

Measuring what Matters

SPONSORSHIP IMPACT FRAMEWORK

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THE CHALLENGE

- Impact of sponsorships is hard to measure
- Existing data is inconsistent, partner engagement with reporting is low
- No easy way to compare partners effectiveness

THE GOAL

- A simple, consistent system to:
- Track engagement
 - Compare performance
 - Inform funding decisions
 - Provide impact statements that can be shared with constituents

FRAMEWORK

PARTNER ACTIVITY

events, signage, posts

AUDIENCE ENGAGEMENT

QR scans, visits, merch

DATA COLLECTION

QR, website, reporting

CENTRAL TRACKING

all data in one place

INSIGHTS & DECISIONS

Which partnerships are thriving? Which merit reconsideration?

DELIVERABLES

- Reporting agreement and template for partners
- QR + landing page tracking
- Central data tracker
- Evaluation method

OUTCOMES

- Comparable results across partners
- Clearer directional ROI
- Better funding decisions
- A scalable framework for future years