

The inevitable impact of the increase of sponsorship fees is that sponsors are more accountable to their companies to quantify and quality every cent spent.

The property has long been responsible for providing sponsors with results that show the impact and value of the investment. Traditionally, this recap is through a recap book that highlights the sponsorship. As the importance of this recaps increases, sponsors are demanding more inclusive and extensive information to further justify their investments.

This Report is designed to give properties insights into what companies wish to see in year-end reviews while helping them to understand how to identify the most relevant information.

### Of the sponsor and for the sponsor

The days of using a standard method of sponsor recaps are dead.

Packaging a standard format of sponsorship recaps diminishes the rareness of each corporate partner's investment and adds only minimal value to both the sponsoring partner and the organization. In addition, each sponsor has a preferred way of receiving a year-end review from an organization.

Before building a review it becomes important to the relationship to not only know what each sponsor is looking for, but also how the sponsor wishes to receive the review. Some corporate sponsors prefer to receive a tangible item such as a hefty binder filled with pictures of signage and radio affidavits, while others prefer electronic documentation that allows for easier dissemination throughout their organization.

Cleveland Cavaliers Vice President of Sales Kerry Bubolz has found that the Cavaliers' sponsorship partners prefer binders.

"The presence of a thick book has a huge visual aspect and personalizes the sponsorship," Bubolz said. "The corporate partner can see how important the relationship is to the organization and the book allows the partner to sift through and appreciate every piece of work that was put into it."

On the other end of the spectrum many teams are embracing technology for the recaps. Tom Stipes, President of eBrandedSolutions, has developed a software product called SponsorshipPRO+ that was created to help properties automate the sponsor recap. The software stores sponsor information on CD or DVD filled with signage pdf's, power point presentations, live radio ads, video board ads, live promotions, and television ads. In essence, SponsorshipPRO+ has the capability to bring the live game experience to the sponsor and has the flexibility to be presented post-event, mid-season, or annually because of the quick turn around time.

Both methods are effective in communicating the value brought to the sponsor, but critical to corporate partnership agreements is knowing and understanding the type of review that brings the greatest amount of value to your organization's corporate partners.

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### Drink tank

The Coca-Cola Company's Vice President and Director of Worldwide Sports, Entertainment, Licensing and Media Scott McCune says, "Coca-Cola's investment into sporting events is too great to rely solely on recap reviews from the organizations we sponsor."

The company has taken a proactive approach to protect itself and its investment by performing what is called an after action review. An after action review is a thorough investigation of all of its major investments and examines how well the objectives of the sponsorship were met, what worked well in each market and why, and discusses opportunities to improve the sponsorship relationship. Coca-Cola's objective of major events such as the Olympics is to step change their business leave lasting business legacies. Within any corporate partner relationship there are always two perspectives on year-end reviews and equally important is the perspective of the organization receiving the sponsorship and what it feels necessary to document in the year end review to strengthen the sponsorship relationship.

Providing this information to sponsors is increasingly important. Some companies such as Coca-Cola have teams who conduct in-house evaluations of each major sponsorship investment. Different companies use this information in a variety of ways and certain companies weigh year end reviews more than others. Sport properties which create and deliver these year end reviews have their own reasons for doing so and provide this information for different reasons.

### Upon further review

San Diego Chargers Manager of Corporate Sales Doug Carnahan claims his objective is to provide great service year round to each one of his sponsors and the year-end recap is essential part of this service.

"Servicing sponsors only on game days and throughout the season does not effectively represent the total value of a partnership with our organization," Carnahan said. "Our objective is to understand what our sponsor's goals are and work towards a solution to best integrate their brand with our team and our fans. This can only be accomplished by providing year round service. Year end recaps provide a great opportunity to review a contract and determine what programs were successful and ultimately establish if we can deliver more value to our sponsor"

Carnahan also states that the more in-depth the review is, the better. "Ultimately, the better you understand your sponsor the better job you will be able to perform. This can be achieved by sitting down with a year end recap and determining if there are areas where we can deliver better. By providing these quality recaps it enables us to better service our sponsors and ensures that each partnership is achieving its true value."



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Performance reviews have become a necessary part of any contract. Constant review, improvements, and alterations are critical elements of creating a successful partnership. For agreements to result in healthy relationships for both sports properties and sponsors it is vital to understand the goals and objectives of each organization and determine how to best achieve those objectives through the partnership. Year end reviews enable both parties in the agreement to work together and review stated objectives and make any

necessary improvements. Diligently performing reviews ultimately increases the value of partnerships where each organization experiences greater returns than what was expected.

**Related links:**

<http://www.cocacola.com>

<http://www.nba.com/cavaliers>

<http://www.sandiegochargers.com>

<http://www.sponsorshippro.com>

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