

Sponsorship Event Tiers (general example)

Event Type	Typical Size	Primary Goal	Key Metrics to Capture	How Success Is Measured
Large-Scale Events (e.g., festivals, major public gatherings) 	10,000–30,000+ attendees	Mass Awareness	• Total attendance • Estimated impressions • Brand visibility placements • Booth visits/interactions • QR scans or web traffic spikes • Social reach tied to event	High visibility and broad audience exposure
Mid-Size Events (e.g., banquets, expos, regional events) 	500–10,000 attendees	Targeted Engagement	• Attendance totals • Audience demographics alignment • Engagement with materials • Newsletter sign-ups • Program interest or follow-up actions	Strong engagement with relevant audiences
Small-Scale Events (e.g., kids fishing clinics, hands-on programs) 	Under 500 participants	Direct Impact	• Participant counts • Youth engagement levels • Skills learned/program completion • Return participation indicators • Qualitative feedback	Depth of participation and behavioral impact

Performance Metric with Cost per Engagement (General Example)

Event Tier	# of Events	Total Investment	Total Reach	Direct Engagement	Cost per Engagement
🎵 Large Events	8	\$240,000	360,000	6,200	\$5.20
🏆 Mid-Size Events	14	\$125,000	45,000	1,850	\$4.10
🎣 Small Events	16	\$60,000	7,000	400	\$3.75

Top Performing Sponsorships (General Example)

Event Name	Event Type	Investment	Reach	Engagement	Performance Indicator
Regional Music Festival	Large	\$75,000	180,000	3,100	★ High Reach
Sportsperson Awards Banquet	Mid-Size	\$12,000	1,800	450	★ High Engagement
Youth Fishing Clinic Series	Small	\$9,500	320	210	★ High Impact

Example Event Categories & Metrics:

Large-Scale Events

(Example: Major festivals or multi-day public events — ~10,000+ attendees) 🎵

Primary Goals:

Mass awareness and audience exposure

Key Metrics May Include:

- Total attendance
- Estimated impressions/exposure
- Number of branded items handed out
- Brand visibility placements delivered
- Website visits or QR scans tied to event
- Social media reach generated

Why This Matters:

These events are about **broad reach and visibility**.

Mid-Size Community Events

(Example: Sports banquets, outdoor expos, regional gatherings) 🏆

Primary Goals:

Audience connection and targeted engagement

Key Metrics May Include:

- Attendance totals
- Audience demographics alignment
- Engagement with materials or staff
- Program participation levels
- Newsletter sign-ups or follow-up actions

Why This Matters:

These events are about **relevance and relationship-building**.

Small-Scale Outreach Events

(Example: Kids fishing clinics, hands-on educational events) 🎣

Primary Goals:

Direct participation and behavioral impact

Key Metrics May Include:

- Number of participants
- Youth engagement levels
- Skills learned or program completion
- Follow-up participation (licenses, return visits)
- Qualitative feedback from participants

Why This Matters:

These events are about **depth of engagement, not volume.**