

Sponsorship MAP

SOURCING SPONSORS

If you are managing an event, a championship, a conference, or a tour, Sponsorship MAP can help you identify the best prospective partners.

Sponsorship MAP links your audience to dozens of industries, enabling you to identify prospective sponsors, understand their objectives and their target market - your audience.

RATIONALE FOR SPONSORSHIP

As companies are putting more thought into their sponsorships, they need to know that their funds are being invested wisely. With Sponsorship MAP, a sporting organisation can demonstrate how more supporters are involved with the sponsor's product over time.



Powerful Asteroid Windows software.

In contrast with conventional research reports, Sponsorship MAP is provided on disk with user friendly 'data analysing' software. Asteroid ensures the data can be used for periodical reports in pre-set formats or re-cut and re-analysed to suit changing business needs. As an integral part of your subscription, Roy Morgan's specialist analysts will train your staff and conduct workshops to ensure that you can extract the maximum benefit from the data.



"How to get more bucks for your bang."

PROFILING YOUR EVENT & YOUR AUDIENCE

By analysing the demographics, attitudes to life and general activities, event organisers can profile the people who follow them. Understanding the personality of each individual activity is vital with regard to promotion and development.

For example, a sport may be weak within a particular state or within a particular demographic. Using Sponsorship MAP, an organisation can discover the factors that drive these people and influence them to be involved in the sport.

Profiling the supporters assists in generating another major source of revenue, *membership*. Knowing the supporters' interests, purchasing habits and attitudes, can help you increase appeal to your supporters.

In-house demonstration

To fully appreciate the power of Sponsorship MAP call to arrange a free in-house demonstration.

Roy Morgan
— International —

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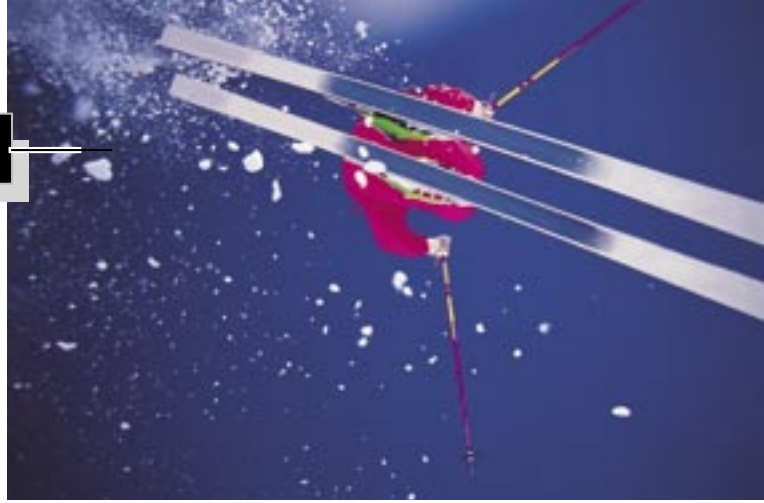
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Sponsorship MAP



Sponsorship MAP (Marketing and Advertising Planner)

Companies spend billions of dollars sponsoring sports and events each year, but very few companies make the effort to accurately measure returns on their investment. Whether you sponsor a sports event or team, a charity or festival, culture, art or theatre, Sponsorship MAP will help you make informed decisions.

Sure, brand awareness and corporate hospitality may achieve loose objectives but does the sponsorship

meet the most important objective of all – a tangible return on investment?

Whether you are company currently sponsoring or looking to sponsor, or you are a sporting organisation or a cultural event seeking sponsors, Roy Morgan Sponsorship MAP can provide insights to make sure the alliance is good value, from any perspective. It is a strategic tool designed to assist the selection, planning and evaluation of sponsorship. The key for each side of a sponsorship deal is *a good fit*. A good partnership between the sponsoring company and the organising body ensures the greatest success for both parties.



How to score with your sponsorship dollars.

After all, once initial objectives are met, a sponsorship is only useful in the long-term if it produces sales.

Gone are the days when sponsorship dollars were allocated due to personal interests that members of a company may have had in a particular sport. Today, sponsorship funds are distributed based on sound knowledge that provides companies with avenues that will directly produce conversion, to sales.

Roy Morgan Sponsorship MAP (Marketing and Advertising Planner) can help you identify the ideal opportunity, track its progress and measure returns... on a quarterly basis each year.



