

Event Sponsorship: The Importance of Intangibles

The true value of an event does not begin to become apparent until the intangible assets are weighed. Often it is the intangible value of being associated with an event that has the greatest impact on the sponsor fee.

Rating Intangible Factors

Consider the following intangible factors and rate each factor from 1-10 according to how well your event can deliver on each factor to your sponsors:

1. **Prestige of Property** - Criteria: Value is created through property's brand equity. The brand - along with audience delivered, is the product a property offers. It is the image and philosophy a sponsor is buying. **Rate:** _____
2. **Recognition and Awareness** - Criteria: Value is created through promotion of the property's brand. Focus on increasing the likelihood that placement of property's marks and logos on packaging or in sponsor promotions will move more product. **Rate:** _____
3. **Category Exclusivity** - Criteria: Create value by offering category exclusivity. More value is added the further it extends into the property and the more saleable categories it extends to. May not be appropriate in all cases, e.g. media. **Rate:** _____
4. **Level of Audience Interest/Loyalty** - Criteria: Value is created through the audience's affinity for the property. If it is high, or at least higher than affinity for sponsor's brand, it will rub off to sponsor's product. **Rate:** _____
5. **Ability to Activate** - Criteria: Value is created through organizer's turnkey promotions that allow sponsors to engage the audience as well as their openness to sponsor's promotional ideas. **Rate:** _____
6. **Degree of Sponsor Clutter** - Criteria: Value is created when property is kept as clean as possible so that each sponsor gets noticed. Look for proprietary programs and asset presentation opportunities. **Rate:** _____
7. **Property's Susceptibility to Ambush/Gorilla Market** - Criteria: Value is created in the degree to which the organizer excludes a competitor from buying into property benefits (e.g. accepts advertising in program or telecasts, purchasing exhibit space) and works to restrict or "police" competitors from ambushing or street marketing the property. **Rate:** _____
8. **B2B Networking Opportunities** - Criteria: Value is created in properties that have a high degree of interest and appeal to sponsors for hospitality and entertainment and provide opportunities for business-to-business, face-to-face interaction. **Rate:** _____



9. Media Coverage Potential - Criteria: Value is created when media is driven to event and can best be evaluated by past media interest. **Rate:** _____

10. Demonstration of Community Involvement/Cause Interest - Criteria: Value is created when involvement or association with the property has an altruistic end or is a demonstration of corporate citizenship, and is therefore regarded as positive and important by community or impacted constituents, thereby reflecting positively on and building affinity for the sponsor. **Rate:** _____

11. Established Track Record - Criteria: Value is created by properties that fulfill their agreements, delivering everything that was promised. Value is increased when properties over deliver. **Rate:** _____

Factoring into the Event Sponsorship Fee

Now, add up all your points and calculate your Intangible Value percentage based on the total number of available points, 110. Add this % into your Sponsor Fee Formula, multiplying the value of tangible assets by your intangible % and then comparing to the marketplace's ability to pay.