

The following is an excerpt from a survey conducted by the University of Dallas Graduate School of Management. It contained no reference to eBrandedSolutions or its products. It was a completely unaided questionnaire and respondents represented a cross-section of American marketing firms. The responses came from both sponsorship sellers and marketing agencies (which either buy sponsorships for their clients or conduct event marketing independently). The intent of the survey was to effectively gauge the current trends in after-event reporting, measurement and general seller/sponsor communications, as well as the needs of the marketplace.

## **Sponsorship Results- Measurement and Fulfillment- Improvements Needed**

### **Marketing Agencies**

- 89% believe that opportunities exist for improved measurement and reporting of sponsorship results.
- 79% would be interested in easy-to-use software designed specifically for the sponsorship industry.
- 95% are not aware of any existing software which meets these requirements.

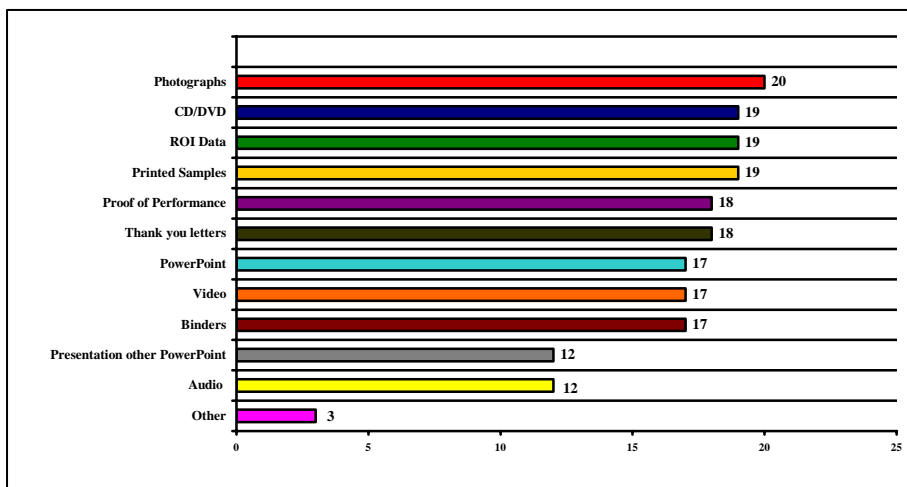
### **Sponsorship Sellers**

- 83% believe that opportunities exist for improved measurement and reporting of sponsorship results.
- 79% would be interested in easy-to-use software designed specifically for the sponsorship industry.
- 97% are not aware of any existing software which meets these requirements.

### **Marketing Agencies**

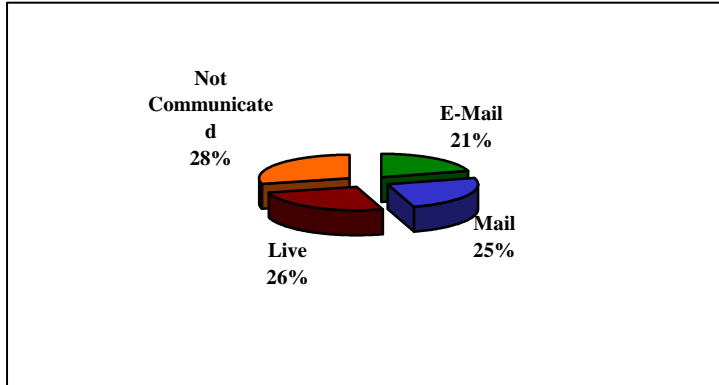
In regards to fulfillment materials, the survey respondents from marketing agencies receive all types. The majority of respondents tend to receive more photographs than the other types of documentation. However, it should be noted that photographs are not an overwhelming majority when compared to other types of marketing communication pieces provided to sponsorship buyers.

*Which items do you commonly receive from sponsorship selling organizations to communicate their follow up and fulfillment activities: (Please select all that apply and rate accordingly.)*



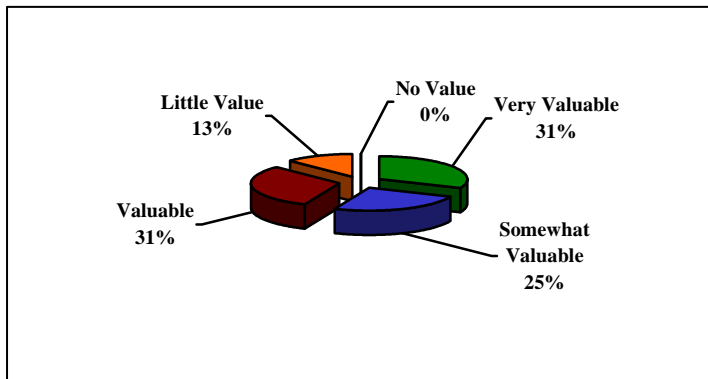
The marketing agencies receive almost equal amounts of fulfillment documentation via mail, e-mail, or live presentations. It should be noted that a relatively large segment of the agencies do not receive any follow up communication activities from the sponsorship sellers.

