

Value-based approach and plan for sponsorship valuation

The purpose of this template is to define value based approach to sponsorship valuation. It covers information about market research, brand equity analysis, etc.



Market research

- Measure and track relevant performance
- Identify the awareness of sponsorship in market
- Add text here



Brand equity analysis

- Brand awareness increasing
- Brand attributes influenced by sponsorship
- Add text here



Stakeholder behavioral analysis

- Changes in the brand image
- Consideration and preference change
- Add text here



Financial analysis

- Impact of changes in customer acquisition and retention
- Measure financial performance
- Add text here



Business valuation analysis

- Measure sponsorship costs and revenue
- Use discounted cash flow model
- Add text here

Marketing Management A Strategic Value Based Approach

Francis Buttle, Stan Maklan



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