
SPONSORSHIP BUYS: EVALUATION AND REPORTING

Proposal to hire a contractor to build a consistent system to measure performance, improve decisions and demonstrate impact.



SPONSORSHIP BUYS ARE STRATEGIC INVESTMENTS

- We invest in sponsorships with external organizations through H/A subcommittee.
 - These investments are intended to influence awareness, engagement, and behavior to create avenues to advocacy for spreading our CWC message.
 - Without structured evaluation, we rely on assumptions instead of evidence.
 - A data framework allows us to assess true return on investment (ROI).
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THE CURRENT CHALLENGE

- Sponsors are already providing proof of performance, but it varies widely across partners.
- Reporting formats are inconsistent or incomplete.
- Outcomes are often described qualitatively rather than quantitatively.
- Some partners are inconsistent with response or non-responsive, even for high dollar amounts



THIS WORK REQUIRES DEDICATED CAPACITY

- Our one CWC staff member is already focused on program delivery, communications, and sponsorship execution.
 - Without dedicated ownership, framework development risks becoming inconsistent, delayed, or incomplete.
 - A focused resource ensures the framework is built correctly from the start.
 - As our H/A subcommittee's work continues to expand with increased budget, we need a dedicated process for improving on buys made with our constituents' funds.
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WHAT A HIRED CONTRACTOR WOULD DO

Framework Development

- Define standardized sponsorship metrics
- Create event-type metric categories
 - For enabling apples to apples evaluation
- Develop engagement definitions and tracking standards

Tool & Template Creation

- Build standardized partner reporting templates
- Develop data collection workflows
- Set up of digital data ingestion
- Central data tracker - consolidates both in-person data and digital data

Implementation Support

- Train staff on framework use
- Refine processes based on Council feedback

The outcome: A usable, repeatable system not just documentation.



HOW WE COULD USE THIS FRAMEWORK AND DATA

- Make smarter sponsorship investment decisions
 - Optimize future sponsorship planning
 - Demonstrate accountability and stewardship
 - Strengthen partnerships with sponsored organizations
 - Improve program impact and public reach
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VALUE

- Sponsorship investments are a significant annual expenditure for CWC
 - Even small improvements in allocation efficiency produce meaningful financial return.
 - A framework enables data-driven decisions that improve investment outcomes year over year.
 - The value of better decisions compounds over time.
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The proposal: hire a contractor for this work.

