



Sponsorship ROI

*See the impact of
sponsorships in real dollars*



Key Questions Answered

How much should I spend on the sponsorship?

How should I leverage the sponsorship through supporting marketing vehicles?

What are the expected results (both short-term and long-term)?

Overview

Historically, sponsorship investments have been justified in the name of long-term brand equity, but as the size of the investments increase, companies need more concrete understanding of both the short and long term paybacks. Marketers look to establish sponsorship measurement plans by defining metrics and data requirements, in order to demonstrate the relationship between brand equities and sales.

Understand the Short-term and Long-term Impact of Sponsorship On Your Brand.

MMA helps provide the visibility into past, present, and possible sponsorship decisions to improve performance. Through our Sponsorship ROI service, we give marketers the ability to quantify both the short-term and long-term impact of a sponsorship and related activities such as: PR, TV and word of mouth. By establishing an apples-to-apples comparison of sponsorships with all other marketing vehicles, MMA helps companies to improve marketing ROI.

The MMA Sponsorship ROI service

The service combines four key components that provide a comprehensive view of both the short-term and long-term impacts of marketing activities, key business drivers and brand equity metrics.

1. Measurement & Management Planning

Establish a sponsorship management plan, to ensure measurability and facilitate the alignment of business goals with metrics, analytics and required data.

2. Short-Term Impact Assessment (Marketing Mix Model)

Determine the impact of a sponsorship on short-term sales.

3. Hierarchy of Effects Assessment

Evaluate the impact of a sponsorship on brand equity metrics and establish linkages between these metrics.

4. Long-Term Impact Assessment (Brand Equity Model):

Determine the impact of brand equity and key business drivers on base sales.

Why MMA?

MMA has been the thought-leader, innovator, and trusted marketing sciences advisor to some of the largest global companies for more than 17 years. We provide visibility into past, present, and possible marketing decisions to improve business performance, benchmarked by our experience with more than 1,000 brands of Fortune 500 companies