Sponsorship MAP

A SLICE OF ROY MORGAN SINGLE SOURCE

Sponsorship MAP is an integral component of Roy Morgan *Single Source*, the authority on consumer behaviour in the USA, UK, Australia, New Zealand and Indonesia. In addition to providing a thorough analysis of sponsorship opportunities, it provides a direct and measurable link to the behaviour in the marketplace, where sponsors want to affect a change. It also provides a link to media usage (facilitating more targeted media planning), attitudes and Roy Morgan *Values Segments** (for better communications), and lifestyles and activities (for identifying and evaluating cross-marketing opportunities).

The single source survey is conducted continuously throughout every state of Australia and is based on an annual sample of over 25,000 people.

Sponsorship MAP measures include:

- Sports Watched on TV (64 sports)
- Sports Participated in (63 sports)
- Sports Attended (10 major sports)
- Team Support (AFL/NRL)
- Team Membership (AFL/NRL)
- Sports Association Awareness (14 major sports/40 major companies)
- Cultural Interests and Visitation
- Attitudes and Opinions on culture, arts, environment

KEY APPLICATIONS INCLUDE:

- Sport or Activity Segmentation
- Identifying Sponsorship Opportunities
- Evaluating Return on Investment
- Tracking Trends over time
- Devising Communication strategies



“How sponsorships can give you more bang for the buck”

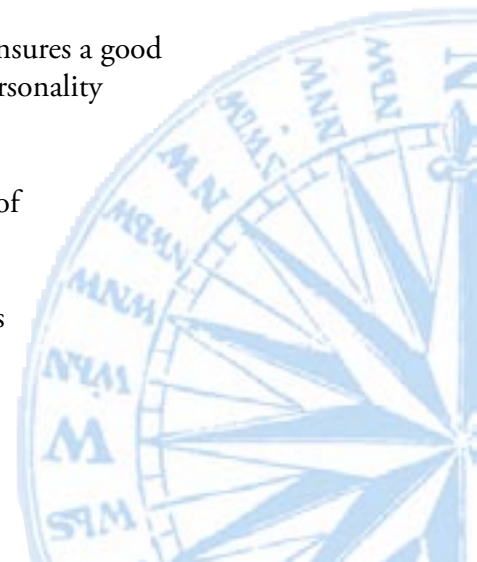
PLANNING YOUR SPONSORSHIP

Often, sponsorships are planned on assumptions and hunches and not thought through strategically. Roy Morgan Sponsorship MAP can help you rewrite the rules. Instead of looking at broad target definitions, you can quantify the number of people interested in the sport or activity, participation levels and TV viewership levels. Over time, your sponsorship dollar can affect these audiences positively, converting them into actual sales. Today, tracking Return On Investment (ROI) from sponsorship is essential.

You'll benefit from this capability in three key ways:

- Identify an opportunity or weakness within a particular market that can be overcome by an association with a sport.
- Consolidate your grip on the industry with an active, involved target market.
- Track Return On Investment over time.

Planning in this way ensures a good fit. You can see the personality of the sport through the demographic and purchasing behaviour of the people involved. You can ascertain whether the supporters correspond with the objectives of the company.





This target can be further approached by identifying their other media habits and directing the executions towards them.

Often sponsorship research relies on assumptions, Sponsorship MAP relies on facts.

Sponsors can get their buck."

EVALUATING YOUR SPONSORSHIP

Linking all of this with our consumer purchasing information and media consumption data starts to paint the picture of whether a sponsorship is truly effective. Here's an example:

A company invests substantial funds as a major sponsor of a sport such as AFL. You are able to identify the number of supporters who watch AFL on television and/or attend games. This provides assistance with television advertising and in-ground signage, especially when you factor in their demographics and their attitudes to life that make them tick.

Take this a step further. Discovering whether these supporters, watchers and attendees actually know of the relationship between the company and the sport shows that the association is getting through to the target market. If the people who are aware of a brand's association are more likely to act upon their involvement by actually purchasing the brand, clearly the value of the sponsorship is evident in the most important area...*sales!*



ACCURATE ANSWERS AT YOUR FINGERTIPS:

- What are my most profitable prospects doing on weekends?
- Which activities are growing or declining in activity?
- What are the demographics and attitudes of the supporters of this activity?
- Though women don't participate in this particular activity, how many are attending or watching on TV?
- How many people are the niche sports attracting and who are their supporters?
- What is the brand repertoire of these supporters?
- Am I getting recognition and awareness but not enough conversion?
- What media are appropriate vehicles for optimising returns on my sponsorship?

Discover your edge.

