound knowledge enables us to provide robust, substantiated data, that isolates the effect of sponsorship on key brand measures, and puts you in a position whereby you can make informed decisions and negotiate new contracts from a position of insight.

A few examples of our clients:

- Rolex
- Deutsche Bank
- Shell
- Porsche
- Lexus
- Visa
- Swedish Ice Hockey Association
- Tommy Hilfiger
- Cancer Research
- DnB NOR
- ATP Tour
- Stella Artois



About us:

Comperio Research is one of the world's leading full-service research agencies with an enduring reputation for excellence throughout the sports, sponsorship, media, event and tourism sectors.

As part of **IMG**, the world's premier sports, entertainment and media company, Comperio has access to a global network of 60 offices in some 30 countries, and is widely renowned for pushing the boundaries of research.

Today, this fast-growing and dynamic business provides cutting-edge research solutions to a diverse and illustrious client base, comprising international brands, sporting bodies, sports venues, event organisers, tourist boards and government agencies.

If you would like further information about **sponsorship research** please contact us at info@comperioworld.com



www.comperioresearch.com

Our areas of expertise include:

- Stadium and Arena
- Events and Exhibitions
- Sponsorship and Media
- Economic Impact Studies
- Corporate Hospitality
- Travel and Tourism
- Opinion Polling
- Consultancy

Methodological tools:

- Focus groups
- Business modelling
- Segmentation analysis
- Observational research
- Face to face interviews
- Electronic data capture systems
- Telephone interviews
- Depth interviews
- Online surveys