*How are the results of the sponsorships communicated to you? (Please select all that apply and rate accordingly.)*

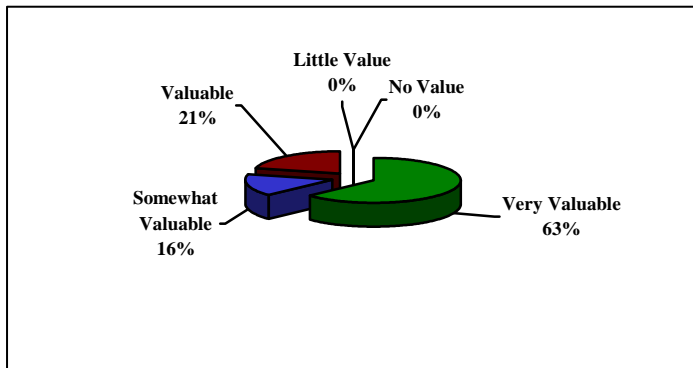


When evaluating the value the marketing agencies place on follow-up fulfillment documentation, 64% consider the process “valuable” and “very valuable”. If the “somewhat valuable” category is included, 91% of the marketing agency survey respondents consider the follow up fulfillment documents “valuable”. Only 9% of the survey respondents felt the fulfillment communication activities were of “no value” at all.

*Please rate the value of the mail sponsorships communicated to you:*



*Please rate the value of the live presentations of sponsorship results communicated to you:*



Of the total marketing agency survey respondents, an overwhelming majority of 89% believe that opportunities for improvement exist in regards to the follow up and fulfillment activities of the sponsorship sellers.

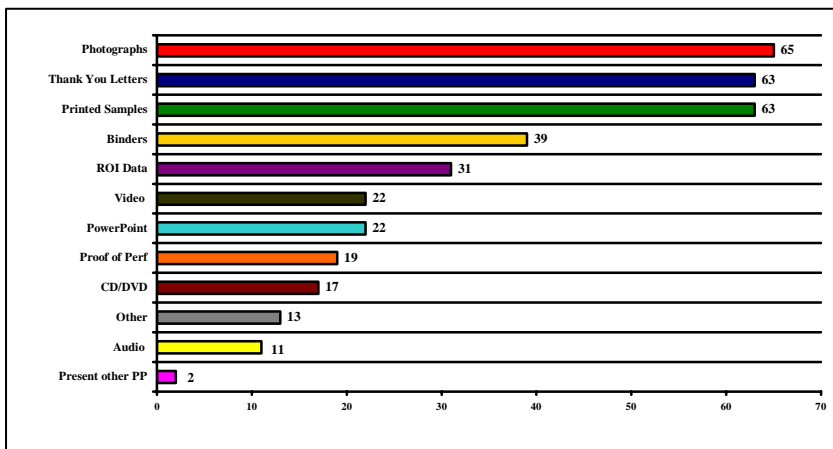
In today's economic environment, it has become critical for organizations to validate and justify all expenditures particularly sponsorship commitments. The data confirms the need for enhanced measurement and communication from the sponsorship sellers.

The marketing agency survey respondents have recommended that improved measurement data and improved reporting are the two most critical areas requiring improvement. Again, this confirms the marketing agencies' desire for improved communication and measurement of sponsorship results.

## Sponsorship Sellers

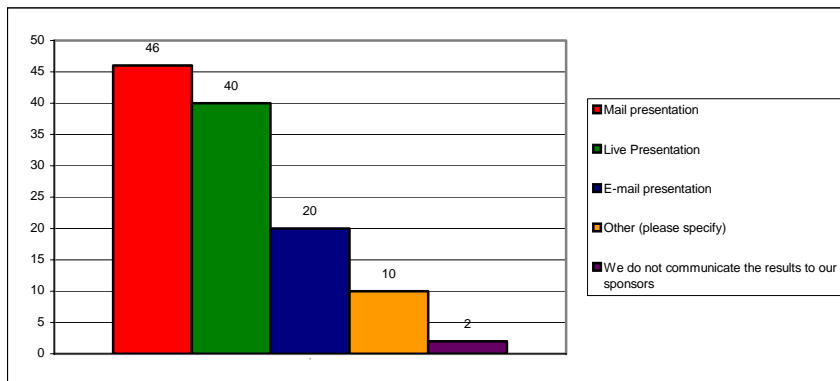
Sponsorship sellers utilize multiple types of fulfillment documentation to communicate the sponsorship results. Photographs, thank you letters, and printed samples are the most popular types of documentation provided to the sponsorship buyers.

*Which items are utilized in your sponsor follow-up and fulfillment activities? (Please select all that apply.)*



In regards to communicating the results of the sponsorship, 46% utilize regular mail and 40% communicate verbally with live presentations, while 20% communicate results via e-mail. A small segment of the sponsorship sellers do not communicate any results (2%).

