



Breakout Session Takeaways

Session Title: How to Attract and Retain Sponsors Using Data

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1. Sponsors are more sophisticated, from their selection process, to the way they attribute a value to a partnership, to measuring return. Running events have to be ready to speak the same language.
2. Sponsorship valuation puts a value on what is being offered to sponsors by comparing it to media buy and sponsorship performance measures if the brand's objectives were met (conducted through market research and post-event surveys).
3. A running event can look to increase the value of sponsorship by 1) optimizing its sponsorship structure 2) build partnership to increase share of voice and audience (not just participants) and 3) offer additional services such as turnkey activations
4. Most sponsors will ask for in-depth audience data, ideally beyond the traditional demographics to look at lifestyle profiles and purchase behavior
5. To increase sponsor retention, rights holders are increasingly measuring return on objectives (ROO) through post-event surveys to measure the impact of sponsorship on key indicators (visibility, awareness, brand image and brand affinity as well as purchase intent).
6. Takeaway to increase the event's value:
 - a. Grow the audience
 - b. Build "ownable" properties for partner
 - c. Increase services offered as a turnkey sponsorship
 - d. Show return to sponsors through survey data