



## Bringing Order to Sponsorship and Event Marketing Evaluation

The growth of the sponsorship-marketing industry has been remarkable. Since 1999, sponsorship spending by North American corporations has increased by 29% to nearly \$10 billion, outpacing the growth of both advertising and sales promotion.

Perhaps not unexpectedly, this rapid growth has created new challenges for corporate marketers seeking to leverage sponsorship. Principal among these challenges is deciding where to make sponsorship investments. There are several reasons for this:



1. **Unlimited opportunities:** Increased spending has also produced a tidal wave of new sponsorship opportunities, increasing the difficulty of selecting the best ones.
2. **Lack of parameters:** Few companies have created guidelines designed to drive selection of sponsorship properties.
3. **Lower priority:** Despite recent growth, sponsorship is generally not considered a priority, and therefore resources are unavailable for developing essential processes.

The result is that most sponsorship decisions are based on emotional instincts rather than sound, strategic principals. Consequently, obtaining a direct return-on-investment from sponsorship investments is often either highly inconsistent or impossible.

The **Quantitative Opportunity Review and Evaluation (QORE™) System** provides corporate sponsors with an effective solution to the challenge of making strategically-based sponsorship decisions. QORE™ is an easy-to-

use, multi-step assessment tool that uses customized, pre-determined criteria to identify strategically appropriate sponsorship opportunities. Among the many benefits that QORE™ provides include:

- **Objective:** QORE™ eliminates the influence of emotion on the decision-making process by allowing marketers to focus on company objectives and goals.
- **Customized:** By custom-tailoring the system to focus on key, pre-determined objectives, QORE™ addresses the marketing goals specific to your organization.
- **Scalable:** Once the system is customized, QORE™ is easily deployed throughout an organization.
- **Flexible:** QORE™ can be extended to complementary departments throughout an enterprise, such as public affairs and corporate giving.
- **Empowering:** QORE™ can put the tools for effective decision-making into the hands of front line staff throughout the enterprise.
- **Adjustable:** As the system is easily adjusted to account for new priorities as they arise, QORE™ changes with a company.



With QORE™, companies actively engaged in sponsorship now have a tool that can almost instantly improve decision-making throughout the marketing organization. As a result, future sponsorship activity will better address corporate objectives and provide an improved return-on-investment.