*How do you communicate the results of the sponsorship to your sponsor? (Please select all that apply):*

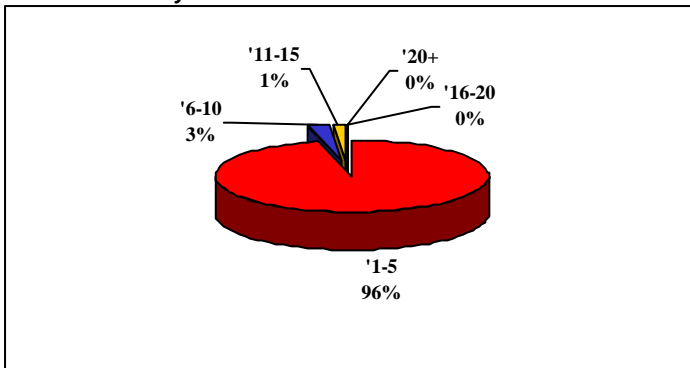


Detailed responses in regards to “Other” category listed in the above question are listed below. Some of the responses appear to overlap and could be reclassified into one of the three categories offered.

- “Thank you letters and sponsor plaques” (Mail)
- “Follow meeting 4-6 weeks after written report sent” (Live & Mail)
- “Sponsor conducts their own research, tracking, and evaluation”
- “Only largest sponsor buyers get documentation, others get only thank you”
- “We always schedule a post event meeting to review results” (Live)
- “Phone call in addition to mailing of materials” (Mail & Live)
- “Conduct annual sponsor summit” (Live)
- “Phone within two days plus above” (Mail & Live)

The survey indicated that 96% of the sponsorship sellers possess a sales staff of 1 to 5 individuals. This confirms the small amount of human resources these groups possess. It also underscores the potential acceptance of a software product, which would enhance communications and optimize the utilization of their scarce resources.

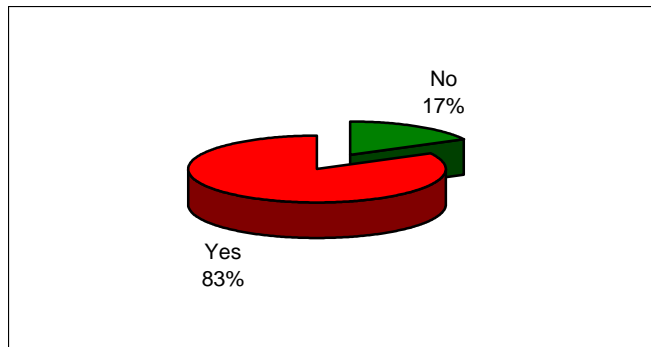
**What is the size of your sales staff?**



Over 37% of the survey respondents sell sponsorships to 16 or more clients annually. Only 20% sell sponsorships to less than 5 clients annually.

A large majority (83%) of the sponsorship sellers believe that opportunities exist for improvement in the client fulfillment area.

**Do you feel opportunities for improvement exist within your organization in regards to the client fulfillment area?**



Comments from participants when asked how their organization might improve:

- *“Would like to do an interactive CD ROM that would include TV spots, Radio spots, etc.”*
- *“ More conscientious documentation and making sure the fulfillment and acknowledgment reach the decision makers and key managers”*
- *“Find more time to put them together”*
- *“We have the most sophisticated, well-organized sponsorship-reporting program in our region and a renewal rate that exceeds 90% annually. Minor tweaks are made continually to meet the requests of our sponsors or to capitalize on programmatic elements that translate well into sponsorship selling points or fulfillment opportunities.”*
- *“Contract additional staff to assist---right now we just don't have time to do it right!!!”*
- *“Standardized communication/reporting. Right now, each client gets a unique/customized package. Would help to standardize some components”*
- *“Creating DVD presentations”*
- *“More formal, consistent approach”*
- *“Ensure allocation of resources to complete fulfillment reports and evaluation of ROI”*
- *“If there was software specifically designed for the task that would be very helpful”*
- *“We need something more automated”*
- *“Keep better records as the sponsorship is obtained about what items are most important to that sponsor. Also, create better checklists of the items we need to capture during events. Once the event is over, the opportunity is lost forever.”*
- *“Organizational understanding for the need to fulfill and measure fulfillment”*

### ***The eBrandedSolutions reaction:***

That there exists a wide gap in the marketplace between what is being done and what should be done in the area of after-event fulfillment reporting. A small portion of the market seems to have made the leap to the use of technology - another portion seems to be waiting to hear how it can be done affordably and easily.

### ***The eBrandedSolutions summary:***

That an easy-to-use, affordable software program will bring positive value to the sales efforts of the sponsorship selling industry-provided that it is intuitive, efficient, innovative and puts the user in position to identify, organize, archive and re-present its contracted assets to the sponsor.

We have built precisely this product and call it SponsorshipPRO+.