



REBEKAH STEVENS
Nielsen Sports & Entertainment





HOW TO MEASURE SPONSORSHIP ROI

~~ROI~~
ROO

#SWIMBIZ 2018

nielsen
.....

HOW DID I END UP AT #SWIMBIZ 2018?

Early Years



College Days



Working World



NIELSEN + SWIMMING?



$$\text{ROI} = \frac{\text{Net Profit}}{\text{Investment}}$$

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ROO
(Return on Objectives)

STEP 1: TALK TO YOUR PARTNERS

What are their objectives?

Awareness

Brand
Perception

Product
Trials

Sales

Customer
Acquisition

STEP 2: IDENTIFY BENEFITS DELIVERED

1

PASSIONATE AUDIENCE

Access to their target consumers – aka your club members, parents, family & friends

2

BRAND EXPOSURE

Brand exposure - on-site, website, social media

3

INTELLECTUAL PROPERTY

Equity derived from associating with your brand

4

HOSPITALITY

Premium experiences for customers or employees

5

REVENUE

Sales from on-site events, promotions, or direct club purchases

6

ACTIVATION RIGHTS

Opportunity to amplify impact by activating partnership; category protection

STEP 3: MEASURE OUTCOMES

Strongly agree

Agree

Disagree

Strongly disagree

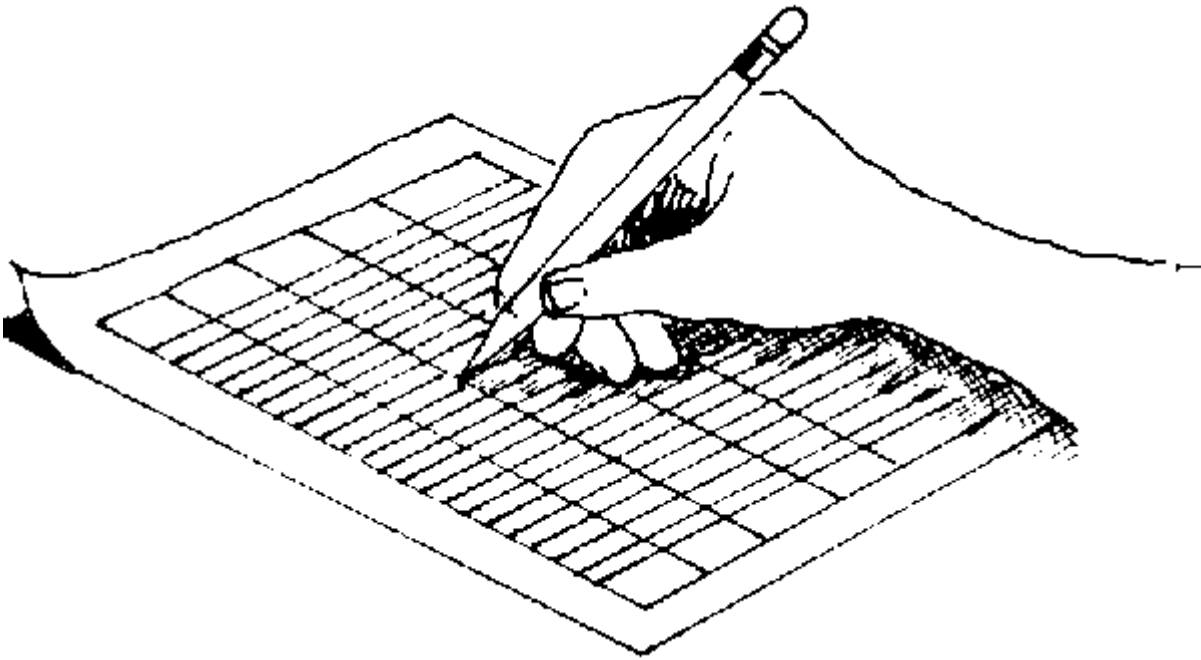
A 5-point Likert scale is shown, tilted at an angle. The options are 'Strongly agree', 'Agree', 'Disagree', and 'Strongly disagree'. Each option has a corresponding checkbox. The 'Agree' checkbox is checked with a green checkmark.

STEP 3: MEASURE OUTCOMES



STEP 3: MEASURE OUTCOMES

Strongly agree
Agree
Disagree
Strongly disagree



CASE STUDY: USA SWIMMING

How do we measure success? Key Performance Metrics

Objectives	Metrics	Tracking Mechanism
Reach: Engage with target audience	Sponsorship Awareness	• Member survey
	Impressions	• Social Media Analytics
Relevance: Build brand credibility by associating with USA Swimming	Marketing Message Awareness	• Member Survey
	Brand Fit	• Member Survey • Track use of USA Swimming logos / athletes
Revenue: Increase sales of company's products	Consumption Frequency	• Member survey

HELP THEM HELP YOU



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The background of the slide is a vibrant blue with a 3D, wavy, undulating texture that resembles water or a soft fabric. The waves are layered, creating a sense of depth and movement. The text is centered in a clean, white, sans-serif font.

**Thank
You!**